

[strategy and business improvement]

[customer solutions]

[supply chain solutions]

[technology solutions]

[enterprise solutions]

 **Hitachi Consulting**

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About Hitachi Consulting

Hitachi Consulting is Hitachi, Ltd.'s (NYSE: HIT) global business and IT consulting company. Hitachi Consulting serves Fortune 2000 companies across many industries throughout the United States. The company is focused on working with its clients to understand their needs and to enable and implement key business strategies. Hitachi Consulting delivers practical solutions to generate demand, ensure supply and help the client manage their enterprise effectively. The company is committed to delivering measurable results and to effectively transferring knowledge to optimize the client's investments.

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Forbes

*Patrick Piccinno,
Vice President,
Information Technology*

**Hitachi Consulting
Helps Flip IHOP
to the Top of the
Family Dining Stack**

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Hitachi Consulting Helps Flip IHOP to the Top of the Family Dining Stack

In the restaurant industry, IT is typically seen as a cost, not a strategic investment. However, IHOP Corp. CEO Julia Stewart recognized that an investment in IT would support her efforts to re-energize the American icon called IHOP. A key component of the company's re-energizing strategy required transforming the corporate headquarters to a Restaurant Support Center that could better serve the needs of IHOP franchisees and restaurant guests.

"While it may seem unusual for a family dining company to use customer relationship management (CRM), we knew immediately it was the right thing to do," said Patrick Piccininno, IHOP's Vice President of Information Technology. "We were driven by the business benefits, knowing we needed to work smarter to achieve our vision of being number one in family dining. Without a strong infrastructure, evolving the business would have been impossible."

IHOP engaged Hitachi Consulting to replace disparate systems and silos of information in multiple locations across the country with several modules from Oracle's e-business suite. The most prevalent products implemented were Oracle TeleService which IHOP uses to support its franchisees and guests, Oracle Property Manager which enables them to stay on top of leases, insurance information, renewals, and franchisee financials, and Oracle Project Management to enable IHOP Support Center employees to oversee the construction and development processes from start to finish.

"By implementing a toll free number, IHOP shifted from manually tracking guests' comments and concerns in eight different locations to logging, routing, tracking, and managing guest comments centrally and resolving outstanding issues in less than three days," Piccininno said. "The call center enables us to respond to our guests and franchisees in a timely manner, quickly resolving problems and sharing compliments. It also allows us to identify trends and proactively make changes."

The scalable IT infrastructure and CRM technology solution enabled IHOP to achieve:

- A complete, integrated, single source of truth for guest and franchisee data
- A comprehensive set of metrics for point of sale, financial and guest data
- Better, more informed decisions through performance and operational analysis
- Improved business processes through better tracking and reporting
- Cross functional business process flows
- Timely, and even proactive, resolution of problems
- Improved service to franchisees and restaurant guests
- Quicker, more cost-efficient development of new franchises
- Better management of existing properties, including leases, insurance, and financials

"We knew if we wanted to offer world class support to our franchisees and guests, we would need to define a robust infrastructure and deploy a scalable IT solution that would grow as the business grew," Piccininno added. "Hitachi Consulting has helped us make great progress toward our vision of becoming number one in family dining through their help with business process reengineering, implementation and change management support."

IHOP Corp. develops, operates and franchises IHOP restaurants, one of America's best-known family restaurant chains.



"Hitachi Consulting delivered great resources, people who have truly cared about our success. They continually showed what a good partner could be by adding value and transferring knowledge to our internal resources along the way. Hitachi Consulting is committed to the long term success of IHOP. They have grown from an implementation partner to a business partner."

Patrick Piccininno,
Vice President,
Information Technology IHOP



What do you call results like these?

Supported new business strategy with technology

Leveraged CRM technology to become the expert among competitors

Eliminated multiple operating models and data silos with a single system

Transformed guest interaction, reduced response time to less than three days



[inspired]

Hitachi Consulting partnered with IHOP Corp. to quickly and successfully implement new business processes and technology solutions across their enterprise.

Our experienced consultants helped IHOP achieve their corporate business objectives, and assisted them in preparing for future growth.

Learn how Hitachi Consulting can help inspire your next success.

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