



How Aspire Helped US's Leading Dining Retailer Embark on Their Unified Commerce Journey by Improving Product and Service Management

About The Customer

One of the largest full-service dining companies and a leader in the America region with an extensive assortment of iconic global, emerging, and proprietary brands. Running 1800+ restaurant chains primarily franchise-owned, segmented into 24x7 diner and neighborhood grill concept. The customer presently wants to live up to its future vision of investing in technological enhancements to serve their customers.



Challenges:

- *Data disparity*
- *Unhandled data structures*
- *Inability to localize menus*
- *Lack of a single unified view*
- *Lack of centralized analytics*
- *Poor customer experience*

Solution:

- *WSO2 ESB and API manager powered Integration Platform*

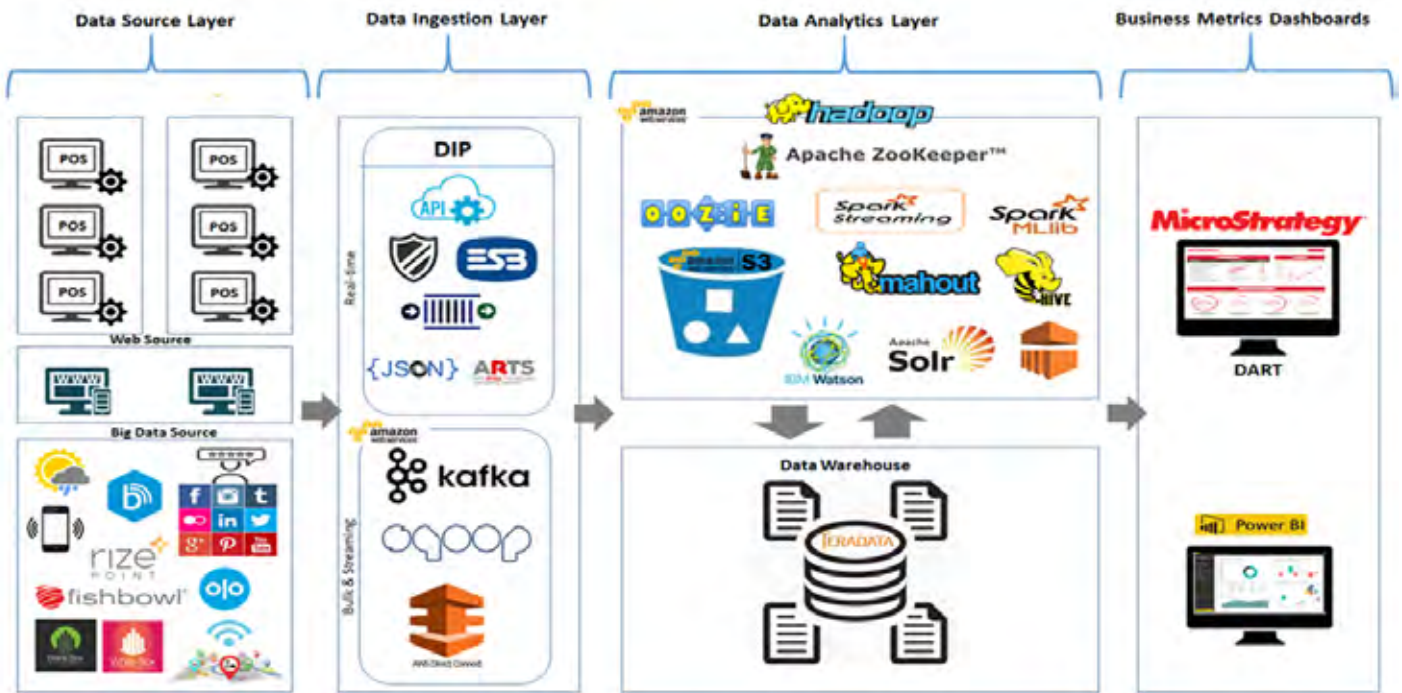
Benefits:

- *Connected Enterprise*
- *Data security*
- *Localization of Experience*
- *Better Insights*
- *Efficient customer analytics*
- *Eliminated 30% of the entire project cycle*
- *Centralized rollouts for experience consistency*
- *Experience pilots – BYOD, Order Ahead*
- *Ability to listen to customers feedback in social media and dynamically respond to changing situations locally*

The Need

The customer wanted a platform that could bring together the huge amount of data they receive from their franchise run restaurants and unify it for better analytics and business-oriented decision-making capabilities. With franchises running their own POS systems, data structure was a huge challenge coupled with lack of a centralized feature rollout capabilities restricting their ability to offer personalized and localized experiences to their customers. Another main challenge for our customer was their inability to gain control over the restaurant's POS infrastructure. Since there was no middleware solution in practice, the customer was unable to integrate their restaurants' POS system across domestic and international chains. While being open to the digital transformation journey, data security was to be given critical importance when designing any solution adding to the overall list of challenges.





Aspire's Solution

Aspire had a consultative approach where the business problem was understood/analyzed and the right tool stack was suggested to be a part of the solution. We came up with a holistic approach by deploying AURAS, an Aspire’s middleware integration solution, that diagnoses and solves customer’s ongoing integration difficulties. As the integration solution is targeted for hospitality/retail domains, it comes with out of the box capabilities such as exception handling, notification, persistence, auditing, and much more. While AURAS promise to consume around 30% by eliminating the initial project efforts, the platform is much more focused on polling POS systems and aggregating sales analytics to the API.



We then created a data ingestion layer & utilized a cloud-based model wherein we collected data from various sources and using Kafka & Hadoop, the data was fed to an Amazon platform for big data processing. The next segment was data analytics, post which we provided a business metric dashboard for the corporate to take decisions. We gave them the integration and the infra scalability by putting all of this on cloud solutions based on industry-level encryption standards & parameters.

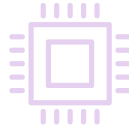
After the integration and the infra-scalability that was offered, we enabled centralized roll-outs for our client by creating an install anywhere – anytime model, which essentially meant whenever the client wanted to push a new feature upgrade/update to any of the restaurants, they could do that from the central office itself. This ensured real-time features/data could be rolled out then and there itself without further delay.

With all the data ingestion capabilities, the client/customer now had the ability to run analytics on the data that was collected. We enabled the client to perform a customer sentiment analysis in real-time and see how a particular offering/menu-upgrade was performing. We also did a market-basket analysis which enabled them to work on their product affinity thereby increasing the wallet size of their customers & launched successful pilot programs like bring your own device for ordering and Order ahead for patrons who wanted to reduce table waiting time.





Technology Snapshot



- » **Integration** – WSO2 EI V 6.0, WSO2 API manager
- » **Format** – JSON
- » **Cloud** – Amazon AWS
- » **Streaming platform** – Kafka
- » **Data processing** – Hadoop
- » Rabbit MQ
- » **Continuous Integration and Continuous Deployment (CI/CD)** – Jenkins, GitHub & Ansible
- » **Data Warehouse** – Teradata





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