

Case Study**Quick Service Restaurant (QSR)****Industry**

Retail

Challenges

- Work with a vendor that thoroughly understood the QSR business and could provide industry best practices.
- Solutions needed to be integrated into the company's business model.
- Desired improved display systems that would highlight menu items and new product introductions.
- Technology solution needed to support growth as well as be flexible for new and changing inventory.

Solution

- NEC technology, coupled with offerings from NEC's global affiliates, provided an end-to-end solution that managed product lifecycle and was easy to maintain.
- NEC's durable, fanless point-of-sale (POS) retail solution
- Software solution to increase efficiency in placing orders, thus improving employee productivity and reducing wait time for customers.
- NEC Display systems enhanced the design of the customer's rebranded restaurants and provided a unique way to highlight specific products and promotions.

The NEC Retail Solutions portfolio includes a full lifecycle retail management solution using the best-in-class hardware, software and support solutions for retail IT.

NEC has installed retail systems worldwide in specialty retailers, convenience stores and quick service restaurants. Our quality Point-of-Sale (POS) and mobile retail solutions are designed to boost store performance, reduce operating costs and enable quick and efficient services for both single and multi-store operations. NEC Retail Solutions has a rich history and ongoing commitment to innovation. Our innovations fuel the future of your business.

NEC Provides End-to-End Retail Solution for Restaurant Customer

A Quick Service Restaurant is a specific type of restaurant characterized both by its quick-serve cuisine and by fast-casual table service, typically part of a restaurant chain or franchise operation. A large customer in this industry with locations in 30 countries globally engaged with NEC Corporation of America (NEC) to help the restaurant chain streamline its operations and improve the customer experience throughout the franchise. It was looking for cost-efficient solutions that would help the company manage product inventory, ordering and improve in-restaurant operation efficiency. The overall efficiency effort would be in conjunction with an overall brand transformation that the QSR customer was undertaking, including physical redesign of restaurants, product innovations, and the use of digital media displays.

Challenges

The customer needed to work with a vendor that thoroughly understood the QSR business and could provide industry best practices. They needed both hardware and software solutions that could be integrated into the company's business model, with the goal of ensuring that its restaurants would provide customers with a great dining experience, from placing their orders to receiving their food from the drive-through or counter personnel with the quality, accuracy and efficiency needed in a QSR environment. The customer also needed improved display systems that would provide visuals to highlight menu items and new product introductions.

Additionally, many of the company's restaurants are owned by franchisees who needed systems that will ensure speedy and accurate orders, as well as provide solid inventory tracking to help streamline operations. The gained efficiencies meant that restaurant personnel could devote more time to providing great customer service, even at peak sales times. NEC's customer was also expanding its product offerings to increase overall sales and meet demands from an increasingly growing customer demographic looking for healthier food choices. The new technology solution would need to support this growth as well as be flexible enough to add new menu items during special promotions.

NEC leveraged its knowledge of the customer's business model as well as deep understanding of the QSR industry to develop solutions that effectively met the objectives and goals of the customer. Using a holistic approach, the process involved an evaluation of the customer's technology, personnel training and business operations to fully understand the entire process of getting menu items from inventory distribution to the customer's table. NEC designed a cost-effective and easy-to-manage solution with a blend of hardware, software and services customized to meet the customer's specifications and lower costs.

Solution

The team from NEC spent a lot of time meeting with the customer at various levels in the organization to gain a true and accurate understanding of the requirements. The NEC solution needed to be cost effective and achieve the right balance between the customer's technology needs and the potential business benefits. Acting as technology consultants, the NEC team was able to identify opportunities where NEC technology, coupled with offerings from NEC's global affiliates, could be used to provide an end-to-end solution that increased business up-time and was easy for the customer to maintain.

NEC's durable fanless (the unit contains no fan to protect it from food and other particles in the air) point-of-sale (POS) is built to withstand the fast-paced environment of a quick-serve operation. Its functionality benefits the customer over time with a reduced total cost of maintenance and minimal downtime for the operation. The software solution improved employee performance by increasing efficiency in placing orders, thus reducing wait time for customers and ultimately providing quick-service in a quick-serve environment. NEC also provided display systems that enhanced the design of the customer's rebranded restaurants that would serve to enhance the customer experience and provide a unique way to highlight specific products and promotions.

Strong Relationship with Customers

NEC works with customers to get a deep understanding of their businesses and pain points to develop solutions that are customized to meet their needs. This customer chose NEC because of its experience, technology innovation and ability to leverage a great affiliate network to bring in the appropriate solution to meet the customer's business objectives. The quality of NEC's competitively priced hardware solutions works well with the industry leading display solutions for the QSR market. NEC's hardware and networking solutions helped streamline operations and reduce costs, while providing the customer with a system that is easily manageable and can accommodate expanding revenue streams.

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