The Client
Fiesta Restaurant Group, Inc. owns, operates and franchises Pollo Tropical and Taco Cabana® restaurant brands. These organizations specialize in the operation of fast casual restaurants, each offering distinct and unique flavors with broad appeal at a compelling value. These restaurant chains practice fresh-made cooking, drive-thru service and catering.

The Challenges
The client was experiencing significant challenges across people, process, and technology categories related to data management and analytics. Fiesta’s IT organization was small, with limited bandwidth and skills to implement solutions needed for business demand.

Manual processes executed through tribal knowledge, lack of governance and standardization were impediments. Further, disparate data sources and tools were causing issues with users, developers and administrators.

The Solution
Smartbridge wanted to ensure a program was put in place to address the various needs of the entire enterprise. This proved challenging due to the dynamic structure of Fiesta’s organization.

Smartbridge conducted an assessment involving stakeholders from all major functional departments, such as operations, marketing and finance. Reporting & analytical feedback by each group was a key focus in the development stages of the project.
The Results

Smartbridge identified and executed a list of initiatives required to fulfill Fiesta's vision. The Smartbridge team was able to implement much of the data foundation, while standardizing and automating several key operational reporting areas.

Enablement of new reporting and analytics that were not possible in the past, or required a lot of manual work were now possible. Smartbridge also enabled analysts and power users to perform self-service analytics by providing access via MicroStrategy to key data domains. Further, Smartbridge piloted a Microstrategy Mobile application that changed the way operators run the restaurants.

By operating in accordance with our core values, and close relationship with our client, both parties achieved desired, longstanding success through efficient BI & Analytical implementation.