

Business Analytics **Forum**

See The Future Of Decision Making

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Gold Coast Convention and Exhibition Centre Queensland, Australia



Cognos is the 12th Secret Herb & Spice for Collins Foods Group (CFG)

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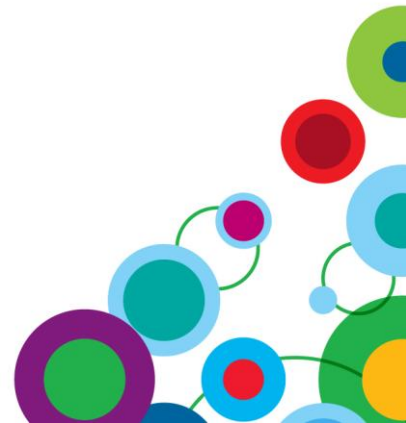
Bistech | Pre-Sales Solution Architect





Disclaimer of Endorsement

The views and opinions expressed in this presentation are those of the presenters and do not necessarily reflect the views of the Collins Foods Group (CFG).





Collins Foods Group

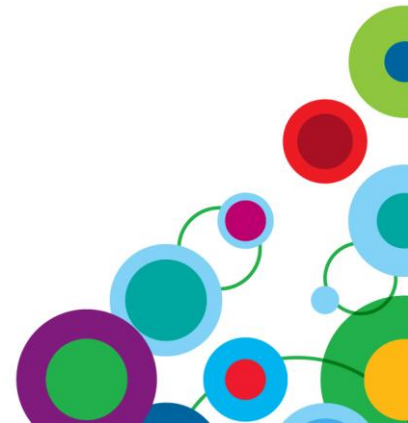


Who is CFG?

- Collins Foods Group is an Australian private company, jointly owned by management and employees (48%), and private investors (52%)
- Is a leading restaurant holding company, which operates premier brands where people love to eat and are proud to work.

What does CFG do?

- Operates 119 KFC stores throughout Queensland
- Operates 26 Sizzler restaurants throughout Australia





Where it all began....



The Establishment of First KFC Store

- It all began in 1968 when Jim Collins accepted the Franchise for Queensland and the first KFC restaurant open in July 1969 at Kedron, Brisbane



The Start of Sizzler expansion

- In 1984, Jim Collins was visiting Brisbane and together with Australian staff, decided to try a Sizzler Restaurant here. The first Sizzler Restaurant in Australia was established in July 1985 at Annerley, Brisbane





Collins Foods Group

Project Background & Motivation

- New restaurant **point of sale** registers
 - **Increase** in sales & **transactions detail**
- **Disparate** statistical information **systems** located at **all store locations**
 - **Granular** Sales Data
 - Inventory
 - Loss / Waste
- Complicated **Spreadsheets** for Budgeting and Forecasting
- **Disconnected** ERP system, containing financial information

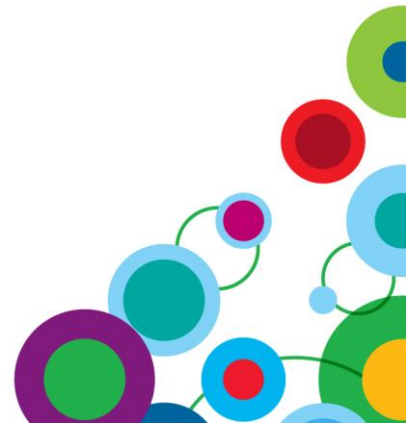




Collins Foods Group

Strategic Business Initiatives

- **Budgeting and Forecasting**, including “**what-if**” analysis;
- Reduce loss from **fraud and theft**;
- **Data Mining** and **Basket Analysis**;
- Timeliness of **focussed Reporting**

