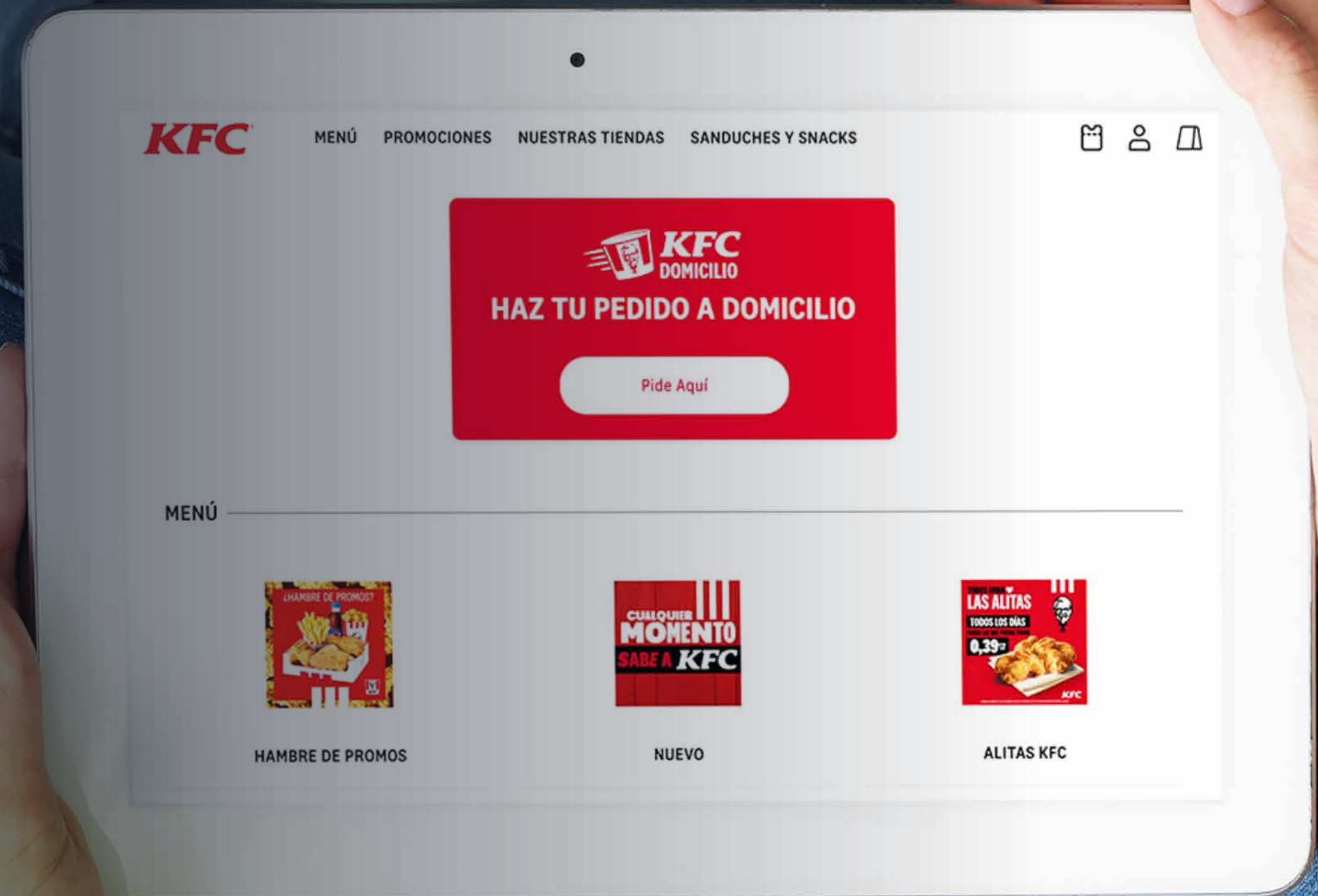




Reinvention story

GeneXus: The technological revolution that changed the history of Grupo KFC

Discover how this low-code solution drove agile development, resulting in a better customer experience.





Let's be honest: When we order fast food delivery, we don't just want it to be delicious; we also want it to get there fast. Customers know it, and companies do, too.

Fast food consumption has increased by **2,1%** per year in recent decades, mainly because of the growing demand for fast and affordable food. During the pandemic, people used food delivery apps more than ever to satisfy their taste for fast food. Ordering **online or through an app** means not having to leave home to get food while being able to choose from various options. As a result, ordering this way is anything but a fleeting trend; in fact, it will only continue to grow and evolve in the post-pandemic world.

