

KFC Enhances Data Sharing Capabilities and Improves Reporting with Snowflake



QUICK SERVICE RESTAURANT

COMPANY KFC
LOCATION Sydney, Australia

SNOWFLAKE WORKLOADS USED

- BI
- DATA
- ETL
- DATA ARCHITECTURE
- DATA SECURITY
- DATA GOVERNANCE

Since opening its first Australian restaurant in Guildford, New South Wales, in 1968, KFC has grown to become one of the largest quick service restaurants in the nation. The company now has more than 700 restaurants across Australia serving more than two million customers each week.

STORY HIGHLIGHTS:

- Data sharing that enables informed decisions**
Snowflake's data sharing capabilities are allowing KFC to readily make key sales, inventory, and operational data available to external parties such as suppliers and agencies. The number of parties with which data is shared has grown from three to more than 50.
- High-performance database platform containing 2,000,000+ transaction records**
By building its database platform on Snowflake, KFC has created a powerful data management and analysis infrastructure that supports the company's operational and marketing activities.
- Significantly lower operational IT costs**
Migrating all data to Snowflake has allowed KFC to reduce its database operation costs by 70%.

“Rather than reports being generated in hours or even days, reports were now being generated in just 20 seconds.”
—LUIS BASTOS, Data Architect, KFC

CHALLENGE:
Overcoming poor database performance stifling data use across the company
As KFC's Australian operations grew over the years, the company became increasingly reliant on data to guide its operations and ensure the delivery of first-class customer service. Until March 2019, data collected from a range of sources, including delivery channels, marketing campaigns and supply chains, was stored in a single SQL database located in the company's core data center. While this worked well for an extended period, by 2019 it could no longer provide the level of performance required. KFC realized the rising volume of data had made it increasingly difficult for the database to perform core tasks. The ultimate obstacle was when a requirement emerged to generate reports of restaurant sales by channel per day. The existing database simply could not support that level of analysis. Scripts would be kicked off to create the tables, but the job would simply never complete. The KFC IT team's Data Architect, Luis Bastos, considered simply replacing the database with a larger database; however, he quickly realized this would not deliver the capabilities needed to extract as much value as possible from the company's data and provide the scalability needed.

SOLUTION:
A high-performance platform for data management and data sharing
In May 2019, after evaluating a range of alternatives to its legacy database, the KFC IT team made the decision to migrate to Snowflake. “Snowflake appealed to us because we could see we would be able to undertake initial testing without incurring a

- 70%**
Reduction in database operational costs
- 500,000+**
Order transactions processed each day
- 10,000+**
Data extractions and reports generated every day

Learn how Snowflake enabled KFC to simplify their data integration efforts, unify their data in the cloud, and provide “buckets” of insight in a fraction of the time.