

Transforming Restaurants

Refreshing the Back-office



People matter, results count.

Refreshing the Back-Office



The Fast Track to Efficiency and Agility in the Back-Office

What is it?

In the restaurant trade, you want to focus your attention (and spend) on the customer – the people who are eating your food and drinking your coffee.

But if you're running a business, you need to stay in control of all the critical functions in the back-office too. At times, running all the processes across HR, Finance and Accounting, Helpdesks, Governance, and Risk and Compliance can feel like spinning plates. Just doing business as usual often takes up far too much effort – while poor processes can also act as a serious brake on innovation and growth strategies. Capgemini helps you focus on your customers, and take your back-office to the next level of performance.

The Virtual Company gives restaurants fast access to the back-office support they need. It's based on our tried-and-tested Global Enterprise Model (drawing on best practice from Business Process Outsourcing (BPO) engagements globally) and a proven, cost-effective technology platform.

Our partnership with NetSuite

NetSuite's scalable and unified cloud-based business management suite helps restaurants to become more agile in disruptive environments. The joint solution combines Capgemini's leading services and NetSuite's cloud-based business applications, which can seamlessly integrate with your restaurant company's organization and technology. Running your end-to-end accounting and finance business processes internally or in the BPO model, you can improve overall business agility, access real-time information and increase process efficiencies.

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How do back-office business processes impact restaurants?

Leading restaurants tell us that unwieldy back-office processes can cause a number of serious challenges:

- Operational costs and inefficiencies – spending ever more time and money away from the customer when other costs are rising in the business.
- Growth and expansion of the business – people have finally gone crazy about your organic bagels, but you can't scale quickly enough to step up to the next level.
- Experimenting with something new – you'd like to pilot a new QSR concept but struggle to get it off the ground because your existing finance and accounting structure is stifling it.
- Cutting back when times change – it's hard to scale back quickly in some areas, or smoothly manage a divestment scenario.
- Seamless integration of acquisitions – it's difficult to manage the new entity and have clear control (and compliance) without disrupting its operations.
- Balancing franchise with agility – the complex demands of your central support functions can make the franchise model less appealing for both you and your potential franchisees.

In all of these cases you want to focus on your core business, understanding the customer, the market and the quality of service you're delivering. But control, compliance and transparency are critical too.



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Cutting Costs and Creating Value

Expected results and value

By managing and improving back-office processes, we cut costs and create value in these areas:

Cost and simplicity

- Reduced investment costs – opex over capex
- Standardization across the organization
- Lowest cost of service
- Lower vendor management workload; integrated services

Typical savings of at least 20–30% in back-office processes

Agility

- Adapt fast to changing conditions, scale up or down
- Increased control and visibility over processes in new ventures – or soon-to-be divested units

Month end closing and reporting time reduced by 80%

Trouble-free IT

- Fewer interruptions due to upgrades
- Lower risk of technology disruption
- Shorter time for ERP implementation
- An easy, controlled way to leverage next-generation ERP cloud architecture

Up to a 50% reduction in 4-year TCO

Insight and control

- More control and visibility of risk and costs
- Insights to better understand your customer
- Easier to flex with localized compliance requirements

An average of 20% improvement in compliance metrics

Experience counts

Global restaurant chain cuts back-office costs and reorganizes for innovation.

Capgemini is collaborating with one of the world's leading casual dining restaurants to transform its Finance and Accounting functions.

Our client – with over 1,000 restaurants globally – had two main objectives. First, to reduce costs and improve efficiency. Second, and just as critical, was to improve agility and create the right conditions for innovation and growth.

The client is now a great example of our “stack” approach, where we manage every element required to successfully deliver the end service: the IT infrastructure, the applications, the processes and the people. The client has a single view of the cost of their processes and Capgemini takes complete responsibility for delivering the outcomes.