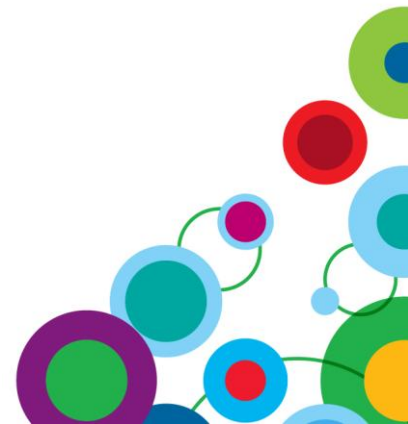




Collins Foods Group

Objectives of the Project

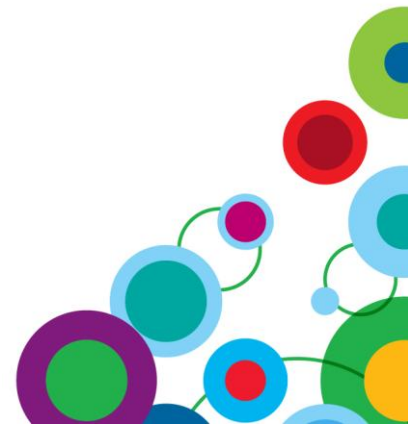
- Flexibility through **expansion and growth**
- Minimum **effective life cycle** of 5 years
- **Configurable** for various Food Retail Outlet **structures**
- Reduce **administration**, business **processing** and **transaction** workload
- **Integrated Role-based security**



The Performance Management Journey

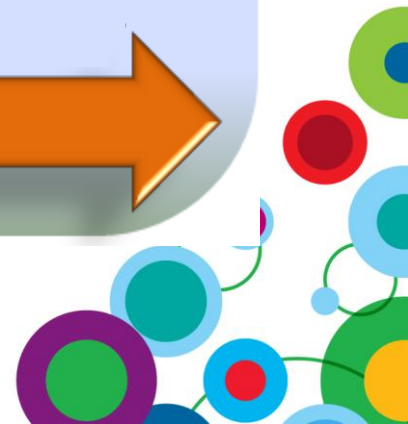
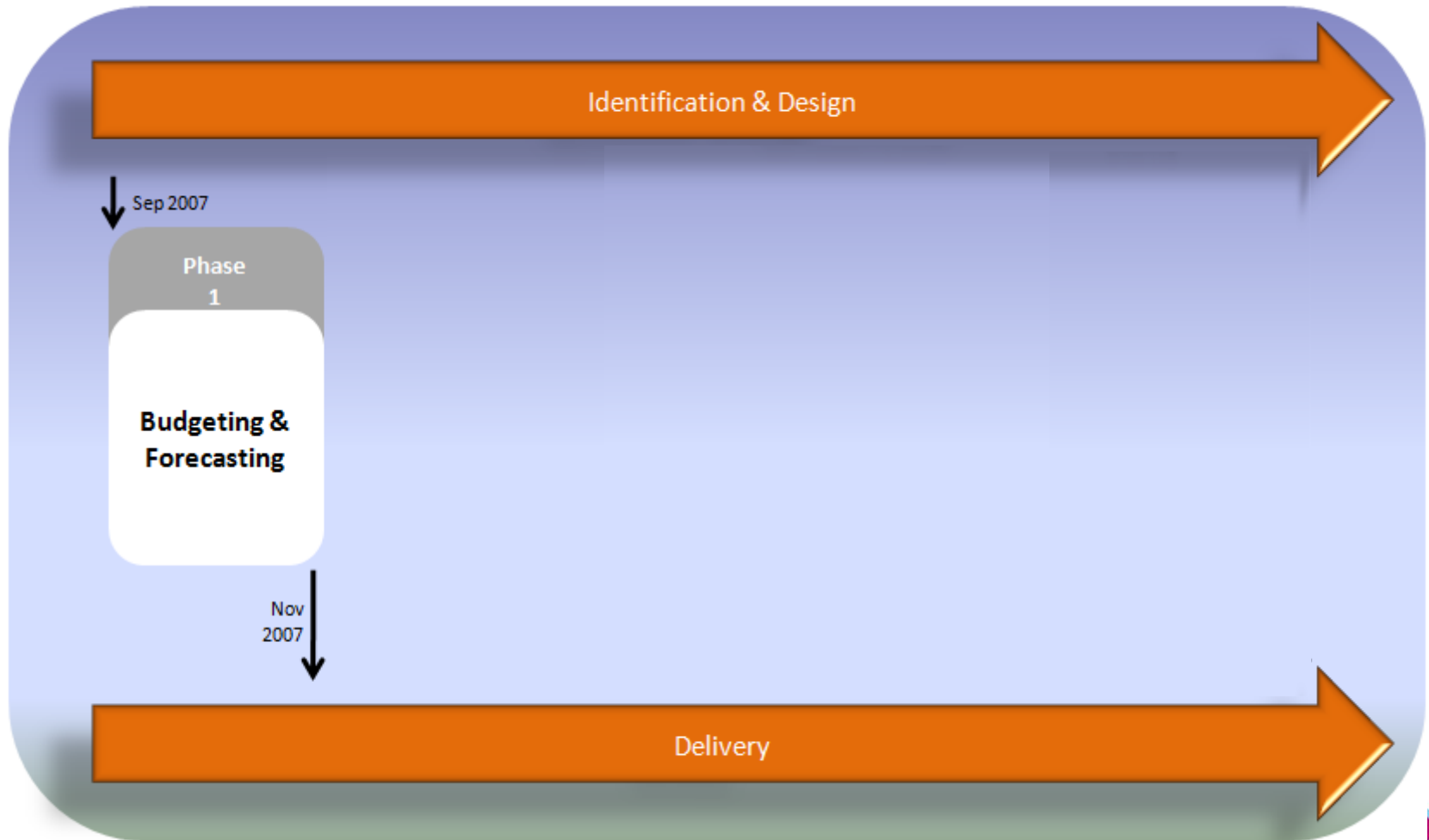
Implementing a Roadmap

