

Paytronix Integrates and Blends Big Data to Deliver Value to Customers

Delivering customer behavior, loyalty and social media driven customized marketing and rewards programs to restaurants

About

Founded in 2001, and known as the restaurant industry's most innovative loyalty software provider, Paytronix Systems provides innovative gift, loyalty and email solutions. Paytronix's portfolio of products serves over 200 restaurant chains in more than 8,000 locations.

Challenges

DISTRIBUTED DATA NETWORK

- Paytronix's loyalty and rewards programs software assists thousands of different restaurants. With terabytes valuable restaurant and restaurant guest data in its system, Paytronix wanted to provide clients with deeper analysis capabilities to help them optimize their customer loyalty programs. The key factor here being the ability to integrate Paytronix's different types and sources of data.
- Paytronix needed to extract, transform, load and store data more quickly and efficiently. With a new data warehouse Paytronix could provide better, real-time analysis.

IMPROVE USERS' RELATIONSHIP WITH BIG DATA

- With more user friendly dashboards and reporting tools Paytronix could provide its customers with a clearer picture of guest behavior. To achieve more accurate snapshots of how Paytronix customers' restaurants were operating they needed to improve existing tools.
- Paytronix needed a solution that would not require creating an entirely new software program, and not raise costs. They needed a synergistic solution that would integrate into their existing infrastructure, but was also cost effective. Paytronix implemented the complete Pentaho Business Analytics platform, leveraging the power of both the data integration and the full analytics suite.



QUICK FACTS

- Industry: Technology for Restaurants
- Headquarters: Newton, Massachusetts
- Website: www.paytronix.com
- Products/Services: Pentaho Business Analytics, Pentaho Data Integration, Pentaho OEM and Concierge Services

Solutions

- Pentaho Data Integration helped to facilitate Paytronix Data Insights, and provide ETL data from many different locations and sources.
- Pentaho Business Analytics identifies patterns that precipitate discounts, limited-time offers and visitors that will buy without an offer.
- Dashboards, Analyzer, Mondrian and InstaView are all used for data visualization to discover patterns and identify opportunities for merchants.
- Pentaho Concierge services created an OEM strategy that allowed Paytronix to embed Pentaho into Data Insights in less than two months.

If you analyze data using an older set of cumbersome and time consuming tools, each question starts with ETL. Then you have to pull the data all the way through to get a look at the results. With Paytronix Data Insights, the Pentaho tools and our proprietary algorithms, customers experience an 80% reduction in ETL processing time, resulting in a self-service and cost-effective experience.

- **ANDREW ROBBINS**
President - Paytronix

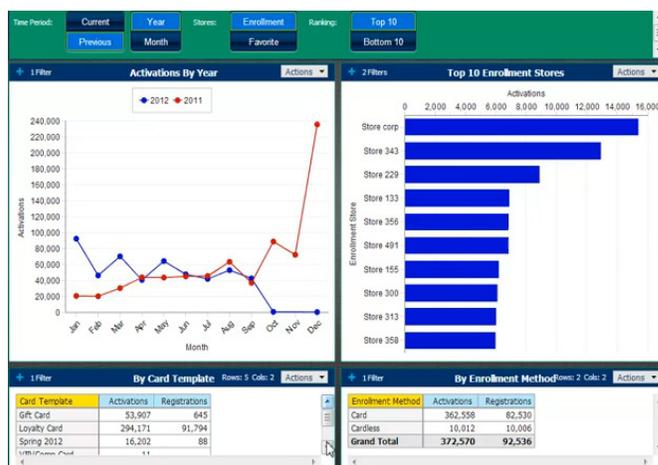
TECHNICAL NOTES:

- Database – MongoDB, migrating to Cloudera Hadoop 4.2 for all check-level data

Results

- Paytronix rolled out a new Data Insights program to highlight three key improvements offered to their merchants. These highlighted the ability to dive deeper into guest data to identify actionable opportunities for driving visits and spending; the option of capturing data from a variety of sources beyond loyalty and gift programs including social media; and a visual interpretation of the data that enables end users to quickly uncover noteworthy trends.
- Paytronix streamlined ETL capabilities provided an 80% reduction in data process time, improving both efficiency and saving money for its customers. Coupled with new reporting capabilities and dashboards, Paytronix customers can explore new types of data previously unavailable due to the difficulty of data capture.
- Restaurateurs using Paytronix’s improved software can identify trends such as a steep increase in guest enrollment using mobile apps, for example, so that they can shift marketing priorities to quickly capitalize on opportunities. In addition, restaurants can identify poorly performing stores in time to adjust operational issues for optimal program performance. In turn, this has empowered Paytronix’s customers and improved their competitiveness.

Loyalty and Registration Dashboards



Screenshot of Paytronix's improved dashboards and reporting features found in Data Insights. New dashboards and reports aggregate data from restaurants, loyalty programs and allow users to perform a deeper into customer preferences, such as the type of food they typically order.

Summary

Paytronix Systems is the leading provider of gift, loyalty and email solutions for restaurants. With a portfolio of products serving over 200 restaurant chains and more than 8,000 locations, Paytronix is known as the restaurant industry's most innovative loyalty software provider. Paytronix wanted to provide clients with deeper analysis capabilities to help them optimize their customer loyalty programs. Paytronix needed a better way to store its data efficiently and Paytronix needed a simpler process to extract, transform and load its data. Their customers needed not only better real-time access to data, but also more user friendly dashboards and reporting tools. With the complete Pentaho Business Analytics platform, Paytronix reduced its process time, optimized its data warehouse and provided an optimal end-user analytics experience. Now, Paytronix has bolstered its ability to provide its customers with a clearer picture of guest behavior. Today, their customers are empowered to leverage quick-to-access graphical interpretations of the data that has the greatest business impact – their guests' behavior.

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