



BURGER KING RUSSIA DEPLOYS HPE SUPERDOME FLEX FOR MISSION-CRITICAL ERP

Optimizes performance and scalability for
Microsoft Dynamics AX and SQL Server

Industry

Food service

Objective

Improve ERP application performance to streamline supply chain and enable timely financial reporting

Approach

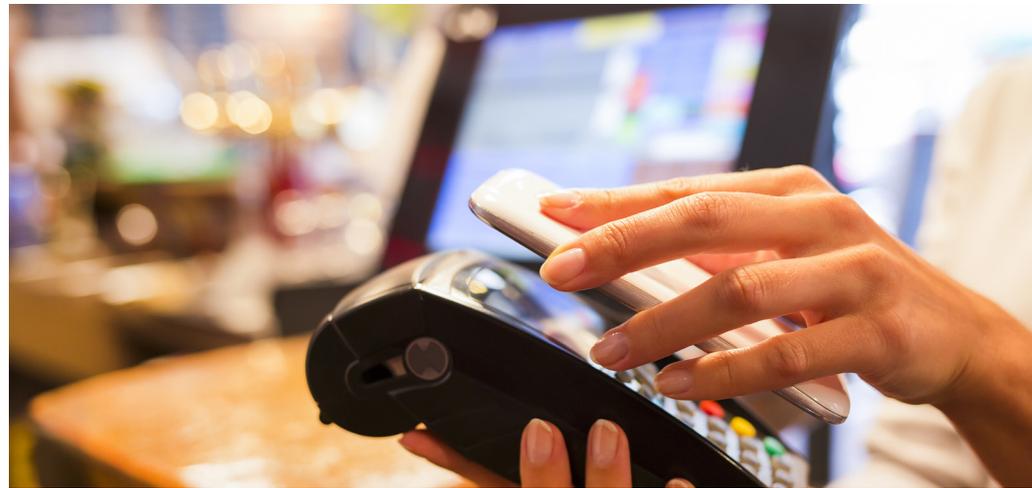
Modernize mission-critical Microsoft environment with HPE Superdome Flex servers and HPE Pointnext Services

IT matters

- Accelerated financial batch processing by 79%, from 28 to 6 hours
- Assured capacity for growing SQL Server database
- Improved performance and reduced CPU utilization from 75% to less than 15%

Business matters

- Enables finance to close the books in four days instead of seven
- Ensures compliance with business and government financial reporting requirements
- Improves end-user satisfaction and productivity



Burger King Russia moved to HPE Superdome Flex from an aging, underperforming legacy x86 system to run its business-critical Microsoft Dynamics AX applications and Microsoft SQL Server database. This resulted in higher performance and greater scalability across the company, streamlining every critical process from supply chain management to financial reporting.

Busy families, professionals on the go, couples out on the town—anyone hungry for a quick, delicious meal knows they can count on Burger King to fill them up. One of the largest fast-food restaurant chains in the world, Burger King has been serving up its signature flame-broiled burgers since 1954. The food giant continues to expand its menu to suit the tastes of customers across the globe.

The key to the company's continued success is a commitment to top-quality ingredients,

proven recipes, and a comfortable dining experience anyone can enjoy. Behind the scenes, it is a massive enterprise with a complex supply chain to ensure every restaurant has the products and materials needed to serve up fresh meals and meet its customers' expectations 24x7. Moreover, like any public business, Burger King needs fast, reliable accounting of its costs, sales volume, and profits for ongoing planning and reporting to corporate management and regulatory authorities.

“It used to take 24 to 28 hours on our old platform to complete all batch processing and no one could do anything else on the systems while that was happening. On the HPE Superdome Flex, we run the batch processing in six hours, so it completes overnight and the finance staff can start work again first thing in the morning.”

– Maksim Tsvetkov, Director of IT, Burger King Russia

HPE Superdome Flex boosts productivity for Burger King Russia:

- **Financial batch processing now 79% faster**
- **Reduced CPU utilization from 75% to less than 15%**



All of these demands place a lot of strain on the company’s IT infrastructure. That’s why the first priority for Maksim Tsvetkov, when he came on board as director of IT for Burger King Russia, was to conduct a detailed review of the company’s IT systems and processes. What he found was a legacy x86 environment lagging in performance and scalability, slowing down the mission-critical enterprise resource planning (ERP) system, Microsoft Dynamics AX. This not only caused headaches for the company’s finance department, but also risked delays for restaurants placing supply orders and potentially impacting the company’s bottom line.