- **Vision and strategy** for what you are seeking to achieve
- Documented plan defining **key initiatives and implementation phases**
- Benefits of a Roadmap;
 - evolving process
 - organisational input
 - sets expectations
 - identifies “quick-wins”
 - aids in defining priorities
 - implementation framework
 - clear governance model



The Performance Management Journey

Roadmap





The Performance Management Journey

Phase 1

- Budgeting & Forecasting

Work In Progress | Contributions | Project Data Entry

File Edit View Workflow Actions Help

Projects

Rows: [List of Projects] Columns: [Project Description]

	Project Description
TOTAL	
1	Purchase, Customise and Install a CIS to Provide
2	EHR Program - Phase I
3	PAS Replacement Phase 2: iPM Scheduling and
4	Instrument Tracking and Traceability
5	Information System (RIS) Replacement
6	Identity Management / Single Sign On
7	HRIS Program (including New Payroll/HR Sys
8	Enterprise Asset Management System
9	Network Infrastructure: Upgrading Network C
10	

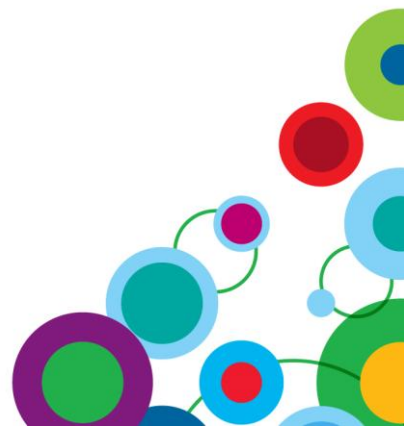
Complete!

