

**BRINKER INTERNATIONAL**

One of the world's leading casual dining restaurant companies.

**Industry:** Retail – Restaurants  
**Geography:** U.S. and International

**Deployment Summary**

- Brinker's TIBCO-based Menu Item Management (MIM) solution supports all Brinker brands and creates a single repository to manage menu items and associated data.
- TIBCO Collaborative Information Manager™ software interfaces with Brinker's Price Look-up (PLU) system, restaurant POS systems, enterprise integration layer, and ERP system. This allows data to be defined and administered at the corporate level, then distributed throughout the restaurant network.
- All corporate-owned restaurant team members have been impacted by the project, which has enabled Brinker to standardize the menu layout and price look-up information critical to daily operations at 1,200-plus locations.

**Benefits**

- Menu layouts are now standardized from restaurant to restaurant, making server training significantly faster, easier, and more cost-efficient.
- Standardization of menu items and POS layouts allows team members more time to focus on the guests – a significant differentiator for the company.
- Increased data accuracy leads to fewer errors, and gives the business better visibility into menu item performance at a granular, individual-restaurant level.



“TIBCO MDM gives Brinker International the ability to centrally oversee menu item master data from our Restaurant Support Center in Dallas. It allows our restaurant teams across all brands to focus on taking care of our guests, rather than managing data themselves.”

**Heather Evans, Director of Operations Services for Chili's Grill & Bar**



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## Brinker Uses TIBCO MDM to Reduce Training Costs and Streamline Processes

Brinker International, Inc. is one of the world's leading casual dining restaurant companies, serving more than one million guests daily. Founded in 1975 and based in Dallas, Texas, Brinker owns or franchises more than 1,700 restaurants in 26 countries and employs more than 100,000 people. Brinker restaurant brands include Chili's Grill & Bar, On The Border Mexican Grill & Cantina and Maggiano's Little Italy.

### Reducing the Impact of Team Member Turnover

For Brinker and other restaurant companies, team member turnover is a major business challenge, and minimizing its effect on guest service and training costs is a priority. As one of the largest restaurant chains in North America, Brinker is committed to providing a superior guest experience across its restaurant brands. To do that, and still control training expenses, the company needed to ensure that training time for new hires (and for team members transferring from restaurant to restaurant) is as efficient and straightforward as possible. Brinker identified that the master data related to its restaurant menu items and price look-ups (PLUs) needed to be standardized across the business in order to simplify team member training.

In addition, the poor quality of master data was resulting in insufficient and inaccurate pricing and sales volume data available to corporate decision-makers. Fixing this issue was another major priority for Brinker.

Once Brinker's business challenge was identified as a master data management (MDM) problem, the company evaluated a selection of vendors with MDM products. The company also considered building a solution in-house.

### Standardizing Menu Layouts and PLU Information

TIBCO Collaborative Information Manager software interfaces with Brinker's PLU system, restaurant point-of-sales (POS) system, enterprise integration layer, and ERP system, allowing menu item data to be defined and administered at the corporate level and then distributed in an automated fashion throughout the restaurant network. TIBCO Collaborative Information Manager software also provides an automated workflow that replaces manual business processes surrounding new menu introductions, item maintenance, and change approvals, thereby making the process more efficient, visible and predictable.

TIBCO Collaborative Information Manager software gives Brinker the ability to quickly define and create a set of master data catalogues for PLU and menu items without having to spend a great deal of time and effort on programming. TIBCO was the product that best met Brinker's business needs, providing Brinker with the flexibility to implement a central solution while accommodating the individual needs of their restaurant chains and geographies.

The product's intuitive business GUI made it easy for Brinker to empower business users by giving them, rather than IT, control over master data. Advanced features such as configurable rules and permissions enable the company to ensure that data governance is enforced on an ongoing basis.

Both business and IT stakeholders at Brinker are leveraging the MDM solution, which has about 25 dedicated users. All corporate-owned restaurant team members have been impacted by the project, which has enabled Brinker to standardize the menu layout and price look-up information critical to daily operations at 1,200-plus locations.

### Enabling Superior Guest Service and Improved Visibility

As a result of its MDM initiative, Brinker is able to deliver consistent, clean menu item and PLU master data to its restaurants, ensuring that every location is using the same format. Brinker menu layouts are now standardized from restaurant to restaurant, making server training significantly faster and easier. Because restaurant managers no longer need to spend time inputting menu updates into their POS systems, they are able to redirect more attention to managing their business and providing superior hospitality to their guests, which is a major differentiator for the company.

Eliminating manual entry of data has also led to increased data accuracy, which gives the business better visibility into relationships among ingredients and menu items at the individual restaurant level – visibility that aids in compliance and in monitoring key business metrics. This granular level of detail also allows for more predictive decision-making related to pricing, inventory, staffing, and more.

The solution has been extended to provide a central repository for all information required for new global restaurant design and launch. Several other master data management initiatives are also in the works.

“TIBCO Collaborative Information Manager software gives Brinker International an automated and centralized system to efficiently make changes, updates, and additions to our master data. It saves time, improves consistency, and helps to enhance execution in our restaurants.”

**Heather Evans,**  
**Director of Operations Services**  
**for Chili's Grill & Bar**



**TIBCO Software Inc.** (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it's optimizing claims, processing trades, cross-selling products based on real-time customer behavior, or averting a crisis before it happens, TIBCO provides companies the two-second advantage™ – the ability to capture the right information at the right time and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes and applications in real time. Learn more at [www.tibco.com](http://www.tibco.com)

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