

Case Study:

Arby's Order Fulfillment

Enhancing Order Entry and Fulfillment

How On-line and Project Management Services Cut Redundancies, Deliver Savings and Increase Speed to Market

Client: Arby's Restaurant Group

Challenge: Create an order entry system to eliminate tedious, labor intensive process. Design a secure, user friendly system that allows franchisees the ability to order and track POP shipments. Create user interface that allows corporate marketing to easily add and monitor promotions, materials and inventory.

Solution: Serigraph developed a real-time web-based ordering system to manage the flow of POP materials to Arby's stores. This secure sign-on, branded website integrated into the clients' network allows for real-time ordering, tracking of shipments, and management of promotions. Combined with a new regional distribution model for print and fulfillment, Serigraph was able to streamline the POP ordering process for Arby's.

Results:

- Hundreds of thousands in annual savings
- Reduced scheduling and reporting time from 2 weeks to 10 minutes
- Increased speed to market by 7 weeks
- Market advantage through increased ability to run extra promotions
- Decreased obsolete inventory

Serigraph teamed with Arby's Restaurant Group, Inc. to update Arby's existing order entry system. Before the union, procuring point of purchase materials was done through a standard form that was submitted via fax to Arby's headquarters. Once all orders were received, they were entered into a spreadsheet to determine print production and kit configuration for each location. Lastly, promotional elements were obtained through many different printing companies throughout the United States with fulfillment being done through a separate shipment house.

With 3,700 retail establishments' located through-out the U.S., Arby's found this system tedious and wrought with errors. With orders being handwritten and received via fax, it was often difficult to read and interpret what was needed by franchisees. Many times, orders needed to be verified leaving the process time-consuming and labor intensive. Also, it was difficult to ensure all franchise locations were participating in corporate marketing programs. This process forced Arby's to create an inventory, usually around 10%, of additional materials leading to higher costs.

Reengineering of Arby's system began with a consolidation of print sources. At the time, their print buy was split among a dozen sources in the U.S. By consolidating print under one location, Arby's was able to drive hundreds of thousands out of their annual spend. In addition, with one company printing all promotional pieces, Arby's achieved product consistency program after program.



A Comprehensive Scope of Services

Serigraph was selected due to their ability of offer a wide range of services to the point-of-purchase industry. Bill Norton, Arby's Vice President of Print Production and Fulfillment stated, "Serigraph has everything from alpha to omega. They offer print, fulfillment, ecommerce and everything in between." Arby's knew that by consolidating print at Serigraph and pulling the fulfillment and ecommerce solutions under one roof, they would be able to save money, increase their speed to market and reduce the headaches they had under their current system.

Together, Serigraph and Arby's co-created a real-time web-based catalog and on-line ordering system to manage the flow of marketing materials to each of Arby's locations. This secure sign-on, branded website gives franchisees a single source to keep up with and order Arby's promotional marketing materials. In conjunction with the system launch, Serigraph created a user's manual and ran dual tracks for 6 months alongside hard copy forms. In addition, Serigraph created a 1-800 number and helpdesk function to ensure a smooth transition for all participants.

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Bill Norton
Vice President of Print
Production and Fulfillment
Arby's Restaurant Group

The on-line system, dubbed "ePop", takes franchisees through five simple steps in the order process.

Process Steps

1. Create Order
2. Select Stores
3. Select Items
4. Review Cart
5. Checkout



✓
Complete/edit

Select standard or optional promotion type of kit.

✓
Complete/edit

Specify locations.

60%

Choose marketing elements.

Confirm and modify orders.

Verify shipping address. Receive email confirmation.

Besides creating orders, franchisees can view existing orders and check tracking on shipments. On the back-end, the system creates production reports and kit configuration for each store. This system ensures that each restaurant receives exactly what they want when they want it. Through automated kit configuration, the ezPOP on-line ordering system shrunk productions scheduling and reporting from two weeks to 10 minutes.



Aligning On-line Order Entry with Business Objectives

The online ordering system allows Arby's to see which stores have not ordered marketing materials while providing added insight into preferences for each franchise location. This gives Arby's a valuable tool in planning their upcoming promotions and marketing campaigns. This added insight, combined with a smoother ordering and reporting process, has allowed Arby's to collapse their speed to market from 13 to 6 weeks, yielding extra promotions each year. Norton states, "The new ordering system has given us a great marketing advantage to be more nimble and responsive to market conditions."

Serigraph turns to their 187,000 square foot fulfillment center located in West Bend, Wisconsin for warehousing, kit packing and fulfillment of Arby's promotions. Conveniently located in the Midwest near Milwaukee, Serigraph's fulfillment center offers a strategic distribution point to serve Arby's locations. Shipment from this central U.S. location, combined with the experience in dealing with leading transportation companies, allows Serigraph the ability to offer reduced costs and timely delivery for Arby's campaigns.

Serigraph has the experience necessary to ensure promotions are shipped with the right materials to the right place at the right time. "Kit accuracy drives our mission. Many of our client's campaigns involve differing promotional elements, with the average kit containing more than 25 separate materials. These elements need to be coordinated, packed and shipped to fit into a number of different kit configurations", states Gary Bartow, Fulfillment Manager at Serigraph. "By applying project management disciplines to our kit-packing and fulfillment operations, we offer time and cost savings to our customers. For Arby's, our kit accuracy is near 100%."

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**Gary Bartow, Serigraph
Fulfillment Manager**

Serigraph takes great lengths to ensure clients receive what they want, when they want it in prime condition. The process of kit-pack and fulfillment at Serigraph begins with simulated shipments where a kit is sent to “pressure test” the components on a 1,000 mile trip. To ensure all kits contain the expected elements, quality checks are in place and weight is verified on a routine basis. Clients like Arby’s appreciate the attention to detail and know that all elements in their promotion will be handled with care.

By working in conjunction with Serigraph, Arby’s has been able to see many benefits to their new order management system including reduced costs, increased speed to market and aligned marketing messages leading to increased sales. “It is much easier to manage the process through our single relationship with Serigraph”, pointed out Norton. “If there is a problem, I don’t hear about it. I know Serigraph will take care of the issue themselves and this alleviates many headaches for me. In addition, their staff has offered a constant source of support through-out the process ensuring a simple system that works the way it was intended.”

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