

IBM Retail Technology Support Solutions helps restaurants worldwide improve IT availability, reduce complexity and gain control over costs



The challenge

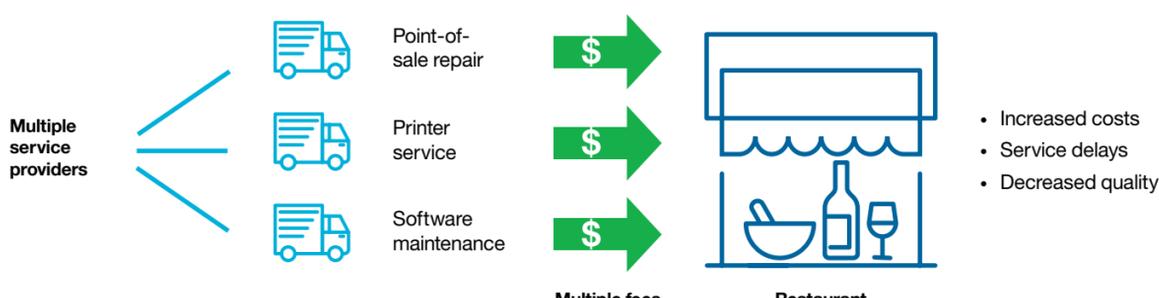
Modern quick-service restaurants use a **variety of IT equipment from multiple vendors** in stores to deliver the best possible experience to customers. To keep costs low, franchise owners must optimize their equipment lifecycle without sacrificing availability.

But when IT problems arise, franchise owners must often navigate agreements with multiple providers of hardware and software services—each with **different terms and fee structures**—to address the issue.

If several pieces of equipment in the store need onsite repairs, owners are forced to schedule visits from multiple providers, which can **increase operating costs** and lead to **high levels of complexity**. To make matters worse, these restaurants often have no way to track the status of support tickets. If providers can't service every location, the work may be subcontracted to other providers who may be less skilled, **decreasing the quality of service**.

Highlights

- Many restaurants are seeking strategies to gain more control over IT service costs while reducing complexity and improving availability.
- IBM Retail Technology Support Solutions provides a single point of contact for maintenance, servicing all IT equipment regardless of equipment type, OEM manufacturer or age.
- Franchise owners now pay only for the IT services they need, improving cost control, boosting IT availability and increasing the overall quality of service.



With a goal of providing franchise owners with **more control over operating costs, reduced complexity, improved quality of service and the ability to fully optimize the lifecycle of the store's equipment**, many restaurants are now seeking better strategies for handling in-store IT problems.

The solution

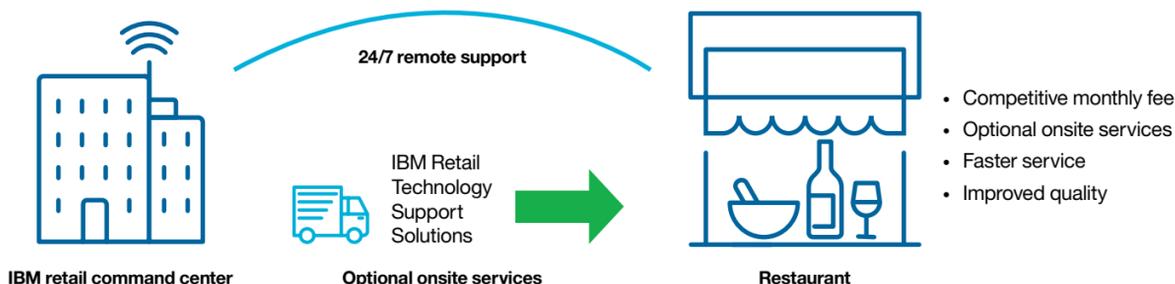
In response, multiple quick-service restaurants have teamed with **IBM Retail Technology Support Solutions** to service all IT hardware and software, helping franchise owners **boost IT availability and gain more control over costs**.

IBM Retail Technology Support Solutions provides these restaurants with a **single point of contact** for virtually all their IT service and repair needs, regardless of the hardware or software manufacturer or equipment lifecycle. These solutions include remote support, onsite service available at any time of day, parts repair and reconditioning, project governance and support for integrating new technologies.

Supported products include:

- Point-of-sale terminals
- Desktop computers
- Printers
- Servers
- Electronic menu boards
- Kitchen monitors
- Mobile devices
- Kiosks
- Network products
- Software
- Handheld scanners
- IoT sensors
- And more...

Now, franchise owners can access holistic support whenever it's needed through IBM support centers that help clients solve their IT problems. With highly effective remote support, IBM helps **reduce the overall cost** and save these restaurants time and frustration while **boosting availability**. Optional onsite support is also available if issues can't be resolved through the remote retail command center.



The result

IBM Retail Technology Support Solutions can provide franchise owners with more control over costs through support models designed to match the demands of a restaurant—**twenty-four hours a day and seven days a week**.

Service level agreements help **increase the quality of service** while allowing owners to **pay only for the services they need**.

These solutions can also track and analyze all service data, so owners can follow the status of a support ticket. This analysis unlocks valuable insight about in-store IT environments that restaurants can use to further reduce costs. For example, a specific restaurant might discover that a recurring IT issue is happening because store employees need more education on using the equipment. With this insight, the store can schedule the required training and avoid the costs associated with additional repairs.

Restaurants worldwide are seeing tremendous benefits¹ from IBM Retail Technology Support Solutions:

- More than 80% of cases** closed on initial contact with IBM call center
- 90% faster response time** when compared to previous multi-provider service models
- Increased availability rates** of IT equipment
- Decreased operating costs** associated with IT
- Reduced pressure on restaurant personnel** enabling IT departments to place more focus on innovation

Manufacturers serviced include:

- TGCS
- NCR
- Nixdorf-Diebold (Wincor)
- Dell
- HP
- NEC
- OKI
- Panasonic
- Cisco
- Oracle
- Epsom
- Samsung
- Zebra
- Fujitsu
- Verifone
- And others...



Why IBM?

With a robust portfolio of **customizable end-to-end solutions**, IBM Retail Technology Support Solutions can be your single point of contact for technical support for **your multivendor hardware and software environment**. IBM is a trusted leader in IT support, offering a **world-class global infrastructure** that helps reduce overall costs, facilitate a positive return on investment and boost equipment performance.

IBM continues to drive innovation in retail by applying technologies such as IBM Watson® cognitive computing, the Internet of Things (IoT) and advanced analytics to help boost efficiency, reduce costs and deliver a superior customer experience.

[Learn more](#) >

¹Based on IBM client engagement internal data. Individual results may vary.

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