

SOLUTION OVERVIEW

INDUSTRY

Restaurant Management

KEY BENEFITS

- Faster time to market by leveraging CRM and SharePoint products
- Low operating expenses and increased productivity
- Easy to use –high quality online product

TECHNOLOGY USED

- Microsoft CRM 3.0
- Microsoft Office SharePoint Server (MOSS)
- SQL Server
- ASP.NET 2.0 Custom Development

STATERA PRACTICE AREAS EMPLOYED

- Management Consulting
- Infrastructure Management
- Productivity Solutions

Company Profile:

SYSCO Corporation - largest provider of food service industry products introduced the vision of delivering value-added services to its customers in 2002. The result was iCare —and the aim was simple: leverage SYSCO's scale and sophistication to assemble a suite of services, including Marketing, Operational, Financial and HR, that can help customers succeed in the ultra-competitive restaurant industry.

iCare Marketing - has helped level the playing field for independent operators through the operations of SYSCO's iCare program. iCare provides restaurateurs with connections to business partners that help them compete with the big chains, stay in the game and focus on what they do best. SYSCO iCare offers a suite of value-added resources specifically designed to help the independent operator boost sales, hire and retain the industry's best employees, streamline and protect business operations, and acquire sufficient working capital.

The Challenge: Develop a Product to Automate iCare Channel Sales Program by Providing a Self-service Web Portal to Partners and Clients

iCare was looking to leverage the web in order to provide restaurant owners and SYSCO marketing reps the ability to connect the needs of restaurant owners with SYSCO channel partners meeting standards for quality service and integrity. They needed a system that would allow restaurant owners and SYSCO reps to document an owner's need or challenge by creating an Opportunity. This Opportunity was then routed to the appropriate channel partner for follow up, as well as provides a long-term mechanism for measuring channel sales recognition. Prior to this application all interactions were performed via telephone and tracked via spreadsheet, resulting in missed opportunities and a lesser customer experience.

The Solution: Jumpstart Product Launch by Using MS CRM and SharePoint Through Advised Development Methodology

iCare approached Statera and asked the team to offer strategic advice for product development through a product-aligned market roadmap that would help communicate an 18 month product vision to the market. Recognizing the importance of usability and high quality, Statera prepared a product development approach that emphasized the user experience and leveraged quality assurance best practices.

Leveraging Microsoft Office SharePoint Server 2007 (MOSS), Microsoft CRM 3.0 and custom ASP.net development, Statera helped create an integrated solution that accomplished the following:

- Provide CRM functionality that would capture all customer interactions and automatically route the resulting lead information to the appropriate partner for customer contact and follow up.
- Utilize MOSS to provide a resource for restaurant owners to walk through all aspects of restaurant operations, finance, HR, and services that would allow iCare to publish value-add information for their customers and partners.

Project objectives were met through remote and on site meetings where Statera provided strategic advice on product development. Weekly status meetings were held for design and requirement sessions, resulting in documented requirements.

For this project, Statera employed agile product development methodology tactics, which enabled the product development investment to focus only on one or two high value functions and develop detailed requirements around that functionality through constant prioritization. In this way, the client only needed to invest requirement and development dollars on top value functionality for faster 'go to market' and Return On Investment.

The Result: Successful Software Product Launch of an Automated Channel Sales Business Model

The SYSCO iCare Business Program was officially launched in July 2007. In which, measurable results spurred from this product development effort are not immediately available for complete and accurate analysis.

Due to the successful product launch of this automated channel sales business model, it allows iCare marketing to operate its business with minimal staff due to rich automation of data collection, routing and lead management. Also, this launch offers the ability for their representatives to connect seamlessly, with integrity and automation.

iCare has established themselves as an online player in the restaurant industry, which will lead to a future vision where iCare Marketing, Inc. will provide a complete community and marketplace for the restaurant industry.

The Feedback:

With Statera's experience in bringing products to market, and recommended approach to leverage the CRM and SharePoint products, we were able to maximize the value of our investment and launch our online business.

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For more information on Statera's capabilities, please visit www.statera.com or call 720.346.0070

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