



Benefits

Scenario Systems offers the speed and flexibility to find the best possible locations.

With one tool used by everyone across the organization, they are all viewing and talking about the same sets of information, providing consistency from beginning to end.

By delivering answers to those within the organization who need it, in a timely and useable fashion, the company has greatly increased its ability to find, open and maintain stores in desirable locations,

Customer Spotlight

Fast-Casual Restaurant

Client

A fast-casual restaurant firm's real estate managers spend valuable time interacting with laptop programs and static datasets analyzing potential revenue and target markets for prospective restaurant sits. The company needed a simple way to deploy more timely sales forecasting data and its complex site-location selection model to its brokers.

Business Challenge

Targeted, available real estate can be difficult to find, and when discovered, often requires immediate action to secure the assets before a competitor moves to secure the location.

Value Delivered

The solution integrates current data and allows users the flexibility to update data and analyses using a single, optimized application. The real estate managers now have the ability to apply their complex site selection model and sales forecasts quickly for proposed restaurant locations and in a fraction of the time, while spending their time on real estate transactions.

Results

The implementation of Scenario Systems solutions has led to clear-cut competitive advantages:

- Allows managers in just minutes to enter sites and choose reports they want, as opposed to the hour-per-site it took previously
- Each manager's efficiency has improved-more prospective locations are analyzed in less time, and better results have led to consistent and successful real estate transactions nationwide
- The company has increased its ability to find, open and maintain profitable stores



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