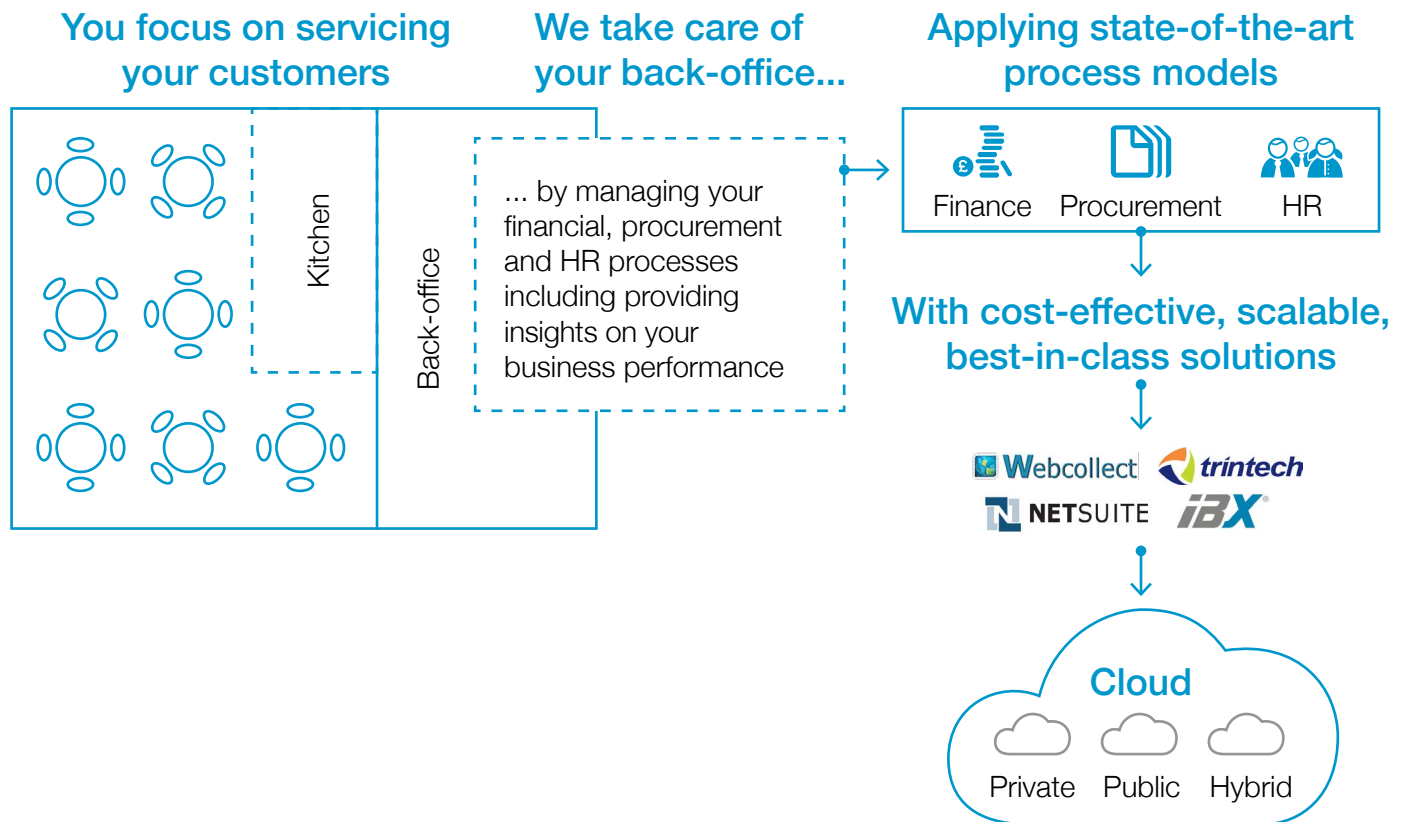
Refreshing the Back-Office

Building a New Back-Office Around your Needs

How we do it

It is possible to refresh your back-office processes while maintaining robust and efficient reporting and control. We can take care of it for you.

Organizations work closely with us to create a solution built around the most appropriate mix of processes, applications and infrastructure for them. Capgemini can take full responsibility for the performance of this back-office Virtual Company, leaving you to concentrate on running the business better.

