

See How Fast Your Business Can Run.



Company Profile

135 quick service Mexican restaurants in California and Southwest

Situation

- Reporting did not support complex analysis
- System not scalable for growing volume of data
- End users needed power to create, use and share analysis reports and data
- Dependent on IT for all reports and data files
- Remote users could not easily share information

Software Used

- Microsoft SharePoint Portal Server
- Business Objects with WebIntelligence
- Microsoft SQL Server/Analysis Services (OLAP Services)
- Microsoft Windows

Benefits

- Reduced reliance on IT
- Accelerated management decisions at all levels
- Unique analysis views for restaurant and retail industry
- Collaboration and Business Intelligence delivered anytime, anywhere through the corporate portal

Recipe for growth: new Business Intelligence solution for Rubio's Baja Grill developed by CBH.

Overview: At the 135 Rubio's Baja Grill restaurants, the atmosphere is casual, and the cuisine a delicious mix of Mexican seafood specialties, including Rubio's signature Baja fish tacos.

Behind the casual ambience, a comprehensive Business Intelligence (BI) solution designed by CBH Consultants gives management the ability to understand and respond to conditions in each restaurant and in the highly competitive marketplace. Rubio's executives and finance team gain instant meaning from analytic information, so they can assess the effect of menu changes, promotions, the weather and other forces, then take action to improve customer satisfaction, sales and margins.

Needed: Precise Analysis in a Fast Moving Business.

"Optimizing our business is by nature a dynamic process," says Ira Fils, CFO of Rubio's. "We absolutely must have systems that keep pace with our needs." That means closely monitoring and controlling costs of food ingredients, labor and other expenses that impact the company's value equation and profitability. It's also vital to strategically manage menus, product mix and promotions to appeal to new patrons as well as regulars while achieving target margins.

Another goal was to increase participation in decision making at store, district and corporate levels while improving the assessment of management effectiveness.

Problems:

Rubio's end users had to depend on IT for analytical reports and data files. There was no efficient channel for remote users to share information from a central facility. And the reporting framework did not support complex analysis, and was not scalable to handle the growing volume of data.

Setting the Criteria for a Solution:

A selection committee led by Rubio's Director of IT Melissa Houston and CFO Fils determined several key criteria for a comprehensive new system, including:

1. Web-enabled — to facilitate access to timely information at all levels and locations.
2. Collaborative — with effective tools for management.
3. Easy to use — reducing the reliance upon the IT Staff.
4. Empowering — with integrated reporting and analysis through the corporate intranet portal.

After a thorough evaluation of several options, the committee selected a solution proposed by CBH Consultants.

The CBH Solution:

Rubio's and CBH planned a phased implementation to rapidly deliver critical benefits to as many users as possible, and then continue to expand and enhance functionality.

"We have extensive experience deploying Web-enabled BI systems across large, complex organizations, and believe the combination of Microsoft and Business Objects is clearly the best in the field," says Joe Baird, president of CBH. "They meet all user requirements. Business Objects WebIntelligence surpasses other offerings with its unique OLAP drill-through capabilities and has excellent integration with Microsoft SQL Server, providing:

- Seamless drill-through from OLAP to relational report.
- True ranking, value filtering and sorting.
- Sophisticated OLAP dimensional navigation and data selection.
- Synchronized view of drillable grids and charts.

Putting It All Together:

In the first phase of the project, CBH quickly established a Web portal using Microsoft Share Point Portal Server and Business Objects WebIntelligence. The site gives authorized users easy access to company documents and current operating information, while maintaining strict access control.

CBH's team built a decision support data warehouse in Microsoft SQL Server/Analysis Services based on a unique relational data structure designed by CBH to accommodate complex restaurant and retail analysis.

Meanwhile, Business Objects "universes" were constructed to encapsulate business rules, including those specific to Rubio's, and to simplify the end-user experience, control user access, and provide centralized administration.

During the training phase, key analysts and users learned how to use Business Objects to perform real-time analysis and create advanced analytic reports. WebIntelligence's OLAP interface is optimized for intuitive use and simplicity, and enables users to do speed-of-thought analysis and exploit other powerful analytical capabilities with minimum training. The solution also provides users with a variety of other tools, including BusinessQuery MD for OLAP analysis in Microsoft Excel, and WebIntelligence for ad hoc database queries.

Results:

With the new business intelligence solution, Rubio's has realized its objective of making better use of human intelligence at all levels, enabling better decision

making Financial executives, management and IT professionals have more time for strategically important work. By monitoring restaurant operations on a daily basis, the company can respond immediately to changing conditions. Analysts have instant access to more data in more dimensions, plus the ability to turn it into meaningful information. And they can now build and share powerful reports, freeing IT to focus on other key corporate objectives.

According to Fils, "The BI solution from CBH and Business Objects enables the finance team to create and deploy reports the way we need them with greatly reduced reliance on IT. The BI system has proved to be powerful, flexible, and easy to use. And a huge benefit is that our executives and key finance staff now spend their time on high value work rather than crunching data in spreadsheets to get the analysis we need."

CBH really understood our requirements," says Houston, Director of IT. "They brought the right blend of technical innovation, business acumen and project management skills to help us create a great BI solution."

For Rubio's it's the ingredient they needed to make critical decisions faster with greater precision.

About CBH Consultants:

CBH delivers business solutions that give companies the power to make critical business decisions faster, with greater confidence, at every level. We design cost effective solutions for measuring business performance, planning, reporting and analysis, financial and project accounting, and distribution. Today, more than 300 companies throughout the West are running faster, smarter and more effectively with our help.

