

FOCUS BRANDS®



About

- Franchisor and operator of Auntie Anne's, Carvel, Cinnabon, Jamba (formerly Jamba Juice), McAlister's Deli, Moe's Southwest Grill, and Schlotzsky's
- Headquartered in Atlanta, GA
- Utilizes Revel Enterprise®

“

We are impressed by how positively Revel Enterprise has impacted our franchise locations. The ability to now easily manage multiple locations from anywhere, as well as the platform's cost-effectiveness, are significant.”

— Michael Verdesca, Former EVP
& CIO/CDO, FOCUS Brands

History

A leading developer of multi-channel food-service brands, Atlanta-based FOCUS Brands was founded in 2001 and has distinguished itself in the market as being the best-in-class franchisor and licensor of iconic, global foodservice concepts.

In the fall of 2014, several FOCUS Brands restaurants decided to switch from a legacy point of sale (POS) system to Revel Systems, pioneer of the cloud-based iPad POS. The company has since taken part in one of the largest deployments of a cloud-based POS, with Revel Enterprise now deployed across more than 1,300 Cinnabon, Auntie Anne's, and Carvel locations in North America.



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The Challenge

A major foodservice operator like FOCUS Brands requires a POS that fits the needs of each franchise location. Innovation is a core component of the FOCUS business model, and the legacy POS systems some of its operators had been using for years were slowing down the adoption of new technologies and offerings their customers demanded. They faced challenges with features like online and mobile ordering, flexible gift card and loyalty programs, and new payments options. There was a major business need for a POS equipped to streamline the performance of the franchisor's multi-location stores, while simultaneously providing the right access tools to scale and grow.

The Solution

Developed specifically to meet the needs of larger chains with more complex needs, Revel Enterprise is a business platform that empowers organizations, such as FOCUS Brands, to streamline the performance of their multi-location businesses. The solution allows them to access tools that help them scale and grow their businesses. Revel Enterprise also seamlessly integrates with a variety of best-in-class third party partners.

Focus Brands has chosen to standardize several of their eateries on Revel Enterprise® and after replacing its legacy POS with the iPad-based Revel Enterprise solution, Focus Brands saw a 30% decrease in service inquiries from franchises equating to significant time and resource savings.

“

The modern architecture and open platform also future-proofs our businesses,” says Verdesca.

FOCUS Brands benefits from a comprehensive, intuitive, and complete POS. As a result of the deployment, the company is now able to manage many of its franchisees on a single platform. This allows establishments to operate more effectively as independent locations, while still leaving ample room for corporate direction.

Critical and value-add partner integrations were also essential to the Focus Brands deployment, and easily enabled through Revel's open API architecture. These include integrations with FreedomPay, which allows seamless, secure payment processing, OLO for online ordering injection, and Punchh loyalty programs.

Key Revel Enterprise platform features:

- Central control of restaurant groups
- Brand-level reports in real-time
- Ingredient inventory analysis and management
- Employee management solution

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