Burger King® on GCP

SOTEC helped Burger King® to establish a system that provides an easy to use web application for providing sales data and a backend which allows them to automatically create and send out hundreds of invoices based on the recorded data.

The challenge
When in 2015 BURGER KING Deutschland GmbH® became the master franchisee of the brand for Germany, there was a tremendous need for providing IT systems for managing the whole business. Among other things, one of the main concerns was how to distribute royalty and ad costs among all the different franchise companies.

The solution
The main platform is Google App Engine. Task Queue is used to iterate over all Franchisee restaurants processes within the relevant invoice period. For each invoice, an Apps Script is called which takes a Google Docs template and fills placeholders with the actual data that is passed from Google App Engine to the Apps script in the payload of the call. For storage purposes, CloudSQL was used.

The results
Over the years the system was extended and is now connected to different 3rd party systems where additional data is collected. For example, we have created an integration with the loyalty card provider "Payback" to import collected and redeemed points per restaurant which are in turn reflected again in invoices or credit notes that are created by the system.

> Our solution has enabled the customer to manage invoicing loyalty card refunds and much more in a central system hosted in GCP, which saves a lot of money and resources. The customer is now independent of corporate systems provided previously by Burger King® U.S.

About BURGER KING DEUTSCHLAND GMBH

For over 40 years Burger King® has positioned itself successfully on the German market. In 1976 the first restaurant was opened in Berlin. Currently, the company with its franchisses employs about 25,000 employees at approximately 750 locations. The Burger King® System counts to the Quick-Service-Restaurants with rapid growth in Germany.
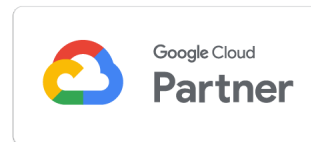
Industry: Food, Beverage & Restaurants

Primary project location: Germany

About SOTEC Software Entwicklungs GmbH + Co Mikrocomputertechnik KG

SOTEC helps clients build digital solutions with the benefits of IoT, ML and Cloud Technology. From specialized hardware to end-to-end platforms.

Products
Google Cloud Platform
Google Workspace