

National Quick-Service Restaurant Chain
Eliminates Paper Reporting, Drives
Accountability with QlikView

Technical Case Study

QlikView



Customer Profile

CKE Restaurants, Inc. owns, operates and franchises some of the most popular brands in the quick-service restaurant industry, including the **Carl's Jr.**[®], **Hardee's**[®], **Green Burrito**[®] and **Red Burrito**[®] restaurant brands. The CKE system includes more than 3,300 restaurant locations in 42 states and in 28 countries. CKE is headquartered in Carpinteria, California.

Software & Services

- Phase 1: QlikView 95 Users
- Phase 2: QlikView 200 Users

Benefits

- Eliminated Use of Paper Reports at the Executive Level
- Drives Accountability at the VP, GM and DM Levels

Dashboard KPIs

- Real Estate Leases
- Profit & Loss
- Payroll
- Food Costs
- Operational Sales
- Marketing

Business Challenge

CKE Restaurants is a multi-faceted restaurant organization, with owned and franchisee Carl's Jr., Hardee's, Green Burrito and Red Burrito outlets spread throughout the world. Maintaining visibility into the operational efficiency and profitability of each and every one of the 3,300 restaurant locations was a challenge.

Business Improvements

CKE's Director of Operations Finance Ryan Hanawalt sought the ability to provide rapid-fire responses to questions from the executive team. When approached by Hanawalt for a dashboard solution with drill down capabilities, QlikView brought Armanino on board to develop a Proof of Concept dashboard. Hanawalt then shared the POC dashboard within the CKE organization, building consensus for QlikView reporting tools throughout the organization to augment the ERP reporting tool currently in place.

Once the deployment of QlikView was approved, rapid adoption took place. The finance operations dashboard reports on each individual store's performance and these metrics are rolled up to District Managers, General Managers and Vice Presidents. All of these managers have performance goals based on key metrics and only the top performers are eligible for the prestigious President's Level bonus program.

Key performance indicators measured by the Armanino-developed QlikView dashboards for CKE include:

- Profit & Loss
- Payroll
- Food Costs
- Operational Sales
- Marketing Spend
- Real Estate Leases

The first phase of implementation brought QlikView to 95 Carl's Jr. and Green Burrito district managers and the Vice President of Operations to track their individual store performance data. Due to the ease of use and rapid user adoption, the demand for access to QlikView quickly grew and within the first three months of use, 200 more users at the management and executive levels were added to the CKE system.

"One of the biggest benefits that QlikView and Armanino have delivered to CKE is empowering our restaurant operations team with information," said Hanawalt. "Data that was not easily obtained before is now at their fingertips in minutes with QlikView."

"CKE's operators are responsible for running restaurants and we want to limit the amount of time they focus on financials," Hanawalt said. "Our

QlikView dashboards help the operators to put data into action to become more profitable.”

For More Information

For more information about Armanino products and services, call (925) 790-2600 or visit the Web site at www.GetBISoftware.com.