



IBM Customer Reference

Starbucks Taiwan

Synopsis:

Linux RedHat V7.2 on IBM SurePOS 500 enables large coffee retailer to increase stability, lower licensing costs and improve overall customer service

Location:

Taipei, Taiwan

Industry:

Retail

URL:

<http://www.starbucks.com>

Customer Background:

Founded in 1971, Starbucks purchases and roasts high-quality whole bean coffees and sells them along with fresh, rich-brewed, Italian style espresso beverages, a variety of pastries and confections and coffee related accessories and equipment. In addition to sales through its company-operated retail stores, Starbucks sells primarily whole bean coffees through a specialty sales group, a direct response business, supermarkets and online at Starbucks.com. Additionally, Starbucks produces and sells bottled Frappuccino® coffee drink and a line of premium ice creams through its joint venture partnerships. It also offers a line of innovative premium teas produced by its wholly owned subsidiary, Tazo Tea Company. The company's objective is to establish Starbucks as the most recognized and respected brand in the world.

The Taiwan branch of Starbucks opened in 1998, and is now the number one coffee chain store in the country. Starbucks has around 100 stores in Taiwan with over 1,000 employees.

Business Need:

Since 1998, Starbucks Taiwan has used Casio point of sale (POS) systems. Due to the unstable hardware, the company sometimes suffered data loss, which triggered customer complaints. Starbucks was looking to find its new POS system on Linux in order to increase stability and improve customer service.

Solution:

With the help of IBM and its Business Partner, Hung-Yuan Information Corporation, Starbucks implemented a system that consisted of IBM SurePOS 500 systems and Linux RedHat V7.2. Starbucks saved money on licensing fees and received a more stable platform compared to Microsoft Windows. Hung-Yuan developed the POS application using Java and ports on the Linux platform.

Benefits of the Solution:

With the implementation of Linux, Starbucks saved around NTD one million on licensing fees compared to Windows. The operators are extremely pleased with the graphic screen that the application provides, and the IT department is happy that this solution can be ported to any hardware that Linux supports. Additionally, the Linux solution gives improved performance and stability to Starbucks, which allows them to improve customer service and dramatically reduce the risk of data loss.