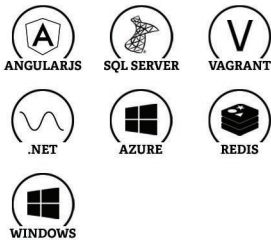


Case Study:

SONIC

STACKS



SERVICES

- Web App Engineering
- Platform Engineering
- Web Service Engineering
- UI/UX
- Platform Management
- Product Management

TIME TABLE

Launch Time Table:
6-8 Months

MANAGEMENT

Ongoing Platform
Management:
8 Years

SONIC'S PROBLEM

SONIC had 3,964 franchise units in January 2017, making consistent menuing and pricing difficult across markets. They are known for their specialty menu and limited time-offer-items. This dynamic menu and diverse franchise organization made for a highly complex menu management process. SONIC wanted to improve the process and use technology to empower a more dynamic menu system. This problem required a dynamic and powerful enterprise solution that spanned the needs of all internal departments and multiple external organizations.

PHASE 2'S SOLUTION

A custom web application for the franchisees, workflow and order management application for the print company, and a series of enterprise APIs to tie everything together. This multi-organization enterprise solution created systemic pricing intelligence, smooth workflow from pricing to channel delivery, and reliable menu and pricing data. A disjointed 6 month process turned into a smooth 6 week process that added never before available business intelligence. A new foundation was laid to control menu and pricing delivery to all channels with a single, manageable workflow allowing an unprecedented level of control and insight.