9	Identity Management / Single Sign On	\$350,000	Yes	1	Yes
10	HRIS Program (including New Payroll/HR System)	\$2,500,000	Yes	1	Yes
11	Enterprise Asset Management System	\$451,256	Yes	1	Yes

Executive Summary

Context: [Executive Summary] [Departments]

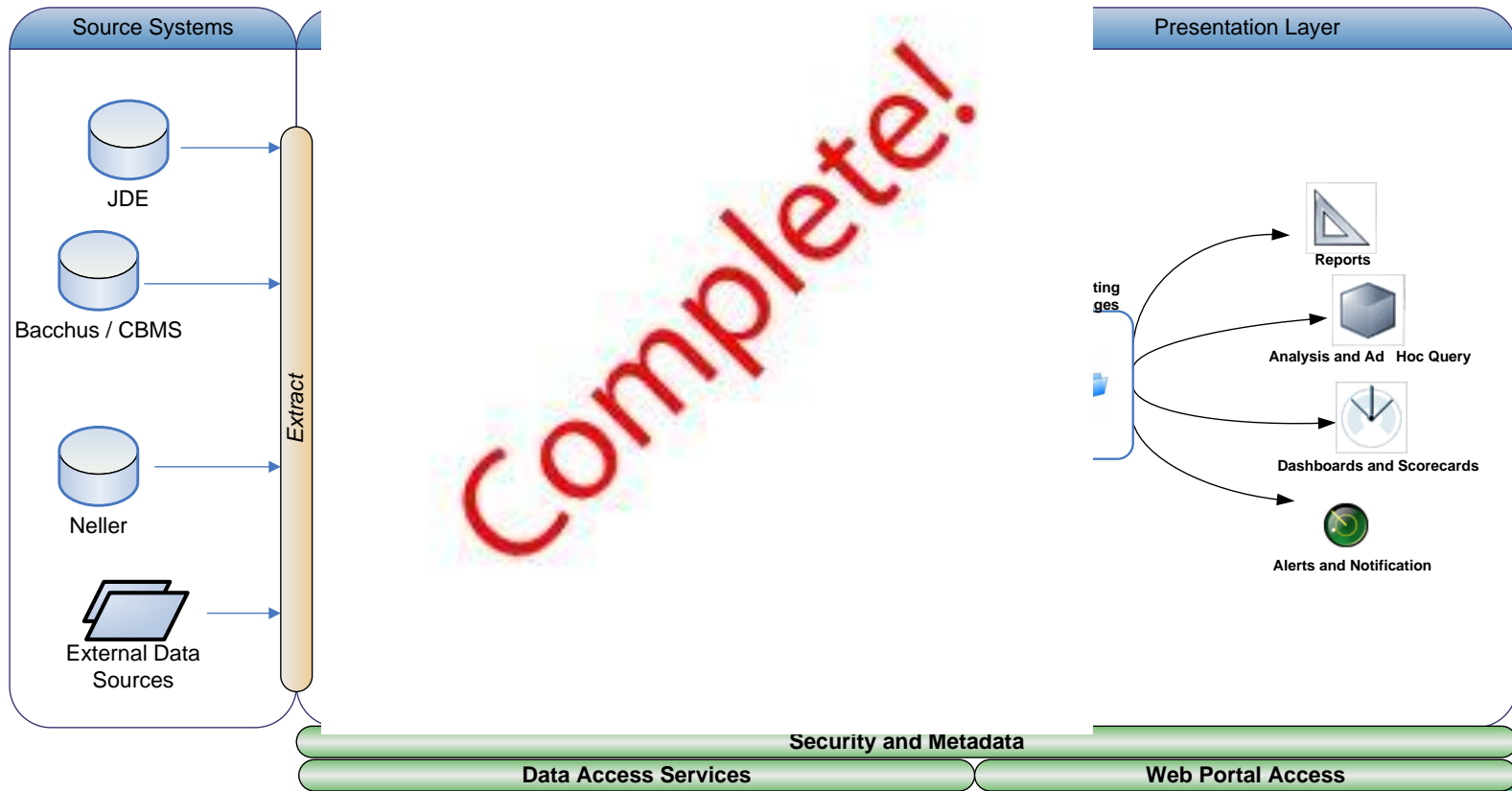
Funds Consumed	% Allocated
\$6,753,000	27.01%
\$3,720,000	99.20%
\$3,033,000	92.65%



