

How Jollibee Streamlined IT Operations and Achieved Exponential Growth With the SMPL Unified MSP

About Jollibee

Jollibee is the flagship brand of Jollibee Foods Corporation, the largest and fastest growing Asian restaurant company in the world. With 37 stores in the United States and 1,300 stores across the globe, the company serves great tasting food along with warm and friendly service. Parallel to their mission to spread the joy of eating, Jollibee continues to forge partnerships with local organizations and serve as a catalyst for sustainable community growth. Technomic has consistently cited Jollibee among its Top 500 ranking restaurants in the United States. Today, Jollibee's parent company also operated Smashburger, Coffee Bean and Tea Leaf, and recently launched Tortaza in partnership with renowned chef Rick Ballis.



The Challenge

The digital transformation at Jollibee began with a simple question posed by Chief Digital Officer Carlson Choi: “What if we treated each one of our restaurants like a miniature technology startup?” Restaurants after all, are similar in many ways to a technology company; they're both businesses providing a product, one just builds software and the other cooks delicious food. However for some reason, when it comes to technology and innovation, the standard for restaurants has always been much lower. Many restaurants continue to operate on outdated IT and POS systems putting them at a disadvantage to their more technologically savvy counterparts.

Choi was tired of the overpriced legacy systems and MSPs charging Jollibee a small fortune for poor customer service, and even poorer performance. Monthly phone bills at a single restaurant often exceeded \$6,000 for the service alone. Their entire network, which was running on a slow, outdated T1, was not PCI compliant, and was down nearly 20% of the time. Furthermore none of their restaurants were digitally connected, so there was no visibility into restaurant performance or network issues. If a problem occurred, the restaurant staff was forced to sift through customer service phone numbers until they found one that actually connected them to a human who could help.




Even more worrisome to Choi was that it took nearly 7 weeks for Jollibee IT technicians to provision the systems for a new restaurant. In addition to their core duties, which consisted of setting up POS terminals and bringing the network online, the IT staff often found themselves running cables that weren't installed by the contractor, training staff, moving grills, checking fryer temperatures, and sometimes even cooking. There were no hard and fast processes in place so every restaurant opening required the team to reinvent the wheel, which was both inefficient and expensive.

“We were spending a fortune with our previous MSP, and for what? Faulty technology and poor service? We had zero visibility into restaurant operations, nothing was connected, and our IT team was stretched to the breaking point. We needed a fundamental change.” - Carlson Choi, CDO

Choi recognized that for Jollibee to scale their US operations, the company needed to cut ties with their legacy MSP and partner with a forward-thinking, agile provider to help them transform their operations from the ground up.

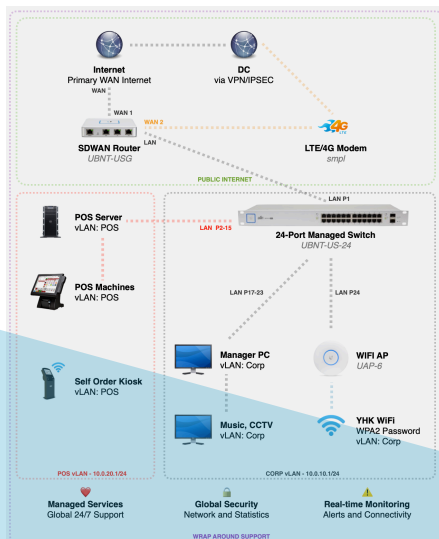
The Solution

After a comprehensive search, Jollibee selected SMPL to streamline IT operations and help build a culture of innovation within the company. One of the primary reasons for the selection was SMPL’s exemplary customer service track record and their “uMSP” approach to managed services. SMPL’s UMSP, or Unified Managed Service Provider is a category-defining offering that combines white-glove managed services, with fully-integrated applications that are backed up by an industry-leading support team.

-  Voice
-  Network
-  Support
-  Connectivity
-  On-Site
-  Monitoring

Network 2.0

Straight away, the team at SMPL began building what Jollibee dubbed, “Network 2.0,” which consolidated Jollibee’s VOIP services and connected all restaurants and offices to a single unified network. Every computer, phone, and POS terminal, as well as all digital restaurant equipment, were all now networked together, giving the Jollibee IT team unparalleled visibility into their restaurant operations. It also enabled SMPL to remotely monitor, manage, and proactively triage any potential network disruptions to ensure each restaurant was always operating at peak performance. Furthermore, consolidating previously siloed MSP products and services into a single monthly subscription with SMPL saved Jollibee thousands of dollars per month, freeing up budget for continued growth and expansion.



