

ARAMARK

Meeting Multiple Stakeholders Needs with RoninCast Digital Signage



George Yunis
Senior Director, Creative Services
Aramark Innovation Center
yunis-george@aramark.com
215.409.7553

History

ARAMARK, a billion dollar managed Services Company, has experienced a number of local contracts that included the purchase of a one off digital signage system, generally purchased locally. In an effort to better serve their customers, and assure a sustainable architecture ARAMARK initiated an RFI, and invited Wireless Ronin as well as a number of additional digital signage providers to participate.

WRT successfully won a pilot project with ARAMARK to create a signage system for a new brand that included a day parted menu board and a touch screen ordering kiosk. Subsequent to this project ARAMARK had WRT create a series of menu templates, and a multi brand

order kiosk, allowing ARAMARK to easily respond to nearly any menu implementation with a scalable repeatable solution.

In late 2008 ARAMARK Strategic Assets, an internal group focused on supporting all ARAMARK business units with creative services, menu design, architectural design, merchandising, and other strategic offerings began engaging WRT to assist in the creation of a scalable and repeatable digital media system for application in menu systems, digital signage networks, and interactive systems such as wayfinding and touch ordering systems. This effort allowed ARAMARK to better leverage their internal assets while maintaining the scale and sustainability of what they had already created.

Today ARAMARK is in the planning stages of fully integrating RoninCast into their IT infrastructure, with key links to menu planning systems, POS, inventory and facility management systems, allowing for significant automation of the digital media content planning within the existing workflows already in use. Imagine a chef at a facility creating the current menu in their traditional systems and having that effort automatically create the appropriate menu board style, including graphics, for their facility. This is a midterm goal and reality for ARAMARK through the use of WRT technology.

The Business Case

There have been several key business drivers for ARAMARK. First and foremost ARAMARK wants to remain on the leading edge of innovation for their clients. They are in a competitive field, and continually have to compete for renewal or new opportunities. ARAMARK's Strategic Asset group is key to assisting any of the ARAMARK business units in responding to RFP's with key deliverables that differentiate ARAMARK from their competitors, and win them business. The use of WRT technology and services has provided them with a state of the art digital media network, applicable to any number of stakeholder needs, at an installed price point well below a one off implementation. This allows



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ARAMARK a sustainable internal business providing clients with digital media networks.

A second business driver involves the aspect of effective food merchandising. ARAMARK has a complex business, with each location generally having unique attributes which can add significant margin. As an example,

many educational systems have fixed price food service, so improving margins can mean effective merchandising of 'retail items' available for sale in the food court (gum, candy, beverages, snacks), while in other locations the food service is a retail effort, so promotion of higher margin meals is key. ARAMARK clearly understands the nuance of the merchandising efforts, and the impact that digital media can have on affecting consumer behavior.

Lastly ARAMARK is a cost driven company. They clearly understand the efficiency of linking their extremely robust back end systems (menu planning, inventory, point of sale, facility management) to drive the digital media network through a series of business rules. For instance, what if a menu was 'intelligent' enough to know whether there was distressed inventory that needed to move, and automatically highlight those menu items which used that inventory. ARAMARK has the data and the understanding of the key business rules to automate many

of the intricacies of effective digital signage to their full advantage. These efforts will greatly reduce labor costs, improve margins, and set ARAMARK ahead of their competition for years to come.

The Network

Today WRT has installed multiple locations for ARAMARK across three business units, all controlled by a single platform. WRT has supported ARAMARK in all aspects including:

- the creation of content
- the design , testing and sale of the bill of materials
- the design and implementation of the installation
- Hosting services
- Ongoing network maintenance

The network is controlled through a web based set of controls. The Content Management System allows ARAMARK to extend limited or broad control of any device or set of devices to any stakeholder through a password protected web interface. The Online Management Systems allows network administrators to monitor the health of the network and manage the retrieval of key reporting information including play logs, health records, click stream data from interactive systems, and system logs.

Summary

ARAMARK, through capabilities extended by WRT, has created a scalable, repeatable digital media network capable of supporting multiple stakeholder needs with a consistent hardware and IT architecture. The network provides ARAMARK with a competitive advantage over their competitors, an effective method to increase margins through merchandising, and a cost savings in labor by automating many redundant tasks. The ARAMARK digital media network brings to fruition many of the promises digital signage offers.



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