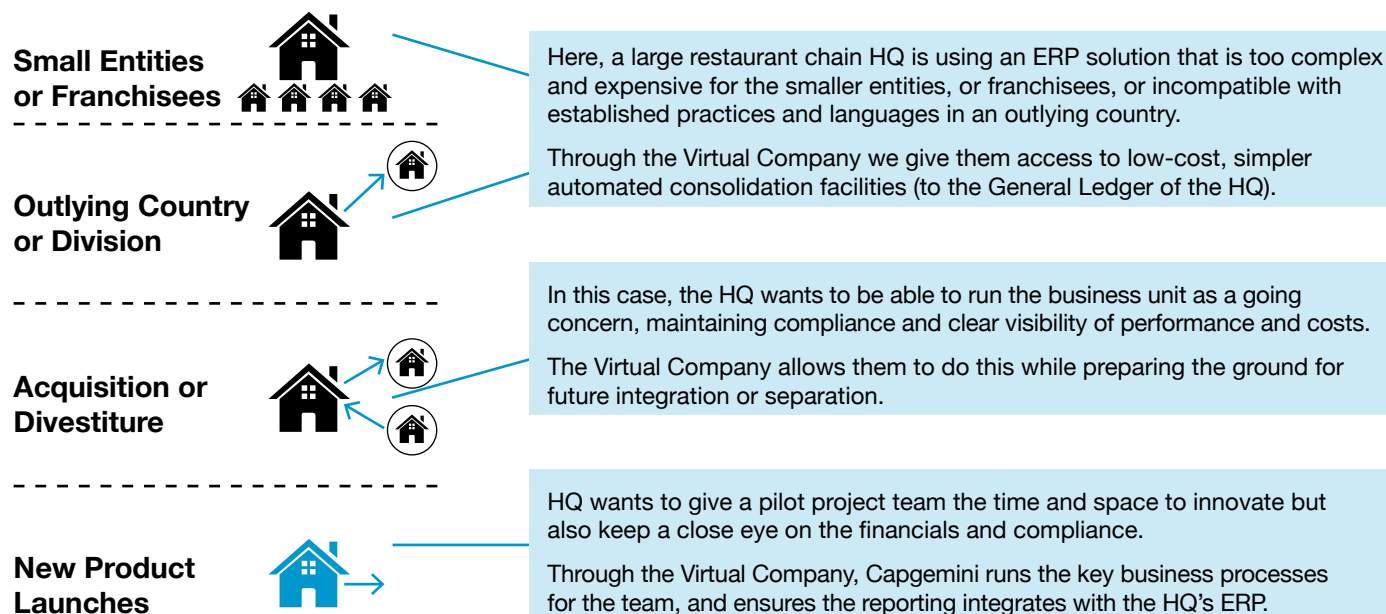


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Different Requirements for Different Restaurants

How we do it

The kind of Virtual Company solution you build with us depends on your requirements. Here are some examples where a Virtual Company delivers most benefits.



Jamba Juice case study

Founded in 1990, Jamba Juice now owns around 280 juice bars and over 500 franchise-operated locations in the United States, in addition to 45 international stores.

As part of their growth plan, they needed to shift to an asset-light model and make it easier to collaborate with their franchisees.

Capgemini was able to help them develop a more agile and efficient back-office to support this model, including application maintenance and development as well as finance and accounting support.

This is expected to contribute to a 10%–20% reduction of overall G&A.

“The relationship with Capgemini is intended to provide the company with the tools and capabilities required to support our growth plans,” stated Karen Luey, executive VP and chief financial and administrative officer.

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Awards and Recognitions: Shaping the BPO Market

Constant market recognition



Positioned in the leaders' quadrant for **Comprehensive Finance & Accounting BPO** in 2014 for the **fourth time consecutively by Gartner**



Recognized as Leader in **Worldwide Business Analytics BPO** 2014 MarketScape



Positioned in HfS's Winner's Circle Blueprint for **Supply Chain Management BPO** in 2014
Positioned in HfS's Winner's Circle Blueprint for **Finance & Accounting BPO** for 2012



"Next Generation" Process Excellence Award for creating change-friendly environment: Lean Model Office



Selected as one of 2014's **best outsourcing service providers** by The Global Outsourcing 100®



"Best Supplier in 2013" and **"Best Performance in Cost"** for outstanding performance as a partner and significant cost savings delivered through the transformation of SKF's business processes



Awarded as **"Leader"** in the 2013 and 2014 Everest Group FAO PEAK Matrix



"2013 Prime Supplier of the Year" for outstanding contribution to moving business initiatives forward and championing supplier diversity

Take the Next Step

You know what it takes to deliver a great restaurant experience. An outmoded back-office shouldn't stand in your way.

We offer a proven fast track to modernizing your IT infrastructure and freeing up your time and budget to focus on the customer.