Network Upgrades

When SMPL began working with Jollibee, the company’s network was causing huge problems for the business. The slow, outdated T1 network was only operating about 80% of the time, and the lack of PCI compliance was costing the company \$5,000 per month in fines. Up to this point it was cheaper to keep paying the fines than to work with their MSP to fix the problem.

SMPL transitioned the Jollibee network to SMPL’s native Network product, increasing both speed and reliability for a fraction of the cost they were paying before. After the transition, network uptime increased from 80% to 98% overnight. It also brought Jollibee into PCI compliance which instantly saved the company \$60,000 per year. SMPL’s account team then worked with Jollibee to identify the most cost-effective ISP for every single restaurant location, and coordinated the onsite installation of the new internet provider with the activation of SMPL’s VOIP product. The white glove service SMPL provided, enabled a seamless transition with zero downtime for any restaurant or office location.

Our previous MSP was a huge liability. Our network was so outdated that we couldn’t even comply with basic PCI standards, which opened us up to potential lawsuits. Virtually overnight SMPL was able to upgrade our connections, improve our performance, and bring us into compliance. - Carlson Choi, CDO

Escalation Processes

Next SMPL set their sites on alleviating the burden on Jollibee's core IT team. Up to this point, there were no escalation processes in place, so all calls, big or small, were routed directly to IT. Issues often included problems with restaurant equipment, paychecks not showing up on time, and malfunctioning restaurant speaker systems. To solve the problem SMPL created a call center for Jollibee that routed incoming calls based on severity. Low-level issues could be quickly resolved by call-center employees, while larger, more complex issues could be escalated to the IT team. Reducing the burden on IT resulted in an immediate reduction in ticket response times and improved the level of support across the entire company.

Restaurant Provisioning Processes

With a strong foundation of network, voice, and managed services in place, SMPL helped the Jollibee team streamline the restaurant provisioning process. Previously, opening a new restaurant required an IT technician to fly out and stay on-site for a period of 5-7 weeks. During this time the technician would set up the POS terminals and network, train the staff, and remain on-hand to assist with any issues. Because there was no set process, every opening was a bit different, and came with a completely different set of challenges. Due to Jollibee's aggressive US expansion, IT technicians lived on the road, racking up huge travel bills for flights and hotels.

SMPL worked with Jollibee to codify a repeatable and scalable process that cut restaurant provisioning time from 7 weeks to just 2 days. By leveraging SMPL's network of certified boots-on-the-ground partners, Jollibee technicians are now no longer required to travel to a restaurant opening, saving the company thousands of dollars per year in associated costs. SMPL handles everything from start to finish; running wires, setting up the terminals and server racks, and onboarding employees. Now SMPL technicians can open multiple restaurants simultaneously, giving Jollibee the ability to expand exponentially. Since signing with SMPL, Jollibee has grown by 20% and has not hired any additional IT technicians.



"SMPL's Unified MSP solution has really changed the way we think about expanding our business. Before, we couldn't grow as quickly because we were constrained by the number of IT technicians we had available to provision new restaurants. Now we can open a new restaurant with the click of a button. SMPL takes care of the rest."

- Carlson Choi, CDO

The Results

- Jollibee Network 2.0 connects every piece of hardware to a single network giving the IT team unparalleled visibility into restaurant operations.
- SMPL's cutting edge VOIP and Network products increased uptime from 80% to 98%.
- Jollibee is now PCI compliant, saving the company \$60,000 per year in fines.
- New call center, support desk, and escalation processes decreased ticket response time and improved service, while decreasing the burden on the IT team.
- Restaurant provisioning time decreased from 7 weeks to just 2 days, saving Jollibee thousands of dollars in associated travel expenses and labor.
- SMPL Managed Services enabled Jollibee to grow 20% without hiring IT technicians.
- Consolidate and Streamline IT Operations With SMPL
- The SMPL UMSP combines white-glove managed services, with fully integrated native applications that are all supported by boots-on-the-ground support.