The Performance Management Journey

Phase 2

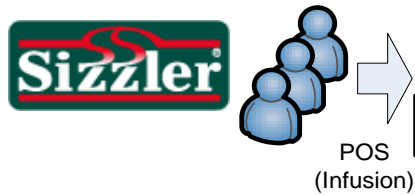
- Establish Core Architecture & Data Warehouse



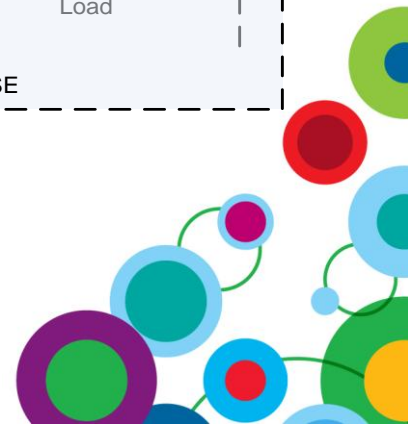
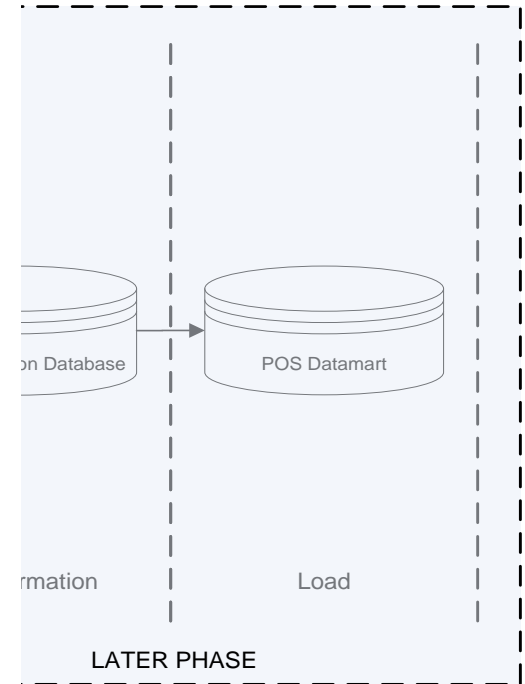
The Performance Management Journey

Phase 3

- POS Replication



Complete!

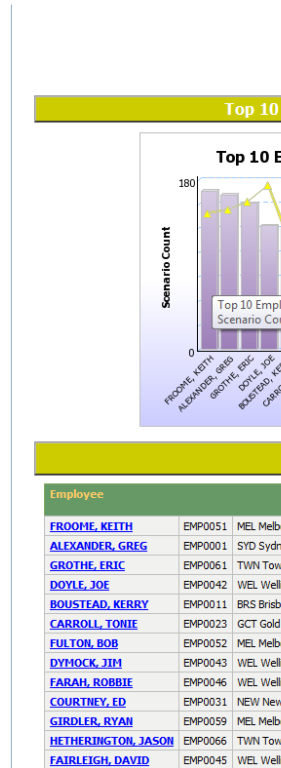




The Performance Management Journey

Phase 4

- Loss Prevention



Complete!



Statistics for Scenario: Irregular Cash-outs

Irregular Cash-outs | Previous 5 Weeks | Scenario Count | **Re-Run**

[KFC Sales Journal](#)

