Acumera Drives Digital Innovation

Transforming Customer Experience with a Top-Tier QSR

Leading QSR

INDUSTRY: Restaurant
LOCATIONS: 8,200+

About the Company

A major player in the quick serve restaurant (QSR) industry, has consistently pushed the boundaries of innovation to deliver a distinctive and enjoyable dining experience to its customers. Recognizing the transformative power of digital technologies, the QSR embarked on an ambitious journey of digital transformation in January 2021.

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> The complexity within the restaurants was increasing, the orders would come in on multiple channels, point-of-sale, front counter, kiosk, mobile app ... the technology stack was straining to keep up with that demand, and we had to decide how we were going to meet the need. Our decision was that we need to put edge devices in each and every location."
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> Sr. Manager Architecture, QSR

Challenge

The challenge at hand was to seamlessly integrate advanced technologies across its vast network of more than 8,200 corporate and franchisee locations. In the pursuit of this vision, the QSR strategically collaborated with Acumera. They implemented an edge computing solution designed to fulfill the following requirements:

Elimination of single points of failure in both hardware and software

Ultimate scalability

Support for containers

Ability to operate independent from the cloud in case of degradation or connectivity issues

Support for various third-party applications

Resilient devices for a harsh kitchen environment

Configuration management (pull from the cloud)

Open architecture

Orchestration management (push from the cloud)

A business partner with a proven ability to deliver at scale

Robust infrastructure monitoring capability

Agnostic architecture (for cloud, hardware, and applications)

World-class 24x7 support structure

The deployment of the Acumera Reliant Platform marked a pivotal moment in the QSR's pursuit of technological excellence, enhancing its operational agility, guest-facing technologies, and overall digital infrastructure.

Acumera led the charge in integrating cutting-edge technologies, revolutionizing the restaurant's digital ecosystem, and fostering a more intimate connection for the QSR with its customers.

Solution

The QSR selected Acumera as the key partner for its digital transformation journey. The Acumera Reliant Platform was chosen for its proven capability to provide a centrally managed software-based edge computing platform. The platform allows global brands and large franchisee organizations to effortlessly deliver systems, applications, and connected IoT solutions at a substantial scale.

The VP of Technology at the QSR, emphasized the role of the Acumera Reliant Platform in enhancing the agility to deliver turnkey systems, applications, and features across all aspects of the guest experience. This included both guest-facing technology and a foundational framework for IoT and connected operations within the kitchen and meet all the requirements for the QSR with its next-generation platform.

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The Acumera Reliant Platform has been instrumental to our digital transformation, enhancing our agility to deliver turnkey systems, applications, and features across all aspects of the guest experience. This includes both guest-facing technology and a foundational framework, IoT, and connected operations within the kitchen."

VP of Technology, QSR

The Acumera Reliant Platform provided the QSR with:

Seamless Integration

The platform seamlessly integrated application delivery, container orchestration, integrated monitoring, and data collection, ensuring a cohesive and efficient digital infrastructure.

Scalability

The Acumera Reliant Platform allowed the QSR to scale its digital initiatives across all 8,200 locations, providing a consistent and reliable experience for guests.

Cloud-to-Edge Automation

The platform's cloud-to-edge automation empowered the QSR to deploy systems, applications, and connected IoT solutions of their choice effortlessly.

Results

The successful deployment of the Acumera Reliant Platform had transformative effects on the QSR's digital capabilities and overall business operations:

Enhanced Guest Experience

The QSR's digital transformation, powered by Acumera, significantly enhanced the guest experience through improved technology solutions and streamlined operations.

Operational Efficiency

The platform's integrated monitoring and data collection capabilities improved operational efficiency, enabling the QSR to make data-driven decisions and optimize processes in real-time.

Agility and Innovation

The Acumera Reliant Platform increased the QSR's agility in delivering turnkey systems, applications, and features, fostering innovation across guest-facing technology and back-of-house operations

Scalable Framework

The Acumera Reliant Platform provided the QSR with a scalable framework for future digital initiatives, ensuring adaptability to the evolving needs of the restaurant industry.

> " The QSR's selection and successful deployment of our software-based edge computing platform validates our cloud-to-edge product architecture, strategy, and approach, which are equally applicable across both legacy and next-generation technology implementations."

Richard Newman
CRO, Acumera

This collaboration exemplifies how a tailored, scalable edge computing solution can be a catalyst for successful digital transformation in the retail and hospitality sector. The deployment of the Acumera Reliant Platform has positioned the QSR as an industry leader in leveraging technology to enhance guest experiences, operational efficiency, and overall innovation.

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