

Pizza Hut Case Study



About

Yum! Brands, Inc., is the world's largest restaurant company in terms of system restaurants with nearly 38,000 restaurants in over 110 countries and territories and more than 1 million associates. Yum! is ranked #216 on the Fortune 500 List and generated more than \$11 billion in revenue in 2010. The Company's brands - KFC, **Pizza Hut** and Taco Bell - are the global leaders of the chicken, pizza and Mexican style food categories.

Challenge

In order to make its delivery and take-away business a success, Pizza Hut needed a targeted and scalable e-commerce platform that was able to handle the high demand and the logistics of time-critical delivery. The platform needed to:

- Enable the customer to have complete control of the ordering process, with the freedom to customise their Pizza or choose a meal deal
- Achieve order fulfilment in 30 mins
- Take account of the local nature of the business, including franchised and non-franchised outlets with differing menus and pricing.

As Pizza Hut conducts the majority of its online business in the evening and mainly on a Friday and Saturday, extreme traffic acceleration is expected at these times.

Regular load testing of the website is a necessity to ensure a quick and smooth user journey for customers and is essential in understanding the head-room in capacity of the hosting infrastructure.

Solution

Adactus, established by Dell Online, had compelling credentials in building scalable, high-performance web sites, especially with their pan-European experience and thorough understanding of e-commerce platforms.

Following a review of the marketplace, Pizza Hut chose Adactus to provide the solution.

In order to ensure that the platform could handle the expected traffic and to deliver Pizza Hut with a sustainable return on investment, Adactus partnered with performance monitoring and load testing experts, Site Confidence.

"Performance of our applications is the mission critical priority when it comes to e-Commerce. The Site Confidence services ensure our applications can handle expected demand and provides assurance for our clients" said Adactus Head of Development, James Smith.

"Site Confidence is a valued extension to our customer relationship. Their comprehensive load testing and monitoring services ensure that we understand the head-room in infrastructure, which can dramatically reduce IT costs, and verifies that our solutions will perform and cost-effectively scale with customer demand."

Site Confidence provided a fast, cost-effective insight into Pizza Hut's website response to high levels of traffic. By emulating high numbers of users in real-life scenarios, the Load Testing service enabled the detection of, and response to, performance problems.

Site Confidence worked with Pizza Hut to identify key usage patterns to simulate, and to establish appropriate testing objectives and load levels.

Pizza Hut chose Adactus to provide a targeted & scalable e-commerce platform that was able to handle the high demand & logistics of time-critical delivery.

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Results

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The platform has been so successful at peak times more than one order per second is made through the site. Therefore if the site goes down or is under performing this could mean huge potential loss in revenue as fewer orders are placed and some customers who experience a slow user journey with Pizza Hut may choose to switch to a competitor for future orders.

Adactus were impressed with the rich data capture Site Confidence provides which is invaluable in determining how the website performs under load and allows them to easily analyse and identify potential performance bottlenecks or problems. In addition, the reporting capability provides detailed information to Pizza Hut for review.

Pizza Hut UK's online initiative has made them a focal point for the global Pizza Hut business and one of YUM's leading markets.

- Over 1 order per second is processed at peak
- Capacity to process over 18,000 orders an hour
- More than 1 in 3 delivered orders are now placed online – the best ratio anywhere in the Pizza Hut world
- Customer satisfaction has soared
- Average 'guest check values' have gone up and sales have increased
- Hosting costs have been minimised, by ensuring capacity planning is more accurate
- Ensured confidence across the business that additional volume expected for the world cup could be handled.

Pizza Hut continues to load test and monitor their site to ensure maximum web performance for their customers user journey.

"Adactus and Site Confidence think and act like partners rather than suppliers, make a point of really understanding our business and are creative and innovative in their approach to the projects they undertake. And they always do what they say they will," Scott Muncaster, Pizza Hut.

Bob Dowson, Director at Site Confidence, added: "Unlike other load testing services, we give our clients access to an online portal that lets them view the testing process, saving the company both time and resources. It's been great for Site Confidence to work alongside Adactus on such a high profile project as the Pizza Hut UK website. I'm sure the website will continue to be a great success, as will our partnership with Adactus."

With the relationship now in its third year, Adactus continues to provide a range of services to Pizza Hut, including:

- Website enhancement
- Out of office hours support & Online trouble-ticketing
- Performance monitoring and optimisation
- Load testing capacity planning

Adactus will continue to recommend Site Confidence services to ensure their clients' sites maintain consistent high performance.

Why Site Confidence?

- **Experience - founded in 2001 as one of the UK's first web monitoring companies, our reputation is well established and respected.**
- **Independence – we are independent from any hardware or software provider, so our advice is always unbiased.**
- **Service – we are fast, responsive and proactively tailor our services to meet your requirements.**
- **Value – our services offer genuine value; you only pay for what you need.**

Why Adactus?

- **Established - Adactus has provided specialist and practical web development services for over a decade, to many blue chip UK & global customers.**
- **Recognised – Adactus systems take over 6 million orders worldwide and our Pizza Hut UK application transacts over 1.5 orders per second.**
- **Experienced - the Adactus team combined has over 90 years of .NET application development experience.**
- **Proven – Adactus know how to deliver higher revenues, lower operating costs and increased customer satisfaction. your requirements.**