



Serving up Data: An enterprise backbone for real-time insights

A national restaurant chain partnered with ICC to forecast labor and accelerate digital programs.

This restaurant group faced relentless pressure to streamline processes, survive shrinking profits, optimize inventory, improve marketing engagement, and share cross-organizational information in real-time.

All restaurants needed enterprise data in real-time for immediate actions and alerts, including transaction data, out-of-stock status, and labor plans. Integrating this information, consolidating it, and then delivering it to cloud-based systems for unique departments requires complex transformations, normalizations, and movement of data.

ICC worked to integrate 560 restaurants into an enterprise backbone supporting near real-time transaction flow. This empowered the restaurant to accurately forecast labor demand at each location, and accelerate its eCommerce, master menu management and customer loyalty programs.