

McCormick and Schmick's Restaurants Gains New Insight into Dining Trends and Financial Performance with IBM Cognos Express



Overview

Challenge

Previously relying on spreadsheets containing historic information, McCormick & Schmick's needed a unified and comprehensive view of financial performance.

Why IBM?

The IBM Cognos Express solution was chosen because of the simplicity of its installation and intuitive end-user interface.

Solution

The company implemented IBM Cognos Express to create a set of automated dashboards that integrated both GL and POS data from the company's individual stores. This helps them drive better decisions based on more complete and current information.

Key Benefits

Ease and speed of implementation meant users were creating reports and using dashboards within just one month; the powerful IBM Cognos Express OLAP analytical engine allowed McCormick and Schmick's to integrate and consolidate general ledger and point-of-sale (POS) data; better visibility helps executives and store managers quickly recognize and act upon key business trends.

McCormick & Schmick's Seafood Restaurants, Inc. is a leading national seafood restaurant operator in the affordable upscale dining segment. Over the past 35 years, they have successfully grown their business by focusing on serving a broad selection of fresh seafood. With nearly 100 locations in the US and Canada, McCormick & Schmick's Seafood Restaurants focus on providing guests with an unparalleled dining experience and tailoring the freshest seafood selections available to local and regional tastes.

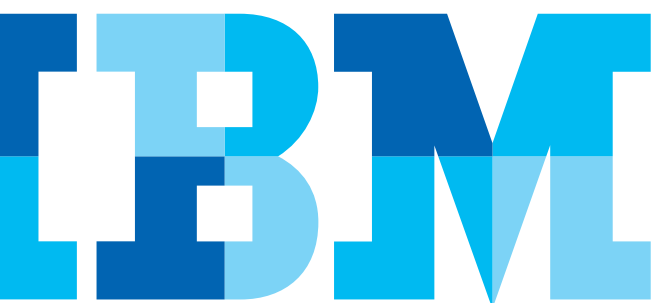
In the highly competitive restaurant market, McCormick & Schmick's needed to understand and respond to dining trends in real time.

Challenges faced

The challenge for McCormick & Schmick's was even though the stores shared a consistent restaurant model, they operated as autonomous entities with individual and daily changing menus. It was extremely difficult to compare and understand current and historical sales as well as other key business drivers. Their previous method for business analysis required gathering data from disparate systems and consolidating it into a 70-page MicrosoftTM Excel document.

Strategy followed

Within 30 days, IBM[®] partner eCapital implemented IBM Cognos[®] Express to create a set of automated dashboards that integrated both GL and POS data from each store. Every night data from the POS systems automatically update management dashboards allowing key personnel to quickly analyze current and historical data at an enterprise and store level. It also provides drill-down visibility into daily restaurant sales, traffic patterns and expenses.



Benefits realised

This visibility is allowing McCormick & Schmick's executives, as well as individual general managers, to quickly recognize trends to key business drivers and give them the information they need to make the most informed decisions about their business on a daily basis. The migration of sales reporting to IBM Cognos Express produces both efficiency and reliability of the data distributed by finance. The automation of this task has freed 40 analyst work hours a month—time that is now used to concentrate on analysis rather than spreadsheet maintenance.

About eCapital Advisors

eCapital Advisors LLC, headquartered in Minneapolis, MN, is a management consulting firm specializing in Business Analytics solutions. These solutions include software and services designed to empower the business user with real-time budgeting, forecasting, analytics and reporting. These powerful tools provide comprehensive, real-time views of performance that facilitate decision-making to improve efficiency and increase profitability.

eCapital Advisors has IBM Cognos certified professionals on staff, that represent over 200 years of consulting and industry experience. The primary industries eCapital Advisors has been engaged in are Manufacturing, Health Care and Retail. We have also done work in the Higher Education, Financial Services and Energy.

Using the proprietary eCapital Advisors Methodology, consultants quickly assess, design and implement Enterprise Planning and Business Intelligence solutions. eCapital Advisors has a continuously growing client base of over 100 leading firms now successfully using IBM Cognos software solutions. For more information go to: www.ecapitaladvisors.com

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3755 Riverside Drive
Ottawa ON K1G 4K9
Canada

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