DCM Infotech

Global QSR chain rolls out new ordering channels in 4 weeks by reducing time to onboard IT skills

The QSR business is extremely competitive in India. While the market is huge, the number of chains and local specialty restaurants are all looking at the wallet share of the customer. In this scenario the global chains want to utilize technology to ramp up their marketing capabilities.

Today the customer has various avenues to order delivery whether it is directly from the website, on the phone or via aggregators.

Company Overview

The company is listed on the Fortune **1000**.

As of April 2023, the company has a market cap of **$38.52**

The world's **460**th most valuable company by market cap.

IT Environment

More than 150 Windows and Linux servers in production.

Large development setup for agile application development.

DevOps teams for CI/CD

Oldest Fast Food Chains in the World

CHALLENGES

Integration of new technologies

High attrition due to lack of career growth for the IT staff

High turnaround time involved in hiring, training and getting IT staff on board.

SOLUTIONS

Provided skill set which could deliver the outcome desired by the customer.

Setup our Resource Management team to get these bet fit profiles

Integrated the new applications with existing applications

IMPACT

Ability to quickly ramp up and pull down resources based on the promotions

Project timelines have reduced

Formal on boarding methodologies which help get the employee.

Case Study | Managed IT Services

MANAGING SERVICE REDUCING TIME TO ONBOARD IT SKILLS

As our customer is a fastest-growing restaurant brand in partnership with the best franchise operators in the business, but they keep on facing issue in Integrating of new technologies, channels with the existing software already running in the restaurants/ delivery outlets delivery was a nightmare.

They also had high attrition due to lack of career growth for the IT staff in such an industry and high turnaround time involved in hiring, training and getting IT staff on board.

The promotions and activities need to be launched and executed in very short time frame resulting in tremendous pressure on the IT team. These projects are short term and the IT skill requirements change from project to project.

CHOOSING THE RIGHT SOLUTION AND MEETING THE DEADLINES

ENVIRONMENT CHALLENGES:

- Competitive pressures are extremely high and they need to keep coming out with new promotions continuously on different media. With digital media becoming more prominent, customers want the capability to be able to directly order from their social media page to the restaurant. Or from their mobile phone via their "App".

- The promotions and activities need to be launched and executed in very short time frame resulting in tremendous pressure on the IT teams.

- Whenever you add a new module, developed with AGILE methodologies, and integrate into a running production system, it can play havoc if not handled with all the risks mitigated to the degree possible.

SUGGESTED SOLUTION

Since the customer wanted to add more gateways and delivery channels into their existing application and go live within 4-8 weeks. DCM team of professionals studied the business requirements with the client in order to break down their requirements into a combination of skill set which could deliver the outcome desired by the customer.

Once we got the baseline cleared with the customer we got our Resource Management team to get these bet fit profiles both from our existing talent pool and external sourcing efforts. Since majority of skills were "In-house". As the time frame was short and the customer wanted to go in for an AGILE development process, we formed a team of database administrators who could handle the running of the existing application while the DevOps expert worked to ensure the development and testing using the AGILE practices. This team then worked jointly to integrate the new applications with existing applications to take these channels live while ensuring that the existing operations were not disrupted.