



## Performance Transparency and Value for Business

Innovation with analytics to 'protect and grow' the brand via a best in class supply chain, product quality and risk management

### Challenge

As a leading global brand in Quick Service Restaurants (QSR), the end-to-end supply chain is pivotal to the ongoing success of the brand. The European supply chain team are responsible for the product journey and field-to-fork performance (ethics, sustainability, quality and cost). With 6 markets, 10 distribution centres and 300 suppliers, the collection of data from multiple internal and external sources is critical and was complex. Once collected this information needs to be presented in a way that is Specific, Measureable, Achievable, Relevant and Time-bound (SMART) in order to transparently drive performance.

### Solution

Data Technology delivered a business solution with Qlik analytics and NPrinting. Multi-sourced data is externally received direct from the heart of the distribution network in 6 business units and from multiple internal databases. Supply chain have a transparent view of performance against all KPIs separated into individual functional dashboards: procurement, food safety, and quality assurance.

### Results

Step change in supply chain team visibility and performance transparency, forging their position as the global innovator in KFC and creating confidence with internal and external stakeholders including 200 franchisees. This single point of reference is the basis for business planning, prioritization and creates efficiency eliminating wasted resources that can be reallocated to delivering further value for brand protection and growth.

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#### Solution Overview

##### Customer Name

- KFC Europe

##### Industry

- Quick Service Restaurants

##### Geography

- Western Europe

##### Partner

- Data Technology



“Our new Qlik analytics platform provides a live view of performance to our teams and customers in each of the business units. This insight, accountability and transparency has been very powerful in establishing confidence in the capabilities of our organisation, the foundation of our vision to both protect and grow the brand with a world class Supply Chain.”

David Moran, Supply Chain Director, KFC Europe

“The easy way is efficacious and speedy, the hard way arduous and long. But, as the clock ticks, the easy way becomes harder and the hard way becomes easier.”

*Col. Harland Sanders*

