Shake Shack

Gaining Control of Location Data with a Unified Data Platform

Semarchy

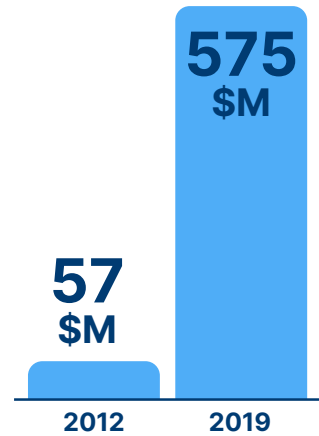SHAKE SHACK®

Shake Shack needed an MDM solution to get up and running in a matter of weeks – not years – that could grow with them. When Shake Shack started their MDM journey, the first asset they wanted to master was the "Shack List," a comprehensive database of all their restaurants. With Semarchy, Shake Shack was able to centralize data from multiple sources and systems, leading to increased data accuracy and improved data quality. The success of these projects utilizing an iterative approach generated great outcomes in their digital transformation and efficiency.

Shake Shack (NYSE: SHAK) founded in 2004 in New York, New York, the company currently has 6,000 employees, with over $575M annual revenue.

575 **$M**

57 **$M**

2012   2019

TECHNOLOGY

Semarchy, Talend, Snowflake and AWS

INTEGRATED DIGITAL DATA SOURCES

ERP (Workday); POS (Aloha)

TIMELINE

4 Weeks / 1 FTE

Overview

Founded in 2004 in New York, NY, Shake Shack (NYSE: SHAK) currently has 250 locations and 6,000 employees globally, with over $575M annual revenue.

Because of its popularity, the company grew from just $57M revenue in only seven years. With such rapid growth, the company's focus was on increasing Shack footprints while ensuring a repeatable and irresistible guest experience.

Out of this growth came a large amount of data debt in the form of siloed and decentralized systems, all housing very critical operational data that was hard to get to.

The company was facing a data challenge that, if not corrected in the short term, would likely lead to additional technical debt in the future. Their initial goal was to consolidate multiple data sources in order to provide business partners with the ability to answer business questions much more efficiently.

Shake Shack approached Semarchy and our implementation partner to help align the company's data needs with business strategy in an effort to ensure that internal systems and data management processes were supporting future growth.

Business Drivers and Data Challenges

→ Align all Shake Shack location data from one centralized and managed location for an always up-to-date view.

→ Evaluate the siloed nature of their systems architecture and work towards building a more centralized and governed data practice.

→ Centralize all sources of data into one repository to share easily across the organization and other entities from one location.

→ Reduce operational and development costs by providing one point of data integration to master data.

→ Increase data quality and facilitate stronger data governance.

→ Streamline data visibility and control of master data to drive stewardship.

The Solution

Shake Shack needed a light touch, low investment product to get their first MDM project up and running. Their goal was to find a solution that would provide critical business value and enhance the operational efficiency of the current business process.

Before this implementation, we helped define Shake Shack's data strategy, including managing their restaurant data ("Shack List") because the restaurant data is used in most major business processes, such as monthly and quarterly financial reporting, and to support the overall guest experience.

Leveraging the Semarchy xDM platform, the company was able to see fast results and quick turnaround with a manageable schedule and level of change. The extremely flexible and user friendly interface enables the business to solve problems with access to clean, centralized data.

Scalable to any volume, the Semarchy MDM platform was also agile enough to interface with any systems and sources of data, model, and to manage any type of information. Shake Shack needed a solution to get up and running in a matter of weeks, not years, and that also could grow with them as they created more business applications for their data.

Results

The **Semarchy Unified Data Platform** fully aligns with the organizational objectives in both the short-term and long-term. Shake Shack now has one centralized solution throughout the organization to conveniently access all restaurant-related information.

The Semarchy Unified Data Platform:

- ✓ Created one centralized place to access all restaurant-related information that supports the major business requirements. Data is validated, updated, maintained, and governed using Semarchy functionality and workflows.

- ✓ Centralized data from four main sources and integrated manually updated Excel spreadsheets into the Semarchy application.

- ✓ Configured *business-friendly* and consolidated view of Shack data using Semarchy's extensive UI functionality (*forms, business views, display cards, action sets*, etc.) to support the use-cases above.

- ✓ Implemented workflows to ensure that updates and new Shacks get vetted by data stewards before being exposed to the users and before the values are used in reporting.

- ✓ Outlined opportunities for further development and integration of Semarchy into Shake Shack's data landscape.

- ✓ Eliminated operational data redundancy costs with a single data management process.

- ✓ Prepared the foundation to support continued international growth.

Shake Shack continues to work with Semarchy on innovating new ways to leverage the Semarchy Unified Data Platform to reduce business complexity and increase efficiencies for their global business. The company is looking at further integrations with other systems upstream and downstream to ensure a more complete data lifecycle.

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What we liked about Semarchy – it involves relatively low overhead to get started, besides purchasing the cloud license; it is very lightweight, has a really nice interface, is very intuitive and user friendly. Most importantly, it can scale with us as we continue to grow. It is pretty customizable and can be tailored to fit our needs.

As we dive into MDM, we can look at other Semarchy products to service even more value from the program. We quickly realized that there is an abundance of other MDM use cases that exist at Shake Shack and can be supported by Semarchy. We see opportunities across supply chain, operations, finance, HR, and even IT. There's really no shortage of scenarios that can use better data management tools and data quality initiatives.

Ben Vardag
Director
of Data Services,
Shake Shack

Semarchy

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