Data Analytics
CASE STUDY

Mad Mex and WARDY IT Solutions capture business metrics and apply Business Intelligence to drive competitive advantage

About Mad Mex

- Established in 2007
- 1000 employees
- Retail Food Services
- www.madmex.com.au

Mad Mex's visionary founders identified an opening for authentic, fresh, healthy, delicious Mexican food and established the organisation in 2007 to meet this opportunity. The fledgling business opened to a public eager to sample their burritos, tacos and enchiladas, quickly outgrowing their trendy inner-city outlet. To meet the hunger pangs of Australians across the eastern seaboard Mad Mex have grown and redefined the Mexican fast-food business with their tailored franchise model and iconic retail outlet designs.

Executive Summary

Rapidly growing fast food retailer Mad Mex wanted to empower their staff and franchises to make better informed, data-driven business decisions. Mad Mex faced a problem experienced by many organisations, with business data across many different systems and sources, accessing data to make better informed business decisions was difficult. They wanted to build a system that seamlessly integrated their existing Microsoft systems to obtain a single point of truth for their data and start driving value through their data analysis

To help solve this problem, Mad Mex CIO John Boyd engaged Gold Microsoft partner WARDY IT Solutions. Having trained in SQL Server using Peter Ward's book 'Administering Microsoft SQL Server', John felt working with WARDY IT Solutions was the obvious choice. Rather than adopting the standard consulting model, John was looking for highly skilled, industry leaders to share their expertise by becoming part of the team.

WARDY IT Solutions consultants and Microsoft Valued Professionals, Peter Ward and Konstantin Khomyakov, worked with the Mad Mex team to design and build a solution that would capture, filter, validate and publish a single source of truth. This approach worked well, with Konstantin Khomyakov, providing innovative options and recommendations to the Mad Mex team, guiding the project to the desired outcome; "Kosta was full of entrepreneurial spirit, the perfect fit for Mad Mex's culture" John Boyd, CIO.

Client Challenge

Mad Mex management are committed to increasing their awareness, to drive revenue growth for the business and their franchisees. Like many businesses, Mad Mex find themselves with silos of data that originate from a number of sources, meaning further insights from their business data were difficult to identify. One of these sources is the POS system used to log, track and transact the retail sales, this is the lifeblood of the business and Mad Mex knew that by removing data silos between systems, they'd unlock this value to better inform their Business Intelligence.

> **Working with WARDY IT Solutions' has helped drive the project's rapid and successful outcome.**

*John Boyd
Chief Information Officer
Mad Mex*

About WARDY IT Solutions

- Established in 2005
- 65 employees
- Information Technology
- Australia & USA
- www.wardyit.com

WARDY IT Solutions is recognised as Australia's leading provider of Microsoft Data Platform consultants, trainers and Data Analytics specialists. Their mission is to provide organisations with the support, training and tools they need to make the most of their existing technology investments in order to grow their organisation.

Solution

WARDY IT Solutions were asked to assist with 3 key areas:

Create a single source of truth
Build a system that delivers validated, correctly formatted data that enables meaningful "like-for-like" data comparisons.

Seamless integration
Make the most of the existing investment in Microsoft products by seamlessly integrating all data sources, including marketing and loyalty data.

Add value to the business and franchisee partnership
Yield insights into consumer behaviour to increase profitability and competitive advantage.

WARDY IT Solutions and Mad Mex worked together to rapidly develop a plan to deploy a solution using a number of products from the Microsoft stack. Having already implemented several Microsoft products to manage critical business processes, including Office 365, SharePoint and SQL Server, using SQL Server Data Tools (SSDT), Power BI Enterprise Gateway and Azure Windows worked well as part of the solution.

Outcome

The solution has helped stakeholders further understand their customers and gives the management powerful tools to help track revenue and profitability. This enables the business stakeholders to support the franchisees and the business with greater insight than they have had previously. Mad Mex are now able to provide the franchises with the data they need to tune their business processes, maximise margins and meet the unique needs of their sales territory.

"The business recognises that Business Intelligence brings real business value. It has enabled a paradigm shift in the way that we work, empowering staff and franchisees to become successful." – John Boyd, CIO.

- The solution is now providing meaningful data analysis to head office and franchisees, enabling management to make better informed decisions.
- Advanced retail analytics provides greater insights into consumer behaviour.
- Seamless integration with the Microsoft stack including NAV, SharePoint and Office 365 has extended the ROI on Mad Mex's investment in Microsoft productivity software.
- The high quality and experience of the WARDY IT team ensured the solution is highly reliable and functional.

- Virtual DBA
- Data Platform Services
- Data Analytics Services
- Training

CONTACT
1300 927 394
contact@wardyit.com
www.wardyit.com

ADDRESS
164 Wharf Street
Spring Hill
QLD 4000

INTERNATIONAL
PH: +61 7 3054 5300
UK: 0-800-098-8432
US: 1-800-290-6831

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