



Driving operational efficiencies through next-generation cloud data insights platform

Jack in the Box is an American fast-food restaurant chain. The chain has 2,200 locations, primarily serving the West Coast of the United States and select large urban areas in the eastern portion of the U.S., including Texas and the Charlotte metropolitan area.

Challenge

The Jack in the Box sales team had trouble obtaining a single view of their franchise operations data for analysis and measuring the effectiveness of various sales promotions. Before this project they had a home-grown BI system that was built over a decade using a mix of Microsoft technologies on premises (SQL Server DB, SSIS, SSRS, SSAS and ProClarity), Oracle technologies in a private cloud (Oracle DB, OBIEE), Informatica and various other products.

TEKsystems in Action

Invention is always a hands-on proposition. All-in, Jack in the Box is in the process of rolling out a next-generation data and analytics platform built on Tableau, Redshift and a data lake built in S3. TEKsystems has been working with Jack in the Box on the design, development and rollout of all areas of this new solution, including:

- Data engineering using AWS Lambda, AWS Glue, AWS Step Functions and AWS Athena
- Data warehousing using AWS Redshift
- Data lake with S3 and Athena
- Analytics with Tableau Server on AWS EC2s—in a load-balanced secure configuration using AWS WAF

AWS Services Utilized

- AWS Lambda, AWS Glue, AWS Step Functions, AWS Athena – data engineering
- AWS S3 – storage layer within AWS for optimized cost-effective storage
- AWS Redshift – analytical data model optimized for self-service reporting

Benefits



Created a single canonical view of all the franchise data



Decreased overall licensing cost and footprint on Oracle, SQL workloads



Improved reporting processes with Tableau

“TEKsystems has been a reliable partner in our business transformation through cloud. Their teams quickly aligned with our business goals and helped us stay agile while meeting our timelines. Their flexible execution model has been a key driver in keeping our total cost of ownership on target.”

Miki Hardisty, CTO, Jack in the Box

