

Case Study

PIZZA HUT (YUM BRANDS)

Virtustream's UK data centre helps Pizza Hut, part of Yum Brands get a bigger slice of the action.



As online ordering for Pizza Hut UK increases to over one million orders a week, Yum relies on Virtustream's data centre to help take the load.

About the Business:

Yum Brands is the world's largest restaurant company with more than 37,000 restaurants in over 110 countries and territories and more than one million associates. Its restaurant brands include KFC, Taco Bell and Pizza Hut. Outside of the U.S. in 2009, Yum opened more than four new restaurants every day of the year.

The U.K. operation employs thousands of people throughout the country with over 700 restaurants and delivery stores within the Pizza Hut chain alone. In such a large and quickly expanding operation, there is a phenomenal amount of business critical information being sent across networks every day. This was increased four years ago when the Pizza Hut chain enabled customers to begin ordering online.

Identifying the correct partner to solve the issues:

The addition of capability to enable online ordering at Pizza Hut made it quickly apparent to Yum Brand executives that its existing data centre was no longer adequate for the expected uptick in website traffic.

"Our previous data centre was fine for our initial needs, but as we expanded and offered more services to our customers we outgrew it," explained Fawad Shah, network and infrastructure manager at Yum Brands. "We were not able to receive the high operational availability, fast change management turnaround which our business demanded and most importantly the high level of operational and security compliance that a global brand such as ours would demand and expect from our hosting partner. Other factors that were important were the relationship. We were looking to work with a partner who understood our business and not have the legacy customer / supplier relationship and the high density power capability to accommodate our footprint requirements".

Taking the project to a competitive pitch, Shah had compiled an impressive list of companies including Computacenter, Global Switch, BT, SCC and Virtustream. He required a partner that would be a good fit for Yum. With the level of expansion planned, he needed to be reassured that Yum would be treated with priority.

"We also needed a partner that was flexible and easy to work with. If we needed to make a sudden change to our services, our partner would need to action this within hours rather than days or weeks," explained Shah.

The Virtustream Approach:

As a company with over a decade of experience managing virtual environments and offering a flexible approach that allows clients to capitalise on the flux of today's dynamic business requirements, Virtustream ticked all of these boxes. The data centre is purpose designed and built meeting one of the highest levels of Tiered operational capability, guaranteeing as a minimum of five 9's uptime and reliability. All Virtustream data centres in the UK are ISO 9001-2008, ISO27001 – 2005 certified and all technical personnel are government security vetted. "Meeting and exceeding our compliance requirements" said Shah.

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“Actualize the Enterprise Cloud”

“When you walked into the data centre it was clear that this was designed and built by an organisation with the intentions to provide the very best service”, said Shah. “As one of the anchor companies in the data centre, it also gave us the potential to expand significantly if and when we needed to”.

Working with SysMicro, Pizza Hut’s infrastructure and managed services partner, Pizza Hut’s legacy infrastructure was relocated to the Virtustream data centre, on to new platforms which included virtualisation, blade servers and a MPLS network which connects every Pizza Hut outlet and restaurant back to core systems.

Shah was also impressed with the personnel “The team designed and built the data centre to the highest spec. They really understand the market, what a company like us needs from a hosting partner and ensures that this is delivered. Working with a company like Virtustream and seeing firsthand the experience and expertise of the team at the site, we knew that our data was in a safe environment”.

The future:

With the website server now in place and with over £1m of orders a week coming through the data centre, Yum has expanded their footprint within the data centre. There are also further plans for expansion including bringing in other brands from the Yum group to the site as Shah explains.

“Moving forward we will look to integrate our networks with other restaurant chains in the Yum group. One of our major objectives is to improve our business continuity as a group and Virtustream can certainly help with that. Incorporating KFC’s network for example, which is currently located at its headquarters in Woking, will allow us to split the stores across two data centres. In the event of a failure the stores in the affected site will simply transfer to the other.”

As the group continues to grow, Yum is increasingly looking towards a fully virtualised environment to ensure that they continue to drive cost savings, whilst operating in a flexible, but secure environment.



ABOUT VIRTUSTREAM

Virtustream www.virtustream.com is an innovative cloud provisioning firm committed to delivering next generation infrastructure services to enterprise class customers. We leverage our secure high performance platform, xStream, to deliver highly available and elastic compute resources at true consumption-based pricing. Our Cloud Services are led with Professional Services expertise in the areas of cloud adoption, migration and architecture strategies and infrastructure related integration services. We provide ongoing support for our Cloud Services with an Application Services group that offers a managed service from core infrastructure through enterprise applications. Virtustream owns and operates its own data centers in the U.S. and U.K., and has offices in Washington, D.C., New York, San Francisco, Atlanta, London, Dublin and the Channel Islands.

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