

MDM: THE PERFECT RECIPE FOR QSR GROWTH AND PROFITS

MAKING A PIZZA IS HARDER THAN IT LOOKS



WHAT THE CUSTOMER DOES

- Opens app
- Orders with coupon
- Social media
- Waits, eats and shares



ANALYTICS

WHERE DATA FLOWS

GLOBAL

- Audit log
- Global data sync
- Language, currency
- Local menus
- Local taxes
- Market requirements

REPORTS

- Calendars
- Changes
- Costs & profits
- Price lists
- Sales
- Volumes

MARKETING

- Analysis
- Local Marketing
- Locations
- Menu concepts
- Promotions
- Website

SUPPLIERS

- Contracts
- Locations
- Products
- Status
- Updates

BUSINESS INTELLIGENCE

WHAT THE RESTAURANT COMPANY TRACKS

MASTER DATA

- Authenticate users
- Data integrity
- Documents
- Import/export to external systems
- Locations & history
- System data storage
- User access
- Workflow & calendar

PRODUCT INFORMATION

- Cleaning supplies
- Consumables
- Ingredients
- Menu item build
- Nutritional information
- Packaging
- Pricing
- Promotional
- Training materials
- Uniforms



HOW THE STORE OPERATOR RESPONDS

- Assigns driver
- Complies with local regulations
- Connects to payment networks
- Links order to POS & RFM
- Restocks items
- Validates promotion