



TASTE HOW MUCH WE CARE.®

“Prior to RPM, analysis on a particular promotion could be up to 270 various reports for all of our restaurants. Since we deployed RPM, that same data is at our fingertips...and we can do so much more with it.”

Paul Mullin,
Business Analyst, Culver's Franchising System, Inc.

The Customer

Established in 1984, Culver's is one of the largest restaurant franchises in the United States. Known for their frozen custard, Butterburgers and midwestern hospitality, they have grown from a small, one location restaurant in Sauk City, Wisconsin into a major regional chain of 365 restaurants (eight company owned and 357 franchised) operating in sixteen states.

- Privately owned and family-operated since 1984
- Approx. \$600M in annual sales
- Voted nation's best burger chain in 2007 by Restaurants and Institutions Consumer Choice in Chains
- 8 company owned locations, 357 franchised restaurants all under the Culver's banner

The Challenge

When Culver's approached RedPrairie they had very specific goals in mind. Culver's needed a technology solution that could seamlessly integrate with their existing Back Office application and provide extensive performance monitoring and analysis to provide greater insight into their over 365 locations.

Ultimately, the company needed a web-based platform that could provide a comprehensive performance management solution, along with the available resources and capabilities to keep up with their ambitious growth rate.



Culver's has optimized its business on carefully selected metrics. These metrics are of the utmost importance to Culver's executives, as well as the company's information workers.

Business Challenges:

- Needed detailed, flexible and predictive reporting based on predetermined KPI's
- Seeking to use analytics for data based business decision making rather than guesswork
- Loss prevention, speed of service and sales mix were the major points of focus of the new solution
- Ability to pull together disparate data into one customizable interface

IT Challenges:

- Minimize disruptions to other projects
- Avoid having to ramp significant in-house expertise on technical platforms and RedPrairie applications
- Maintain maximum control over changes to the hosted solution
- Align costs as much as possible to when value is received
- Ensure that the weekly markdown process was initiated and completed on time
- Improve display compliance to enhance the customer experience and drive sales
- Ensure consistency and timeliness of associate training to enhance staff skills and productivity
- Maximum security: Sensitive restaurant information

The Solution

Focusing on these agreed areas, Culver's worked with RedPrairie consultants to implement the following solutions:

RedPrairie Performance Management [RPM]

A web-based analytic reporting solution that leverages the wealth of existing information from RedPrairie and seamlessly synchronizes it with internal data, Key Performance Indicator's, and industry benchmarks. All of which is displayed in an intuitive, user friendly interface.

- **Enterprise Back Office Solutions**

Inventory Management

Demand Forecast

Financial Management

Merchandise Management

- **RedPrairie SaaS**

Hosting

Subsequent analysis proved that RPM provided significant positive impact on every level outlined in their challenges.

"Using RedPrairie's RPM, Culvers has been able to bring together the KPI's that we use to monitor and drive our business into a single easy to use interface. We have even been able to gain new insights into a key corporate service levels strategy by analyzing information coming from our point-of-sale system. Looking into the future, we plan to deploy RPM into our corporate SharePoint extranet site which will allow us to share pertinent information with even more of our employees and franchisees."

Joe Koss, Chief Financial Officer
Culver Franchising System, Inc

The following outlines several of the key reasons that Culver's implemented RedPrairie's RPM solution:

- **Relevant**
Targeted to Store Operations, Field Personnel and Merchandising.
- **Complete**
Complete visibility to store operations data.
- **Timely**
Tight link into Store Ops Systems provides more immediate access to data.
- **Actionable**
Built to drive perfect decisions, every day, at every opportunity.
- **Rapid Deployment**
Ships out of the box with deep ties into your RedPrairie data, reducing implementation and on-going maintenance costs.

Designed to fit nicely into your corporate architecture, and alongside your Corporate Data Warehouse.

The Results

Culver's has optimized its business on carefully selected metrics. These metrics are of the utmost importance to Culver's executives, as well as the company's information workers. The RPM solution delivers the ability to adapt quickly and focus on company strategies, external market conditions and internal objectives. In addition, the information is easy to use, consume and deploy. Quick implementation, a cost effective solution and ease of use for the business were central to the successful deployment.

Since its go live date of April 2007, the company has seen tremendous value in RPM. The dashboards provide a unified and integrated view of the business. Reports are no longer disparate; business users can view and slice the data in a way that is relevant to them.

Ultimately, RPM has not only changed how Culver's monitors and manages their business, but how the business thinks. The overall cost effectiveness and quick time to implement along with the short learning curve and easy transition for information have fully justified the project.

- 270 separate reports down to one
- Reduce company man hours by 120 hours per month
- Monitor data that was not available before

Key Advantages

- Integration with existing point of sale, data warehouse and back office solution
- Microsoft centric
- Low cost of ownership
- Rapid deployment (under 60 days)
- Architecture Scalability
- Flexible
- OLAP technology

For more information

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