“Microsoft Dynamics AX is the core system for our business,” Tsvetkov explains. “Everything is stored there and more than 2,000 users depend on it. All orders from the restaurants go there, and if it’s not performing, it could take two hours instead of 15 minutes to get your order through. If the system is slow, it could take our finance staff a whole day to do what normally takes one hour. This is why it was so important for us to make sure these systems are working the way we need them to.”

DELIVERING PERFORMANCE AND SCALABILITY

Tsvetkov and his team researched and evaluated potential replacements for the aging x86 platform. HPE Superdome Flex, built on the Intel® Xeon® Scalable processor, delivered reliable high performance, massive scalability, and superior RAS. These are required to meet the technical and business demands of Microsoft Dynamics AX, as well as a 15 TB Microsoft SQL Server database that continues to grow.

Also essential was HPE’s ability to deliver quickly into Russia and provide ongoing support across the country. “One of the

selling points for HPE was how fast they could deliver to Moscow,” Tsvetkov says. “The HPE Superdome Flex was very quick and easy to install in our data center. We took about one week to prepare for the transition of our SQL Server databases from the old system to the new one, and then we completed the entire migration over a weekend.”

To help accelerate installation and ensure HPE Superdome Flex was optimally configured for SQL Server and Dynamics AX, Burger King Russia relied on the expert help of HPE Pointnext Services. Tsvetkov remarks, “Having the technical assistance from HPE Pointnext was key to completing the installation as quickly as we did.”

Today, Burger King Russia has two HPE Superdome Flex systems, one as the primary production platform for Dynamics AX and SQL Server, and the other for failover and additional processing capacity for other applications such as Qlik Sense data analytics.

Tsvetkov says, “We have this powerful HPE Superdome Flex system, and see how Dynamics AX is working perfectly. Therefore, we decided it makes sense to leverage that power for other applications to deliver even greater benefit to the business.”

To keep the HPE solution running optimally, Burger King Russia relies on HPE Proactive Care. The data center is managed by a third party, which engages directly with the HPE technical staff to proactively handle any issues that come up, so Tsvetkov only hears about support incidents from his weekly reports. “From my perspective, all I need to know is that a change was made, say a bank of memory, and it was done quickly and correctly. Our users don’t even know there was an issue. And I can stay focused on the bigger picture of how IT can better serve the business.”



Case study

Burger King Russia

Industry

Food service

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Customer at a glance**Solution**

Enterprise resource planning infrastructure for running nationwide chain of fast-food restaurants

Hardware

- HPE Superdome Flex

Software

- Microsoft Dynamics AX
- Microsoft SQL Server

HPE Pointnext Services

- HPE Installation and Startup Service
- HPE Proactive Care

BOOSTS APPLICATION PERFORMANCE AND BUSINESS PRODUCTIVITY

Since moving to the HPE Superdome Flex, Burger King Russia has dramatically increased application performance and improved system utilization. For example, the company’s previous x86 platform was operating at 75% or more of CPU capacity, which caused everything to run slowly. With faster, more efficient Intel Xeon Scalable processors, the HPE Superdome Flex operates at 10–15% of CPU capacity, enabling key financial processes to complete in a fraction of the time it took in the past.

“The main performance indicator is our financial closing period,” Tsvetkov notes. “Before, our finance staff would close in six or seven days. Now, they can close in four days because everything runs so much faster. Even more important, after they close, it used to take 24 to 28 hours on our old platform to complete all batch processing, and no one could do anything else on the systems while that was happening. On the HPE Superdome Flex, we run the batch

processing in six hours, so it completes overnight and the finance staff can start work again first thing in the morning.”

Accelerating the closing period is crucial for management to have a clear understanding of how the business is performing financially, which guides critical ongoing decision-making. Burger King Russia must also report its financial results to corporate management in the U.S. within strict regulatory timeframes. Moreover, the company has legal obligations flowing out of the financial reports, such as paying taxes.

Tsvetkov concludes, “Before, when we were running on our old platform, the chief of accounting came to us every two days about how slow everything was working, and they could not close the books when they needed to. Since we implemented the HPE Superdome Flex, we do not hear from the accounting chief anymore. That shows the business is now performing the way it should.”

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