

IBM Client Reference



PT Bumbu Desa

Synopsis: *A restaurant company in Indonesia integrates communication and collaboration within its branches and achieves faster reporting times when it implements IBM LotusLive and IBM LotusLive Engage software*

Location: Bandung-West Java, Indonesia

Industry: Retail
Wholesale Distribution & Services

URL: <http://www.bumbudesa.com/en>

Client Background:

With nearly 40 branches throughout Indonesia, PT Bumbu Desa is a restaurant chain based in Bandung, West Java. The company is beginning to open branches abroad in Singapore, Malaysia, Australia and England.

Business Need:

The operation of every branch at PT Bumbu Desa is centralized at the main office in Bandung. Each branch reports its daily operations for monitoring and controlling purposes. Initially, all reports were sent to the main office by branch managers through fax or phone. This resulted in delayed reporting times, causing a backlog of issues and a slow solution process. Although this was already a pain point for the company, its expansion projects only increased the need for a solution. Moving forward, PT Bumbu Desa sought an Internet-based system that could produce reports quickly and accurately while providing the company with a faster response time to issues.

Solution:

With help from IBM, PT Bumbu Desa implemented IBM LotusLive Engage social collaboration services. Since LotusLive Engage is a cloud-based service Bumbu Desa can connect anytime, anywhere using a browser or mobile device. The community tool in LotusLive is designed to enable the highly mobile restaurant managers to communicate with the main office at any time. The LotusLive service also includes a file-sharing tool that eliminated the

need for fax or phone reporting and increased the speed of processing time for all reports helping the client to make better decisions faster.

PT Bumbu Desa set up the LotusLive to consist of three levels:

- Business-owner level: Users are authorized to give approvals, direct comments and access all reports
- Author level: Users are authorized to create reports, administer systems and comment on reports
- Reader level: Users are authorized to read reports only.

Now PT Bumbu Desa has access to structured and unstructured data feeds so the client can analyze and gain insights from customers on certain products. Overall, this will help the client increase business performance and minimize operation costs.

To deepen client relationships Bumbu Desa is also using LotusLive to as another channel to reach customers. Bumbu Desa usually asks customers to leave their name or business card. Bumbu Desk will put customer's email in a list and invite them as guests in their community in LotusLive. Using this features, Bumbu Desa can send promotional information directly to those who opt to join the community. While the "community" promotion has not been measured yet, there has been a lot of positive feedback.

Benefits of the Solution:

The new solution consisting of IBM LotusLive and IBM LotusLive Engage software provided PT Bumbu Desa with new insights to increase revenue by reducing unnecessary operating costs. It also can increase customer satisfaction by analyzing data on menu products. Further, with the new reporting process, PT Bumbu Desa users are able to share and access reports through various devices via an Internet connection. Overall, the communication and coordination features of the LotusLive software are expected to reduce costs, because timelines will be significantly reduced.

One of the biggest advantages of using LotusLive Engage is the company can do more with less travel. Usually they put people on the road to visit branches just to teach them the latest recipe. They still doing it now, but less frequent. Plus the management can get latest view of the store / branches quicker, since report are posted in Lotus Live daily.

Using LotusLive has greatly improved how people work.