

# CASE STUDY

## POSITIONING A GLOBAL RESTAURANT FRANCHISE FOR INTERNATIONAL INNOVATION AT SCALE



*A Crafter-based solution enables a global restaurant franchise to consolidate multiple international sites and deliver personalized, stable and mobile experiences at scale.*

### *At a Glance*

#### ORGANIZATION

Global Restaurant Franchise

#### INDUSTRY

Hospitality

#### USE CASE

Web Content Management

The Crafter based solution is enabling more rapid innovation, where teams are able to spend their time crafting unique and intuitive customer experiences both domestically and globally instead of floundering in infrastructure and building basic requirements.

## ORGANIZATION

Our client is a global pizza restaurant franchise that started in the broom closet of a tavern, and has since grown into a billion-dollar enterprise with more than 5,000 locations, including 45 countries and territories that host more than 1,600 international locations. The organization has a strong digital backbone and was one of the first quick service restaurants to offer extensive online ordering capabilities. This focus on eCommerce provided an early boost to the business, which boasted \$2 billion in U.S. eCommerce sales as far back as 2010. The business recently celebrated their 30th anniversary, noting that more than 50 percent of their sales volume currently passes through their digital properties.

## CHALLENGE

For more than 30 years, our client has prided itself on the quality of ingredients used in their pizzas. However, their digital growth was challenged by legacy systems that no longer supported the brand's need to create an exceptional

omni-channel customer experience. Their focus on continuous improvement and raising the bar wasn't being echoed in their current digital platforms, which consisted of a homegrown Web Content Management System (CMS) and a more rigid infrastructure that wouldn't support their required level of innovation. International business continued to grow, but wasn't fully supported within the current digital frameworks. The business needed a way to pull together a platform that would support a single, mobile-friendly web presence and native mobile applications for iOS and Android devices.

The team was clear that their solution needed to leverage modern development frameworks and enable easy migration from their legacy CMS platform. Marketing requirements included the ability to support agile communications with easy content editing and publishing capabilities, as well as tight integration with critical business systems such as order management, inventory and logistics. It was also important that content teams be able to publish to both mobile and web-based content channels from a single platform, while supporting volume at scale during peak times.

## SOLUTION

After interviews and vetting during an extensive RFP process, our client's team selected Crafter CMS as their content platform of choice, with Rivet Logic as their implementation partner. This combination provided a contemporary web-based content management platform that allowed for simultaneous content distribution to both web and native mobile apps. Since Crafter CMS is an open source, commercially available solution, the digital teams were able to spend more time on driving personalization and innovation through an intuitive customer experience than on maintaining legacy systems. The implementation of Crafter is considered a game changer due to the high performance and elastic scale that is easy for teams to monitor and maintain.

Crafter CMS fit well with the organization's need to more fully adopt an agile methodology, and offered a way to consolidate multiple international sites as well as native

mobile applications into a single content delivery platform. Additionally, the team considered Crafter CMS to be a near-perfect fit with their existing Alfresco digital business platform.

Rivet Logic was selected due to their deep understanding of how to architect new technologies into a seamless, effortless whole that delivered results and a superior customer experience. The team leveraged both Crafter Studio and Crafter Engine to replace the legacy CMS and content delivery platforms with a flexible, scalable solution that provided an exceptional ability to deliver personalized content at scale.

The technology team benefited by having an off-the-shelf solution that was much easier to support. Business and marketing users appreciated that they were only required to maintain one website instead of multiple standalone platforms, simplifying the content editing and distribution workflows.

## RESULTS

Between Crafter CMS and Rivet Logic, our client's team found themselves in a positive situation. Instead of worrying about their ability to deliver adequate bandwidth for promotions and ordering during peak times such as the Super Bowl, peak sales events are now handled with ease by the updated platforms. Innovation is more rapid, and the teams are able to spend their time crafting unique and intuitive customer experiences both domestically and globally instead of floundering in infrastructure and building basic requirements as they had in the past. There are significant time-savings associated with a single point of contact for content creators, and the consolidation of platforms has allowed the technology team space to consider for DevOps automation and cloud hosting in the future.