Top 10 Employees for Previous 5 Weeks



Top 10 Stores for Previous 5 Weeks



Top 50 Employee Summary for Irregular Cash-outs

Re-Run

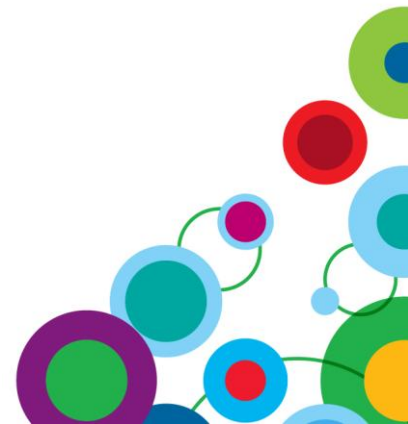
Employee	Scenario Count	Sales Count	% of Sales Count	Scenario Amount	Sales Amount	% of Sales Amount	Scenario Quantity	% of Sales Item Count	% of Sales Item Quantity	% of Sales Item Amount
068573 7828 BEVONA	7	812	0.8621%	\$31.15	\$9,670.45	0.3221%	7	0.2086%	0.1854%	0.3124%
089262 7774 GARIBUTT	5	922	0.5423%	\$14.90	\$12,601.15	0.1182%	5	0.1224%	0.1116%	0.1169%
091631 7871 NORTHLAKES F/C	4	2947	0.1357%	\$37.20	\$28,741.50	0.1294%	4	0.0401%	0.0379%	0.1280%
024382 7815 INDOORPILLY F/C	3	903	0.3322%	\$0.08	\$8,113.30	0.0010%	3	0.1306%	0.1038%	0.0010%
036936 7771 MACKAY	3	262	1.1450%	\$40.30	\$4,345.65	0.9274%	3	0.2394%	0.1962%	0.9192%
060656 7815 INDOORPILLY F/C	3	2295	0.1307%	\$20.07	\$21,122.55	0.0950%	3	0.0419%	0.0389%	0.0944%
070989 7752 SOUTHPORT	3	3006	0.0998%	\$0.08	\$50,249.60	0.0002%	3	0.0190%	0.0164%	0.0002%
072896 7869 SPRINGFIELD F/C	3	342	0.8772%	\$8.50	\$3,517.75	0.2416%	3	0.2351%	0.2268%	0.2350%
074588 7831 EMERALD	3	2237	0.1341%	\$0.09	\$37,833.60	0.0002%	3	0.0267%	0.0232%	0.0002%



The Performance Management Journey

Phase 5

- Sales & Marketing
 - Full Product Detail
 - Trend Analysis
 - Data Mining



The Performance Management Journey



VALUE meals

1- Original Recipe Chicken
3- Wicked Wings*

1 Original Fillet
Zinger® Burger
1 reg. Potato & Gravy
1 reg. Chips
1 reg. Drink
\$9.85

Ultimate burger meal

VALUE Combos

available in ORIGINAL RECIPE

Zinger

CAYEN GRILL

Fillet Burger combo **\$8.25**
BBQ Bacon & Cheese combo **\$8.85**
Works combo **\$9.15**

2 PIECE FEED

2 pcs. Original Recipe
1 reg. Potato & Gravy
1 reg. Chips
1 reg. Drink
1 Dinner Roll
\$8.85

pure choice

Chicken Salad **\$7.30**
with your choice of dressing

Side Salad **\$3.65**
combo **\$8.45**

Fillet Burger
3 Crispy Strips®
Go Twister®

Fillet's Box

2 Original Recipe Fillets
1 reg. Potato & Gravy
1 reg. Chips
1 reg. Drink
\$10.25

DINNERS

Mega Feast \$30.95
12 pcs. Original Recipe - 9 Kentucky Nuggets®
2 reg. Chips - 1 lge. Potato & Gravy
1 lge. Colelaw - 1.25L Drink

Family Feast \$26.75
10 pcs. Original Recipe
1 lge. Chips - 1 lge. Potato & Gravy
1 lge. Colelaw - 1.25L Drink

Dinner for 2 \$16.90
5 pcs. Original Recipe
1 lge. Chips - 2 reg. Potato & Gravy
2 reg. Colelaw - 2 reg. Drinks

UP SIZE + \$3.25 with any Dinner Meal

Large Potato & Gravy
Large Gravy & 4 Rolls
Large Chips
2 Crispy Strips®
1.25L Pepsi

boxed meals

Ultimate Burger Meal
9.85

2 Piece Feed
8.85

burgers & twisters

Fillet
Regular

Fillet Burger **8.30** combo 5.40 burger
Tower Burger **9.15** combo 6.25 burger
Works **9.20** combo 6.30 burger

