

ENVYSION CASE STUDY

Einstein Noah Restaurant Group, Inc. Leverages Envysion Insight to Improve Operations and Store-Level Profitability



Einstein Noah Restaurant Group

- Leading quick casual restaurant
- Operates locations primarily under Einstein Bros.® Bagels and Noah's New York Bagels® brands
- 675+ locations

Key Video Requirements

- Proven results and ROI
- Little IT resources required to install, operate and maintain
- Remote access
- A managed and supported service
- Easy to use
- POS integration
- Robust exception reporting and alerting

“After reviewing other advanced video alternatives, we found Envysion not only demonstrated an excellent ROI (return on investment), but they also provided unparalleled scalability and ease of use.”

Mike Froelich, Audit Services

Einstein's Challenge

In 2009, the Einstein Noah Restaurant Group faced a challenge familiar to the entire hospitality industry – how to improve financial returns in the face of a severe economic downturn. As a multi-unit operator, a key focus area was store-level profitability. Einstein had not previously deployed video, and it quickly emerged as an improvement option available to their organization.

“With Envysion, we have rapidly expanded the use of video in our business, migrating from a handful of video users to equipping our company-owned stores with a powerful business tool for improving operations, customer experience and store-level profitability.”

Mike Froelich, Audit Services

Managed Video as a Service (MVaaS) Solution

Through a prescribed pilot, Envysion was able to rapidly guide Einstein through deployment, as well as demonstrate store-level profitability improvement and operational impact. Importantly, Envysion was able to show how easy the managed video service is to use and confirm that it required little IT support. The pilot process also served as an opportunity for Einstein to identify custom requirements and refine how and when managers would receive notification of key exceptions. Envysion integrated its MVaaS solution with Einstein's point of sale (POS) system, and this combination translated to actionable insight for managers. The success of the pilot led Einstein to deploy the Envysion Insight service to all corporate stores.

See the resultsSM — Envysion Insight

- Full installation at more than 425 locations in three months
- Relevant video and actionable exception reporting and alerting is available across departments to thousands of users
- Einstein is anticipating significant bottom-line financial results and compelling ROI based on their pilot experience

Envysion[®]
See the resultsSM