



## Sizzling Platter

Millions saved on promotions and capital spending with timely and accurate data

### Customer Background

Sizzling Platter ('Sizzling') is a restaurant franchisee headquartered in Utah that was established in 1963. Today, it has five brands, including Little Caesars, Dunkin' Donuts, Red Robin, Sizzler and Wingstop. That's over 400 restaurant franchises spread across two countries and 15 states in the USA.

They expect to double that in the next five years.

### Original Challenge

The Financial Planning and Analysis team at Sizzling is an elite team with well-honed reporting and business modelling skills. However, the tools the FP&A team had to work with were holding them back, leaving them frustrated and in 'Excel hell.'

**“Having Excel as your one source creates a lot of problems. Without the right tools, it's difficult to see where the issue is and make data-backed decisions quickly.”**

Sam Borrowman, Manager of Financial Planning and Analysis



### The Vision

A new CFO brought a change in direction to Sizzling. His vision was to ensure stakeholders could act swiftly and with 100% confidence using trusted data to back up their decisions. Excel-based reporting was never going to be that trusted source. While extremely flexible, Excel could not offer the level of granularity, transparency, control or robustness Sizzling required to effectively engage its teams with data.

According to Jim Roberts, Sizzling's Director of Financial Planning and Analysis: "With the growth we were pushing for, things had to change. Our CFO reached out to his network, and a few people pointed him to CALUMO."

## Implementation

CALUMO was engaged in September 2015, and its business intelligence (BI) solution was in place within weeks. The results were quick to follow.

**//** *"Before CALUMO, the team did the best we could with the resources we had, but they have now become world-class. This game-changing tool helps us deliver financial and operational insights quickly and predictably."*

Jim Roberts, Director of Financial Planning and Analysis.



## Results and Benefits Achieved

CALUMO was the edge that Sizzling needed to help it perform at optimum. The benefits can be broken down into four key areas.

### 1. A close process that emphasizes performance not spreadsheets

Before CALUMO, it took the team around 20 days to close the month-end books. With CALUMO, Sizzling has finally met its goal to close the month-end books in five days or fewer.

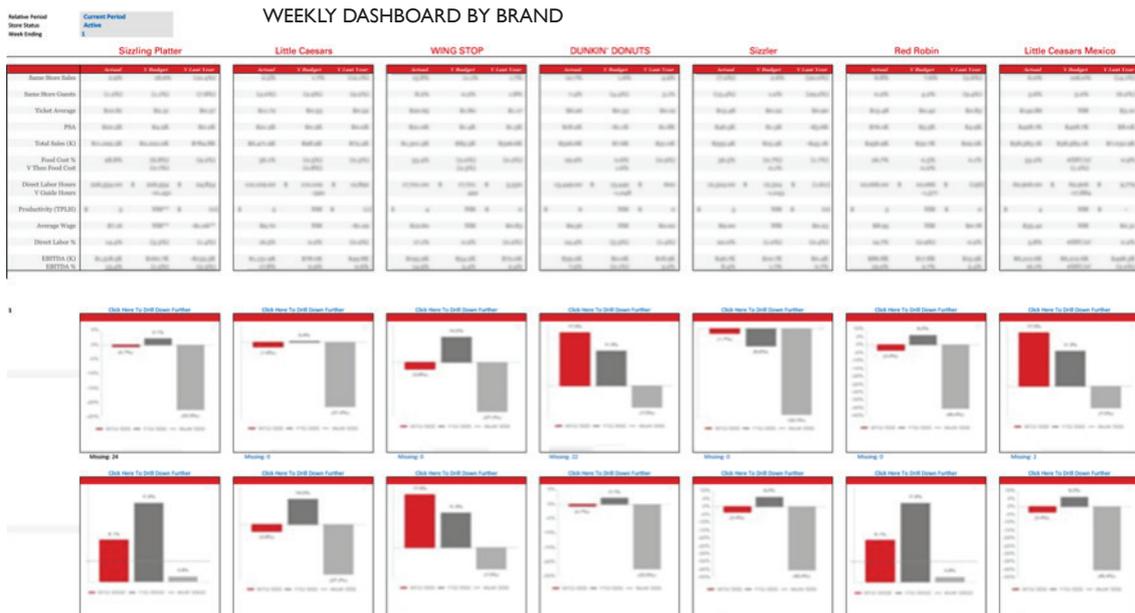
"CALUMO was instrumental in helping the team close our books accurately and be able to see the red flags, the high low accounts, and slice through the minutiae of the data to see trends and outliers in a timely fashion," said Roberts.

### 2. Better and faster reports = better decisions faster

One of the key benefits of closing in five days is the ability to report earnings estimates by department early in the reporting cycle so tactics can be refined immediately. In addition to this, Sizzling has been able to establish weekly reporting routines to minimize surprises for senior managers.

Weekly earnings and sales can be analyzed weekly with quality financial data ready at all times. Beginning of the week reports have prior weeks' data, include any relevant adjustments, and are updated in moments, not hours or days.

It has led to a very positive culture shift throughout the organization. Knowing the results are out and constantly up to date means employees can move on with confidence and spend more time driving the company forward rather than arguing over who has the right numbers.



### 3. Benefits beyond finance

The marketing and sales team now have access to near-instant results of promotions because the teams have access to reliable data as it's arriving. "When we are running a new marketing initiative, we don't have to settle for a gut instinct 'I think this is the direction'. We now know the exact effect of the promotion," says Roberts.

Beyond Sizzling, franchisors can now get access to immediate consolidated feedback on the impact of promotions, food price changes and other changing market conditions.

***/// They've noticed we understand their business faster and better than anyone else, and now see us as a trusted advisor."***  
 Jim Roberts, Director of Financial Planning and Analysis  
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### 4. \$2 million per annum saved on capital spending

Sizzling opens about 30 new stores a year, and opening a new store is a big commitment financially and in terms of focus before CALUMO, it was tricky to manage construction costs effectively. With CALUMO's CapEx reporting in place, actual to budget variances on construction have dropped from over 35% to 5%.

This sees estimated savings of around \$2m a year by providing visibility and transparency while highlighting accountability and getting engagement from the people who can impact the builds day-to-day.

Sizzling moved from static, manual spreadsheets to automated CALUMO web reports that provide information from high-level dashboards to deep transactional insight with just a few clicks.

The end result: improved accountability, improved engagement with performance data, happier teams, happier stakeholders, and real cash savings and benefits.

### **Conclusion**

With CALUMO, Sizzling Platter can focus on what they do best, propelling the business forward using trusted and timely data. CALUMO has become an extension of the accounting team, providing a reliable, high-performance voice in every management meeting.

Any time management has a question about a department, revenue, costs, or wants to make a forward projection, they can simply use CALUMO to make smarter, better decisions.

CALUMO is a powerful business intelligence and corporate performance management platform created by finance people for finance people and the teams they serve.

Call us to start a free trial to see why CALUMO is the world's best tool for BI and CPM.