Regular Twister **8.30** combo 5.40 twister
Sweet Chili Twister **8.30** combo 5.40 twister

go large add \$1.50

family meals

Mega Bucket 39.95
15 pcs. Original Recipe
15 Kentucky Nuggets®
3 lge. Chips
2 lge. Potato & Gravy
1 lge. Colelaw

Mega Feast 31.95
12 pcs. Original Recipe
9 Kentucky Nuggets®
2 lge. Chips
1 lge. Potato & Gravy
1 lge. Colelaw
1.25L Drink

Family Feast 27.75
10 pcs. Original Recipe
1 lge. Chips
1 lge. Potato & Gravy
1 lge. Colelaw
1.25L Drink

extra 4 pcs. add \$6.50

more

Seasoned Chips 2.85 lge 4.00 lge
Potato & Gravy 2.55 reg 4.25 lge
Coleslaw 3.45 reg 6.10 lge

Gravy 2.05 reg 1.00 es
Dinner Roll 1.00 es
Reg. Drinks 2.75 es
Bottle 3.05 600 ml 3.90 1.25L

Orange Juice 2.80 es
Water 2.80 es

Original Recipe
34.45 7 pcs
17.25 3 pcs
10.25 2 pcs
2.40 1 pc

Kentucky Nuggets® 5.45 es 8.35 combo
Popcorn Chicken® 5.45 reg 8.35 combo

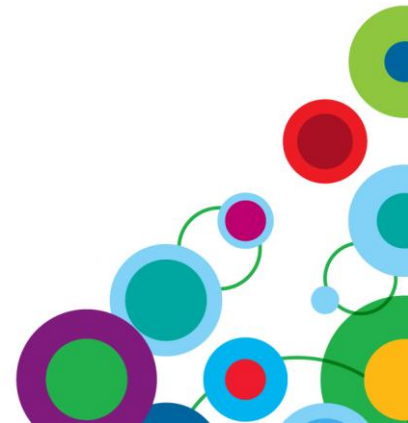




The Performance Management Journey

Phase 7 and Beyond

- Restaurant Period Reporting
- Finance Board Reporting
- Portal Pages

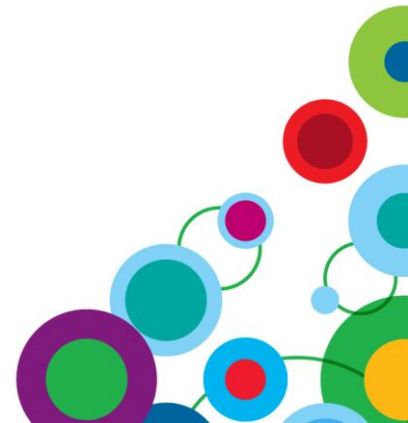




The Performance Management Journey

The Benefits and Business Value

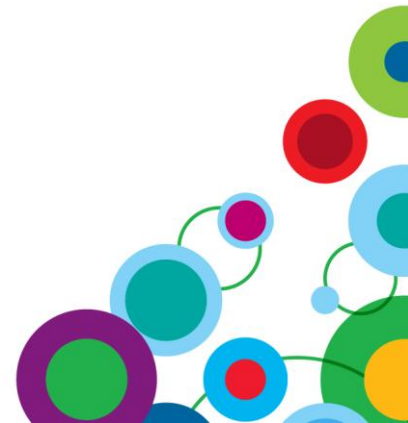
- Huge Time Savings
- Ability to now easily analyse and compare data
- Starting to discover unrealised opportunities
- Relinquished reliance on IT for reporting and analysis
- Business taking ownership of data
- Financial benefits from decreased loss



Partnering with Bistech

The Business Value

- IBM Premier Business Partner
- Providing IBM Cognos Solutions since the year 2000
- A team of fully trained and **certified** senior IBM Cognos Consultants
- Providing services across the entire suite of IBM Cognos applications including Cognos 8, Cognos TM1 and Cognos Planning
- www.bistech.com.au/our-success-testimonials





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QUESTIONS