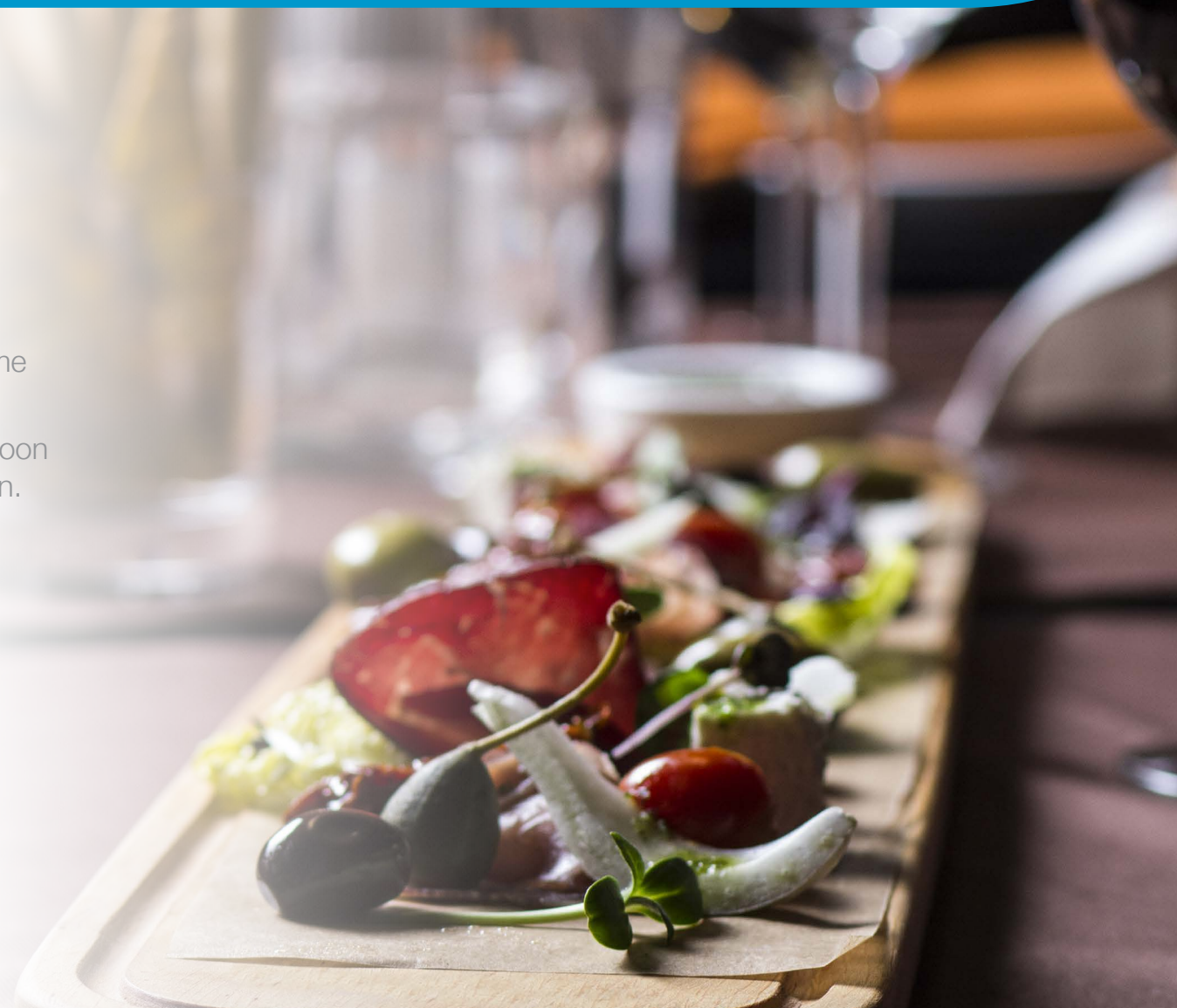
If you speak with one of our experts you'll soon see what's possible for your restaurant chain. Contact us to get started on your journey.

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More about Capgemini

With almost 145,000 people in over 40 countries, the Capgemini Group is dedicated to helping its customers improve their performance and become more competitive, offering a range of services that combines four key business lines, considerable expertise in many sectors of activity, and “packaged” offers that incorporate the finest available technology.

Since the creation of the Group in 1967, Capgemini’s culture and business practices have been inspired and guided by seven core values. These principles drive Capgemini as a Group and also as individuals. More than just rules of behavior, these values are at the heart of Capgemini’s’ approach as an ethical and responsible company. A fundamental part of the Group’s DNA, they are the guarantor of Capgemini’s reputation: Honesty, Boldness, Trust, Freedom, Solidarity, Modesty and Fun.

Learn more at
www.capgemini.com

About NetSuite

NetSuite Inc. is the industry’s leading provider of cloud-based financials/Enterprise Resource Planning (ERP) and omnichannel commerce software suites. In addition to financials/ERP software suites, NetSuite offers a broad suite of applications, including Customer Relationship Management (CRM), Professional Services Automation (PSA) and ecommerce, that enables companies to manage most of their core business operations in one single integrated suite. NetSuite software allows businesses to automate operations, streamline processes and access real-time business information anytime, anywhere.

For more information about NetSuite, please visit
www.netsuite.com