

## Sterling Commerce provides critical cost control and electronic tracking



### **RSI** Restaurant Services, Inc.

#### Location

Coral Gables, Florida

#### Industry

Services

#### Solution

Sterling Multi-Channel Selling™

#### Benefits

- Discontinue the costly creation and mailing of its printed catalogs, dramatically reducing costs
- Reduce costs for both RSI and its members
- Electronic tracking of member purchases instead of having to rely on supplier reporting
- Expand reach to non-members
- Introduction of new product information and pricing in real-time
- Product discounts and promotional offerings
- Streamline ordering process

### Restaurant Services, Inc.

#### Customer background

RSI currently negotiates the purchase of more than \$3 billion a year in goods and services for Burger King restaurants, managing supply agreements with over 300 suppliers and 27 distributors. Once equipment purchasing agreements were finalized, RSI published these through The RedBook, its 1,000+ page catalog, which was then mailed to its 7,500+ Burger King restaurant members. Creating, printing, and mailing The RedBook was both cumbersome and costly for RSI, not to mention the costs of updating product information and pricing throughout the year between annual printings. In an effort to reduce the time and costs associated with printing and distributing The RedBook, make it easier for members to order products and services, and track the ordering activity of members, RSI began to evaluate enterprise e-commerce solutions that would enable them to replace The RedBook.

#### Business challenge

In an industry marked by intense competition, RSI's key responsibility is to negotiate commercial terms and conditions for a continuous supply of specified products at the best cost to help Burger King restaurants operate profitably. Expenses tend to rise over time, but market conditions often limit the ability of restaurants to pass increases along to their customers. In this challenging environment, cost control at every step is critical to franchisee profitability.

#### Solution

RSI conducted an extensive evaluation of technology vendors grading them on a variety of requirements, including their ability to meet RSI's business needs, functional requirements, technical requirements, and budget. According to George Fotiadis, Director of e-commerce for RSI, "Sterling Commerce offered RSI

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*“RSI’s mission is to ensure, at the best cost and at established performance standards, a continuous supply of the products and services necessary to build, operate, and maintain Burger King restaurants for the benefit of our members. Sterling Commerce is instrumental in helping us deliver on this mission by providing us with a world-class electronic ordering platform that has made it easier and more cost effective for Burger King restaurants to purchase goods and services.”*

George Fotiadis  
Director, e-commerce,  
Restaurant Services, Inc.

proven experience with the franchisee business model and an out-of-the-box solution that mapped to both our functional and technical requirements at the right price. But ultimately, it was the people and their clear commitment to RSI’s unique needs and success that compelled us to select Sterling Commerce over the other technology vendors we evaluated.”

Sterling Commerce provided RSI a comprehensive enterprise e-commerce solution, The RSI eRedBook, linking over 5,000 users to over 150 suppliers that include:

- 20,000 SKUs across 100 categories of products and services
- Detailed product information and specifications
- Targeted promotional offerings
- Pre-negotiated pricing
- Online ordering and post-order support

## Key benefits

Through Sterling Commerce, RSI has been able to discontinue the costly creation and mailing of its printed catalogs, dramatically reducing costs. According to Fotiadis, “RSI’s mission is to ensure, at the best cost and at established performance standards, a continuous supply of the products and services necessary to build, operate, and maintain Burger King restaurants for the benefit of our members. Sterling Commerce is instrumental in helping us deliver on this mission by providing us with a world-class electronic ordering platform that has made it easier and more cost effective for Burger King restaurants to purchase goods and services.”

With the successful deployment of the RSI eRedBook, powered by Sterling Commerce, RSI has plans to further its partnership with Sterling Commerce, adding additional functionality to the system to provide more value to its members. This includes direct supplier integration for seamless order fulfillment, configuration for complex products and equipment, proposals, enhanced analytics, and international ordering. In addition, the system is enabling RSI to launch new initiatives to its members, such as enhanced patronage programs and restaurant start-up packages for new franchisees.

## About Sterling Commerce

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network quickly, easily and securely so they can accelerate revenues, reduce costs and protect their enterprise. Sterling Commerce provides more than 30,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate with their customers, partners and suppliers. Learn more at [www.sterlingcommerce.com](http://www.sterlingcommerce.com).

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