Technology has played a significant role in the evolution of how we eat fast food. Today's consumers want a **more convenient and personalized experience**, especially regarding home delivery, online ordering, and app-based services.

KFC (Kentucky Fried Chicken) is the world's second-leading fast food chain, behind McDonald's. The company's tech headquarters are located in Ecuador, where management for the Latin American region is based. Ecuador is also the only country home to

more than 600 restaurants, production plants, and administrative offices. KFC is part of Yum Brands Inc., which includes other restaurant chains.

Grupo KFC invests in and develops innovative solutions to improve its services and processes, aiming to keep up with users' needs and enhance the company's relationship with its customers. In 2020, when the pandemic hit the restaurant industry hard, the company decided to bet big on **digitalization**. Since then, Grupo KFC has prioritized developing solutions for its digital channels to continue creating value and garnering online sales at its restaurants.

Based on this vision, Grupo KFC has chosen Globant as its strategic partner in reinventing its business and expanding its services.

The challenge

Closing the needs gap at Grupo KFC

Grupo KFC wanted to enhance the user experience for online ordering, but the point-of-sale (POS) systems, delivery apps, and online sales apps were insufficient to meet the high level of demand. Growing consumption meant that the POS needed to be improved, and the way to do this was by **integrating new and better features** to meet the KFC quality standards.

The company needed an agile development solution for its Multi-Cloud Azure/GCP environments, which would facilitate the design of containers, microservices, and integrations with SAP. Having two cloud service providers makes for a complex situation: Many resources are allocated to SAP, internal developments, and centralized systems, and keeping applications up to speed with new business needs is complicated.

The problem is that the design and development of processes for centralized cost, inventory, and store control systems are crucial to ensuring efficient, precise management of business operations.

In addition, Grupo KFC wanted to transform its internal development department so that it would be able to manage innovation initiatives and coordinate software maintenance to meet the demanding needs of the business.

Addressing the technical debt on already-developed services was the priority, relying on optimizing those services to close the gap with new needs more productively.



GeneXusTM

by Globant

GeneXus

Driving efficiency in KFC's development

With reinvention in mind, Globant provided one of its world-leading platforms to play a part in evolving Grupo KFC's internal development department into a project management department capable of managing innovative projects designed for its business.

GeneXus was the technology solution chosen to help the KFC technology department develop code more easily and efficiently. **GeneXus** is a low-code, AI-powered enterprise platform for software development; it simplifies and automates the tasks of creating, evolving, and maintaining enterprise applications and IT systems.

With GeneXus, the expectation was to achieve the following:

- Optimize development time
- Reduce the technical debt on existing apps
- Shrink the business needs gap
- Keep code up to date easily and innovatively
- Do prototyping of initiatives at a lower cost

The following roadmap introduced the GeneXus integrated development environment (IDE) at Grupo KFC:

1. A workshop with Grupo KFC's Technology Manager and other directors increased familiarity with the benefits of GeneXus and how it works. Training was also provided for programmers in the development department and the software factory.
2. Together, Grupo KFC and GeneXus set out to pass on app improvement and maintenance details to the software factory. GeneXus technology streamlined this process.
3. KFC designed and developed centralized applications that optimized the processes for cost management, inventory, and store control systems.

Impact

a leap forward in the efficiency of software development that enhances the customer experience

- The web development of mission-critical applications is expected to be seven times faster, with nine times greater efficiency in mobile development.
- Technological obsolescence was successfully avoided, and the switch to a new generation of applications was made, as a code with “eternal youth” was achieved.
- GeneXus is expected to optimize the company's heavy investment in SAP and developing integrations.
- The possibility of **enhancing the user experience** with a super-app exists, which, in the medium term, would integrate the needs of third parties, such as delivery apps, promotions, and discounts.

Ensuring that Grupo KFC is “future-proof”

Grupo KFC’s collaboration with GeneXus proved to be the short-term answer to the company’s need for agile development—and what’s more, that collaboration also enabled the company to see beyond its needs, zeroing in on the future and how it wants to **evolve**.

Thanks to the incorporation of low-code solutions, KFC can continue to offer the best customer experience and, as a result, maintain its status as a market leader.

“GeneXus is optimizing, it’s accelerating, and it’s shrinking our business needs gap, it’s reducing our technical debt on applications, and it’s simplifying our software creation and our maintenance costs”

- **Jaime Rodríguez, CIO of Grupo KFC.**



About Globant:

We are a digitally native company that helps organizations reinvent themselves and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We have more than 27,000 Globers present in 25 countries in 5 continents working for companies like Google, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

For more information, visit www.globant.com

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