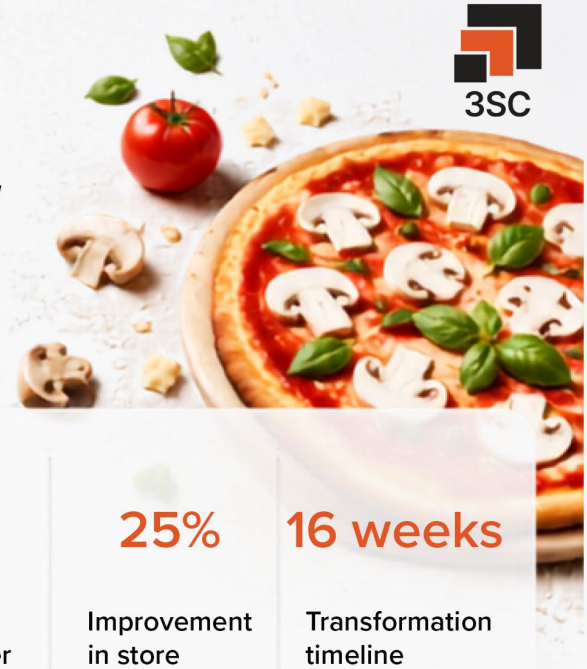
How a Leading Global QSR Chain Reduced Order Processing Time and Enabled Digital Growth with 3SC



83%	86%	70%	40%	25%	16 weeks
Faster order processing	Reduction in manual order processing	Reduction in failed orders	Growth in digital order volumes	Improvement in store productivity	Transformation timeline



About the Client

The client is a leading global quick-service restaurant chain operating more than 900 restaurants. Its supply chain manages over 650 perishable ingredients and menu components, processes more than 10 million orders monthly, and coordinates central commissaries supplying stores daily across in-store, mobile, web, and third-party delivery channels.

Testimonial

"Within four months of joining hands with 3SC, we were able to significantly reduce manual order processing and improve visibility across our supply chain. Our teams can now respond faster, fulfil orders more efficiently, and manage growing order volumes with greater control."

"Senior Supply Chain Executive,Global QSR Chain"



The Challenge

The key challenges included:

- Approximately 35% of store orders requiring manual validation
- Order-processing times extending beyond 30 minutes during peak periods
- Fragmented inventory visibility across stores, warehouses, and commissaries
- Up to 30-minute data latency between SAP and operational systems
- Demand volatility driven by promotions, seasonal patterns, local events, and peak-hour surges
- Order failure rates reaching 70% during peak periods
- Replenishment decisions disconnected from real-time demand signals
- Frequent stockouts, fulfilment delays, food wastage, and lost sales



The Solution

Connecting Demand, Replenishment, Production, and Logistics Through an AI-Enabled IBP Framework

3SC connected demand forecasting, inventory, replenishment, production, and logistics in one planning environment.

Unified data foundation

Order, inventory, logistics, master, and workflow data were unified within a centralised Enterprise Data Management layer.

AI-driven demand forecasting

AI models used sales, promotions, seasonality, peak-hour demand, and store behaviour to continuously update store × SKU forecasts.

Automated store replenishment

Demand signals automated replenishment using min-max norms, real-time inventory, commissary capacity, and proximity, with manual intervention only for exceptions.

Real-time execution integration

Real-time SAP integration eliminated data latency, automated order and pricing validation, and enabled end-to-end logistics visibility through iTMS.

Cross-functional planning alignment

Demand signals aligned procurement, production, replenishment, and logistics, giving Sales, Supply Chain, and Operations a shared operational view.

Implementation Scope

- Enterprise data consolidation, standardisation, and master-data harmonisation
- AI-enabled store × SKU forecasting with promotion and seasonality modelling
- Automated store replenishment using min-max inventory policies
- Integrated commissary capacity, allocation, production, and raw-material planning
- Real-time integration with SAP and operational systems
- Unified order capture, validation, and logistics visibility through iTMS
- Exception-based planning, alerts, and intervention workflows
- Cross-functional IBP workflows and governance

Why 3SC

3SC combined AI-driven forecasting, automated replenishment, integrated planning, and real-time execution visibility within one connected IBP framework. By enabling demand signals to continuously update inventory, production, replenishment, and logistics decisions, the engagement reduced manual intervention, accelerated fulfilment, improved store productivity, lowered order failures, and created a scalable operating foundation for continued digital and network growth.

