

GOSECURE PROVIDES SIGNIFICANT COST SAVINGS TO PIZZA COMPANY

GOSECURE

CASE STUDY

INTELLIGENT AUTOMATION HELPS DONATOS® PIZZERIA, LLC STREAMLINE OPERATIONS, ADDING DIRECTLY TO THE BOTTOM LINE

BACKGROUND

Founded in 1963, Donatos Pizzeria, LLC (Donatos Pizza) now has 160+ locations in ten states. Donatos is also considered a rewarding franchise opportunity, outperforming the average pizza restaurant by 183%. Several of Donatos Pizza's key processes were manual and relied on the expertise of the front-line staff. In preparation for growth to a national footprint, and to maintain its industry-leading status as an attractive franchisee partner, Donatos Pizza came to GoSecure seeking help in applying intelligent automation to several of these internal processes.

SOLUTION

After an initial evaluation, GoSecure and Donatos agreed upon a series of manual processes to improve via automation, forecasting and fraud detection. These processes were selected as high-value opportunities given the immediate business impact of using machine learning and automation technologies. The solutions created involved techniques ranging from continuous monitoring and anomaly detection to predictive machine learning models. These solutions were implemented in Donatos' environments, where they could be used by restaurant management in real-time, so that immediate actions could be taken. In the aggregate, these solutions will result in an estimated \$400K to \$600K in annual cost savings to Donatos.

BENEFITS

Donatos® Pizza identified significant inefficiencies that were affecting its bottom line, such as:

- Identifying Fraud: GoSecure's solution significantly reduced discounting errors and coupon misuse across the Donatos® Pizza enterprise by implementing a solution for identifying fraudulent associate or customer behaviors as they occur.
- Improved Forecasting: GoSecure's solution automated and standardized the store-level sales forecasting process, enabling more accurate product ordering and appropriate staffing levels.
- Training Improvements: GoSecure's solution detected anomalies and provided more accurate revenue reporting by identifying training opportunities. Often the issues were as simple as properly training associates on how to apply and key-in discounts, coupons and uncommon transactions.
- Reusable Template: GoSecure also partnered with Donatos' IT team to create a reusable process in order to support future automation efforts.



"The report is perfect for me to look deeper. It allows me to see a pattern."

—Ben Smith,
Donatos Pizza
Supervisor

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ABOUT GOSECURE

GoSecure is a recognized cybersecurity leader and innovator, pioneering the integration of endpoint, network and email threat detection into a single Managed Detection and Response service. The GoSecure Titan® platform delivers predictive multi-vector detection, prevention, and response to counter modern cyber threats. GoSecure Titan MDR offers a detection to mitigation speed of less than 15 minutes, delivering rapid response and active mitigation services that directly touch the customers' network and endpoints. For over 10 years, GoSecure has been helping customers better understand their security gaps and improve their organizational risk and security maturity through MDR and Advisory Services solutions delivered by one of the most trusted and skilled teams in the industry.

To learn more, please visit: <https://www.gosecure.net>.