Pizza Hut

A PERPETUAL EDGE ON SUCCESS

How Tectrade is helping a major restaurant chain in the UK to safeguard their share of a very competitive market while impacted by changing consumer behaviour and unprecedented economic conditions.

Our Client: In the UK, Pizza Hut Restaurants - the world's largest pizza chain - has over 240 restaurants across the country. With more than 6,000 employees, Pizza Hut Restaurants serves nearly twenty million guests every year.

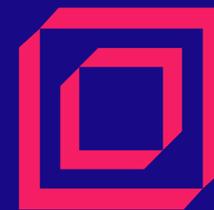## CLIENT MARKET DASHBOARD

$5.6bn
In 2019, Pizza Hut's sales were worth over $5.6 billion.

60%
Chain restaurants contribute over 60% of pizza restaurant sales in the United States.

6,000
Over a lifetime, the average American will eat 6,000 slices of pizza – or eight slices every month.

CONTEXT

Tectrade monitors, manages and supports Pizza Hut Restaurants' server and network infrastructure - including key business intelligence systems. The coronavirus pandemic added a new dimension to this long-standing working partnership.

To protect staff and guests during the COVID-19 crisis, Pizza Hut Restaurants closed all dine-in and take-away operations, but 48 sites remain open to provide home delivery services through aggregators like Deliveroo.

GOAL

To maintain the essential IT services required for home deliveries while controlling costs – but also ensuring that the company is prepared to resume full operations when official guidance makes this possible.

CHALLENGE

Home delivery is a great way for Pizza Hut Restaurants to support people who can't leave their homes during isolation. While restaurant point-of-sale systems are not required and online ordering takes high priority, only a fraction of the company's IT resources as currently required.

Prior to the pandemic lock-down, Pizza Hut Restaurants and Tectrade were working on several IT projects to enhance consumer experience. The reduced set of IT services is only a temporary situation, and when permitted the company must be able to re-open efficiently and implement the service improvement projects as soon as possible.

Tectrade and Pizza Hut Restaurants had to decide how to balance cost-effective IT support in the short-term while continuing to design and plan new projects.

SOLUTION

Tectrade and Pizza Hut Restaurants had to react fast to a new set of circumstances with the primary concern being the safety of staff, customers, partners and suppliers.

Pizza Hut Restaurants anticipated the health crisis and proactively shut its restaurants and moved to an all off-premise model run entirely by "Pizza Hut heroes" who have volunteered to provide thousands of meals to local communities and the NHS.

Tectrade continues to support the prioritised systems, but has adapted its services on other platforms for the duration of the lockdown.

The two companies are in constant communication to react to changing conditions and provide creative technical and business solutions.

OUTCOMES

Together with Deliveroo and Pizza Hut Delivery, the chain has also pledged to provide 300,000 free meals to fornt-line medical staff across the UK from its operational restaurants.

In addition to running Pizza Hut Restaurant's most critical systems, Tectrade is also designing a migration strategy to enable the company to adopt emerging technology which will enhance operations in the future.

Projects are aimed at increasing flexibility and scalability to accommodate growth while maintaining security and business continuity.

"WE HAVE HAD TO WORK VERY CLOSELY WITH ALL OUR IT SUPPLIERS DURING THIS TIME - MANY SERVICES ARE PAUSED, BUT WE DO STILL RELY ON OUR PARTNERS.

A MASSIVE THANK YOU FOR SUPPORT YOU'VE PROVIDED IN THE PAST, THE SUPPORT YOU'RE GIVING US RIGHT NOW AND THE SUPPORT YOU'LL GIVE US WHEN WE RE-OPEN THE BUSINESS AS A WHOLE WHEN THE CRISIS IS OVER."

Steve Packer
Director of Supply Chain and IT
Pizza Hut Restaurants

Tectrade
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