



FAT Brands

About

- Franchisor and operator of Fatburger, Buffalo's, Hurricane Grill and Wings, Elevation Burger, Yalla Mediterranean, Ponderosa and Bonanza
- Headquartered in Beverly Hills, California
- Utilizes Revel Enterprise®

History

California-based FAT Brands is a leading global franchising company that strategically acquires, markets and develops fast casual and casual dining restaurant concepts around the world.

In 2018, FAT Brands began looking for ways to best modernize franchises with technology that could evolve for the future. That decision led FAT Brands to replace their legacy point of sale (POS) systems at Fatburger locations with Revel's cloud-based POS and business management platform.

FAT Brands initially migrated 30 Fatburger restaurants to Revel Enterprise, with plans to continue the rollout across all locations and eventually standardize all its franchises to operate on Revel's solution.

The Challenge

FAT Brands examined their POS systems across all locations in order to optimize efficiencies moving into the future. They wanted a singular solution that would be able to change and grow as the demands of their eight restaurant brands continued to evolve.

While they tried to work with their existing legacy POS provider to find ways to improve their experience, they found that each incremental need had a price tag attached. This placed the burden of rising costs directly on franchisees.

As James Newell, director of construction and purchasing at FAT Brands, explains, "For our brand, where we're all franchise-owned, those extra dollars and pennies become critical to the store's success. We needed to look at costs being one of the biggest drivers, both from a startup costs and a monthly costs perspective. We wanted to be able to add a lot more bells and whistles as the standard of technology evolved. We wanted to figure out how we could best do that without crippling our franchisees."

Revel
SYSTEMS



The Solution

Revel Enterprise was designed and developed with the goal of meeting the needs of expanding businesses —such as larger chains like FAT Brands.

With over 375 locations globally, FAT Brands chose Revel based on the flexibility to innovate, customize and easily integrate with third-party technology partners. This flexibility gives FAT Brands the ability to scale and adapt with ease—a critical piece of any rapidly growing business. With improved security backed by Apple's iOS operating system and no servers on site, Revel Enterprise met FAT Brands' need for the new solution to be easy-to-implement and maintainable for franchisees.

FAT Brands is implementing several Revel products as part of its deployment, including self-service kiosks to provide better customer experiences and multiple kitchen display systems (KDS) to create efficiencies between front and back-of-house employees. Additionally, FAT Brands is deploying Revel Guard XT, a mobile device management solution that gives franchisees the ability to remotely monitor both in-store devices and POS systems.

By choosing to make the move to Revel Enterprise, FAT Brands cut their initial investment by more than half when compared to the cost of their legacy system— while also gaining a 50 percent increase in features. This move gives franchisees a more modern, flexible technology package to help them be successful at a lower overall cost.

Key Revel Enterprise features:

- Smaller initial investment and lower cost of ownership.
- Ability to better manage multi-location operations with access to a centralized management console.
- Real-time access to reporting to drive data-driven decisions from anywhere.



For more information, please visit revelsystems.com or call (415) 744-1433.