



## SUCCESS STORY

SaaS



### RESTAURANT MAGIC | OPPORTUNITY

Restaurant Magic, a PAR Technology Company and software provider for large restaurant chains, needed to move a large amount customer data quickly within the Azure cloud.

# Restaurant Magic Improves Dining with Data

Restaurant Magic, a PAR Technology Company, provides back-office management solutions to large restaurant chains, ultimately to help their managers focus less on administrative tasks and more on guests. With a swiftly expanding customer base, the company needed to quickly and efficiently migrate critical customer information in the Azure cloud. Azure NetApp Files made it happen, and more. The solution enabled exceptionally fast migrations, data security and accessibility during transfer, and a vastly improved artificial intelligence strategy for thousands of customers.

Up to  
**15-fold increase**  
in speed  
of data backup  
migrations

**Reduced capital**  
expenditure  
on hardware  
and data center  
maintenance

 [NETAPP.COM/CONTACT](mailto:NETAPP.COM/CONTACT)

 **NetApp®**

“Azure NetApp Files allowed us to see a partnership between Microsoft and NetApp that really made it feel like they were all one team. There’s a whole list of future uses of the technology that we’re very excited to explore with Azure NetApp Files.”

Mike Costanza  
Senior Manager of DevOps, Restaurant Magic

---

## **RESTAURANT CHAINS BOOST PROFIT, DINING EXPERIENCE WITH RESTAURANT MAGIC**

Profit margins for large restaurant-chains are notably thin. That’s why control and visibility over food operations, labor costs, and other metrics and overhead sources are so essential to success. This is the mission of Restaurant Magic.

The company helps large hospitality chains achieve control and visibility with cloud-based, Enterprise Resource Planning (ERP) software. Applications for restaurant chains include the optimization of inventory, food management, scheduling, reporting, and, ultimately, the dining experience. Delivering these benefits consistently requires that all customers can access and analyze increasingly large sets of data, at any time, and down to individual transactions, locations, or operations. This is a sizeable challenge, but so is the payoff.

Better data enables restaurant-chain management to make faster, smarter decisions about what to buy, serve, where, and when. The same is true for variables around hiring, rotation

staffing, and more. In all cases, it is the combination of access to vast historical data, automation, computing mobility, and prescriptive decisioning that can free restaurant managers to focus more on their patrons, and less on manual tasks.

“Our goal is to enable the store manager to be out there in the work environment. Any time we can save a store manager is more time that they can spend with their clients,” said Mike Costanza, Senior Manager of DevOps for Restaurant Magic.

Restaurant Magic was looking for a best-of-breed data management platform to serve clients an experience that exceeded their expectations. The data would need to reside in the cloud, remain accessible to any user, anywhere and at any time, and scale infinitely to the fluctuating demands of large restaurant chains. These customers include popular outfits such as Mod Pizza, Smoothie King, Sonny’s BBQ, and Frisch’s Big Boy.

After considerable research and analysis, Restaurant Magic chose Azure NetApp Files (ANF), initially to migrate terabytes of client data.

It was critical to minimize downtime or disruption to clients during initial migrations, but also to set the stage for the development of artificial intelligence capabilities for these clients. The results were positive.

The entire setup of Azure NetApp Files (ANF) took less than one hour. And once setup, client data migrations that had taken three to four hours to complete were suddenly achievable in 15 minutes.

“That was a huge win for us and for our clients,” Costanza said, referring to the near elimination of downtime for clients.

He said also that Azure NetApp Files provides scalable data management capacity, which saves money and advances AI and machine learning capabilities.

“One of the key business benefits is that we can deploy Azure NetApp Files in minutes and reap all the benefits of an enterprise storage platform service and only pay for what we need when we need it. In the past we would have had to make significant capital expenditures and several

months of time investment to build out a comparable enterprise storage infrastructure on-premises. Now we can provision Azure NetApp Files as shared storage directly in the Azure Portal. The service is fully managed PaaS based on fleets of Gartner leading NetApp HA engineered systems that live inside the Azure region data centers.," Costanza said. Additionally, ANF will enable Restaurant magic to build AI and machine learning into their customer solution - both require massive data storage and compute capacity.

Costanza said two initial applications for AI will be inventory optimization and staff scheduling. From there, the company can expand the use of AI across varied areas of operation such as delivery, cost analysis, marketing, and any other function where critical benchmarks need to be optimized.

---

## SOLUTION COMPONENTS

### NETAPP PRODUCTS

Azure NetApp Files (ANF)

**LEARN MORE**

[cloud.netapp.com/azure-netapp-files](https://cloud.netapp.com/azure-netapp-files)

 [NETAPP.COM/CONTACT](mailto:NETAPP.COM/CONTACT)

+1 877 263 8277



NetApp is the data authority for hybrid cloud. We provide a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation. Together with our partners, we empower global organizations to unleash the full potential of their data to expand customer touchpoints, foster greater innovation, and optimize their operations. For more information, visit [www.netapp.com](https://www.netapp.com). #DataDriven

© 2020 NetApp, Inc. All Rights Reserved. NETAPP, the NETAPP logo, and the marks listed at <http://www.netapp.com/TM> are trademarks of NetApp, Inc. Other company and product names may be trademarks of their respective owners. CSS-7109-0220