

SONIC

Problem

The national franchise allows for customized pricing and products in different geographic regions for its menu stalls. It was previously done using spreadsheets and time-intensive proofreading, checking and managing for price problems. Menu changes took about six months from order to delivery.

Solution

Provide intelligence and automation through a web-based program to allow franchisees to order online and make smarter pricing decisions, including price warnings. The time from order to install depressed from six months to six weeks. The user interface had to be simple and couldn't be a source of complaint or pain for the franchisees.

Technology

A robust online-based software solution tied to an intelligent back-end database to enable managers to determine the best pricing option for their market.

Service Oriented Architecture (SOA) – Designed to allow multiple components to work independently this element created a system for Sonic which allows multiple backend systems to access the data from the web menu pricing system as well as allowing the system to integrate with other Sonic backend systems.

Model View Controller (MVC) User Interface Layer – Using the MVC pattern allows the user interface to be lightweight and responsive to the end user as well as reducing the bandwidth the web application requires. In addition the MVC pattern allows developers to create rich web applications which are as powerful as many desktop applications.

Single Sign On – To unify the sign on systems and prevent another user name and password the end user would need to remember, a single sign on system was deployed. This allows it to integrate with

Results

The system created a higher percentage of completion, all in a six-week time frame. Called a “raging success”, the chain has had two more menu rollouts since the first release, continually improving the system to make it smarter with each round.

Testimonials

Mission-critical technology solutions, brought to you by Phase 2.

Explore

The software is proprietary, but to find out more about Sonic, go to www.sonicdrivein.com.

