



## Wendy's Achieves Increased Productivity With Informatica Data Integration

### FAST FACTS

#### BUSINESS INITIATIVES

- Manage food and labor cost across all Wendy's Company store locations
- Monitor sales and product mix by store for improved forecasting
- Pinpoint trends by product and geography to improve marketing program effectiveness
- Improve Store Maintenance support with B2B communication
- Improve quarterly close process
- Increase collaboration with business partners

#### TECHNOLOGY STRATEGY

Replace Data Warehouse Manager and eliminate inefficient, error-prone custom coding with an enterprise data integration platform that supports mission critical operations in real time as well as analytical applications

#### BENEFITS

- Optimized in-store and business operations with timely, reliable data
- Supported strategic growth objectives with an extensible integration platform
- Realized 18% IRR (internal rate of return) over three years
- Improved developer productivity by 50%

“We rely on Informatica to provide essential information to many key groups enterprise-wide, from marketing and operations to corporate finance and executive management. Informatica PowerCenter helps us support the needs of the business with more efficient store operations and forecasting for strategic growth. Developer productivity is up 50% across numerous integration projects, enabling us to deliver more solutions more quickly. With Informatica, integration processes not only build faster, they are exceedingly reliable, easier to troubleshoot, and much higher performing, allowing us to run in a few minutes what used to take 30 minutes or more.”

— Sara Rain, Data Warehouse Program Manager, Wendy's

Wendy's Old Fashioned Hamburgers is one of the world's largest quick-service restaurant chains. Integrating point-of-sale (POS) and other critical data across all Company-owned restaurants globally and multiple enterprise systems, Wendy's strategic use of its data integration infrastructure has helped them manage the cost of food and labor, monitor store activity for better forecasting, follow trends in products by geography to improve marketing effectiveness, improve store maintenance support, and assist compliance activities with an improved quarterly close process.

In 2001, Wendy's began its data warehouse environment to support two applications, finance and the analysis of product mix and sales data. Most of the data was pushed to a DB2 data warehouse environment, and then into an Essbase cube for analysis. Over time, however, their environment changed considerably. New applications. Different platforms. New databases. Oracle and SQL server were gradually being used to implement new applications.

Data Warehouse Manager, the ETL tool Wendy's was using to move their data, proved ill-suited to handle the growing array of diverse data sources and targets. “It didn't work very well with different sources and targets. It couldn't handle things like XML files. We couldn't easily exchange data with outside vendors,” Kathy Secrist, Data Warehouse Project Manager, Wendy's, enumerated some of the issues with Data Warehouse Manager.

And, then, it was announced that Data Warehouse Manager was going to be retired. “That really drove home the need to look for a different solution,” said Ms. Secrist. “It was important to pick the market leader—someone with a large presence in the market that we could count on to be around in the coming years with the technology that would support us as our requirements grew.”

In September 2006, after a three-day proof-of-concept and a visit to an Informatica user group meeting, Wendy's was convinced that Informatica was the solution they needed.

## Solution

Wendy's corporate initiatives called on the IT team to undertake a bold technology strategy. "Our corporate objectives demand we manage our food and labor costs," said Ms. Secrist. "We also have a need for business intelligence applications that monitor store activity like sales and product mix, and forecasting. Informatica PowerCenter is helping us access our data and integrate it between our different software solutions so we can do the kind of analysis the business needs. We couldn't do that before."

### Manage Food and Labor Cost

"It comes down to two things in the store that we try to manage very, very closely," said Sara Rain, Data Warehouse Program Manager, Wendy's, "food and labor cost."

To drive efficiencies in labor and product management, Wendy's uses Informatica to pull historical sales and product mix data out of their DB2 warehouse. Informatica transforms the data for use in their forecasting application which looks at the last six- to eight-week patterns and forecasts demand for the next two weeks. "But a forecasting application is only as reliable as the data you give it," cautioned Ms. Rain. "Originally, the historical data was moved by a UNIX shell script. It was always breaking. And I remember it took 120 hours to develop. So we rewrote it in Informatica PowerCenter. Not only did it take only two days to write, but it never breaks."

## DO THE MATH

"Informatica PowerCenter processes in a few minutes the volume of data that once took twenty minutes. That's very important to us strategically. Information – better, faster, quicker, right."

– Kathy Secrist, Wendy's

"The forecasting system is a critical component and a dependency to other downstream applications," continued Ms. Rain. "If it hadn't operated, if we hadn't been able to rewrite the procedure so quickly, we would have been forced to use old information and run the risk of higher costs based on inaccurate data."

### Increase Marketing Program Effectiveness

Another important user of the data warehouse is marketing. Marketing uses the information in the Informatica warehouse to improve the effectiveness of their programs. "They look at product sales. They look at new products. And they determine how we roll out new products to additional top markets or even nationwide," said Dave Ascah, Vice President Solutions Delivery, Wendy's. "They will also look at it in terms of evaluating what products to retire. And they can use it to determine the effectiveness of campaigns, for example a new advertising campaign. It's an ongoing effort for our marketing group to evaluate and improve their analysis to drive business decisions."

### Improve Store Maintenance Support

Wendy's had recently changed to NCR to support its restaurants in case of problems

with their hardware such as the POS system, cabling issues, or the back office computer systems. If there is a problem in one of the stores, the store personnel call the help desk at Wendy's headquarters. The help desk creates a trouble ticket in their BMC Magic system. If the problem requires a technician, Magic generates a work order which initiates an alert to the NCR system. NCR dispatches a technician, updates the ticket, and that data is sent back to Wendy's. There are a large number of transformations involved in pulling the ticket out of Magic and then putting it back into Magic after it is updated. Overall, Informatica was the perfect choice because of PowerCenter's ability to handle large transactions as well as large volumes of data.

## Looking Forward – B2B

Similar to the NCR-Help Desk cross-enterprise communication, Wendy's has several other projects where they can improve collaboration with their business partners by exchanging data across the enterprise fire wall. They will use Informatica to deliver those projects.

"Informatica is now our standard; it is what we are using to develop any new transformations or processes going forward," concluded Ms. Secrist. "Informatica is a critical part of our business strategy."

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