

DUNKIN' DONUTS

Solution Overview

Industry

Food Services

Situation

For Daniel Mourand, it wasn't even a question. With the emergence of increasingly integrated systems, the distribution center was no longer efficient. To become so, more technology was needed, requiring a change of platform.

Business Profile

The Dunkin' Donuts Canadian Distribution Centre is a cooperative of 250 franchised restaurants operating under the Dunkin' Donuts, Baskin-Robbins and La Crémère banners. In 2001, its sales were \$26 million.

Results

The tight integration between Microsoft Business Solutions and the subsystems such as the bar codes, interactive voice response and office automation systems provides numerous benefits such as better communication of delivery schedules and sanitary control. The accounts receivable situation has also greatly improved and the billing process is running smoother. Finally, the number of errors in the shipping and receiving departments has decreased. And this is only the beginning.

Software Used

Microsoft Business Solutions—Great Plains

- Financials
- Inventory and Order Processing
- Retail Management

Microsoft products

- Windows® NT Server
- Windows 98
- Windows CE
- SQL Server™ 2000

When Daniel Mourand, Chief Executive Officer of the Dunkin' Donuts Canadian Distribution Centre, decided to change platforms, he was looking for a more technologically advanced solution that would enable him to increase the centre's efficiency through the integration of different systems. He chose Microsoft® Business Solutions—Great Plains® software and, today, he does not regret his decision.

At the head of a cooperative comprising 250 restaurants franchised under the Dunkin' Donuts, Baskin-Robbins and La Crémère banners, Daniel Mourand thought extensively before he made his decision. "We had a choice of two solutions and both were equally tempting," he explains.

"We finally chose Microsoft Business Solutions—Great Plains for three reasons. The first reason was that Microsoft had just purchased Great Plains which, in our eyes, meant that this was a solid product. The second was that we were familiar with Le Groupe Conseil LVMB, one of Microsoft Business Solutions value added resellers, as they had been providing technical support for our existing application. The third reason, but not the least, was that the price of the solution matched our budget."

A Good Example of Integrating Technologies

At the end of March 2001, Daniel Mourand signed the purchase contract and, less than eight months later, the team of François Paré and Martin Dufour, associates at LVMB, completed the installation of Great Plains on time and within budget. "We could have done the installation faster but we had to take the summer vacation period into account," Mourand says.

Given the nature of the activities of the Dunkin' Donuts Canadian Distribution Centre, the solution chosen clearly had to take into account the restaurant aspect—that is, deliveries had to be made outside of peak hours.

"In addition to providing most of the functionalities desired for easily incorporating all of the Distribution Centre's own particular business rules while, at the same time, storing the data required for operations, [Microsoft Business Solutions] contains all the necessary bridges for inter-connecting the existing subsystems (e.g. bar code, interactive voice response and office automation). It does such a good job that this implementation is a great example of the integration of technologies," says François Paré, who managed the implementation.

"What we have here is good architecture with tools for customizing the functionalities available in order to link up the various parts of the system."

Three-Step Implementation

Given that the old system communicated with the restaurant operators through a DOS station and a Novell server linked by modem and telephone to dumb portable data

terminals (PDT's), the change was to be a radical one, from both hardware and software points of view.

The implementation began with the installation of Windows NT operating system servers connected to PDT's by radio modems, the migration of workstations to Microsoft Windows 98, and the installation of a Microsoft SQL Server database.

"Actually, we installed Microsoft wall to wall, as even the cooperative members employ PDT's to connect to the new system and use Windows CE as their operating system, all of which in a full Web environment," says Dufour.

"Next, we created basic mechanics for managing order taking, preparation and delivery. We also improved warehouse management, taking deadlines into account, and we developed the necessary programs."

The third part of the implementation, which proved to be a major challenge, consisted of solving the crucial problem of continuously tracking deliveries by synchronizing the position of the trucks. "To do this," explains Dufour, "we had to set up a wireless IVR (interactive voice response) system operating on a cellular network so the truck driver could transmit his or her position along the route. For example: I am now at restaurant 108."

Numerous Benefits

The advantage of this type of system is that, if the truck driver is delayed for some reason, the members of the cooperative are immediately alerted and the system will even give them a new estimated time of arrival. They can then make the necessary arrangements, such as retaining employees who normally would have left for the day.

Paré says that some of the functionalities will provide for better sanitary control. "Dunkin' Donuts will, for instance, be able to automatically check the temperature of the milk delivered. If the temperature communicated via wireless connection to the computer is unacceptable, delivery will be refused. The same goes for eggs. If the expiration date on the box is less than two weeks when delivered, this delivery could also be automatically refused."

A Good Decision

For Mourand, the functionality provided by Microsoft Business Solutions is very promising. "We will be offering our customers a Web solution, as it's our job to manage their interests by enabling them to save money and I have even begun showing them how it will work and the benefits they will derive from it."

"In fact, we are just beginning to get acquainted with the product and we already know one thing... we definitely made the right decision," he says.

For more information about Microsoft Business Solutions, visit www.microsoft.com/BusinessSolutions

© 2002 Microsoft Corp. All rights reserved. Microsoft and Great Plains are either registered trademarks or trademarks of Microsoft Corporation or Great Plains Software, Inc., in the United States and/or other countries. Great Plains Software, Inc. is a wholly-owned subsidiary of Microsoft Corporation. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

This document is for informational purposes only. MICROSOFT BUSINESS SOLUTIONS MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.