



# Customer Case Study

## Franke Foodservice Systems

### Manufacturer Significantly Increases Productivity

#### Business Situation

- IT was a bottleneck when different departments needed access to data as it required coding to create each custom report
- Collecting all brew, batch, fermentation and transfer data being input, by brewer and lab, they lacked a way to turn that data into meaningful “information”

#### Benefits Achieved

- Higher level of reporting and data analysis, through an easy-to-use dashboard that anyone can understand
- Consolidated five operational, third party and legacy data sources into a single place (Data Warehouse), allowing users to build reports linking elements from each data source

#### Why Halo?

- Integrated seamlessly with new ERP and legacy systems
- Easy, self-serve visual analytics
- Forecasting and analytics

Turning mountains of data into actionable information.

#### Improved Productivity

Franke Foodservice Systems, Inc. is a manufacturer and distributor of kitchen equipment for several of the world's largest and best-known fastfood restaurant chains. When a new restaurant is planned, Franke Foods is one of the first and most important vendors on site, shipping in a complete kitchen on a semi-trailer, and supplying the project management services and labor to install it quickly and properly. Components have to arrive on time, and the installation crew has to perform flawlessly. Franke Foods has developed sophisticated

manufacturing, project management, and customer service procedures to become the leader in its field. “We have an internal scorecard,” Craig Gonsewski, Franke's Controller explained. “It's our BHAG metric—Big Hairy Audacious Goal: get productivity three times greater than it was. When we started, our score was at 0.55, and two years later, we've quadrupled our performance to 2.1. We see Halo Business Intelligence as a major contributor to our improvement.”

"You can make all of this information available throughout your organization, so that line managers can evaluate, analyze, and make decisions based on facts."

- Craig Gonsewski, Controller

### Easy Accounting For Higher Salaries

"Rather than keeping headcount in my group busy with report writing activities, other areas of the company can now use Halo to examine their data and perform their own analysis," said Gonsewski. "Those operational areas now have better, more timely access to the information they need. Meanwhile, I no longer had work to keep two roles busy with reporting requirements, and relinquished the headcount over to other departments." The headcount savings were satisfying, but Halo also enabled savings in salaries. "With improved visibility into backlog and upcoming production requirements, our production managers can fine tune weekly production staffing requirements, saving us roughly 15% in salaries and related costs in the first year."

### Fast, Easy, Low Cost Implementation

"We selected Halo largely because we could get it operational so quickly," concluded Gonsewski. "From start to finish our system as implemented in two weeks. I ran parallel for two to three weeks with my manual system, and we found several instances where we were making mistakes with the manual system. Our corporate office encouraged us to look at Cognos. We estimated it would take two full-time programmers at least eight to ten months before we'd see anything out of Cognos, plus the yearly fees. Halo was one fourth of the price to implement and maintain."

### Connecting Data To Make Better Decisions

Franke Foods maintains a lot of data. Making it into actionable information is the challenge. "Halo does that," says Gonsewski. "Once you have the model, you can make all of this information available throughout your organization, so that line managers can evaluate, analyze, and make decisions based on facts." "Rollouts [new product introduction and shipment] are a big part of Franke's business," says Gonsewski. "With Halo, we move faster on rollouts, and know where we're overloaded and what orders need to be moved out. Our rollouts can be very fluid—dates move a lot, and as we get better information, we can pull those orders and move them out, notify the customers, keep everyone informed." Franke's improved productivity in customer service and sales goes a long way toward keeping customers happier.



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