Gartner Data & Analytics Summit 2018

CHIPOTLE MEXICAN GRILL

As Real As It Gets: Giving Business Units More Control

Semarchy

Gartner Summits

@Semarchy #GartnerDA

Michael Hiskey

CMO, Semarchy

Data & Analytics ~ 20 years

~my 15th Gartner Summit (BI, MDM, etc. US, Europe, A-Pac)

Columnist, Author and Speaker

Forbes, Information Age, InfoWorld

New York; Business/Technology Roles

Columbia, New York City

Chief Marketing Officer

Semarchy, the Intelligent Data Management Company

@mphnyc

linkedin.com/in/mphnyc/

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Intelligent Data Management

Experienced

Team with decades in data management

Visionary

Business value at the core of our software

Fast growing

Self-funded, 70% annual growth

Proven

60+ fortune 1,000 customers

Gartner Data & Analytics Summit
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#GartnerDA

Traditional MDM & Governance has failed in the enterprise

Although they are crucial business requirements

IT Focused

No business adoption

Deep technical expertise

Rigid

Inflexible modeling

Dictatorial governance

Expensive

Questionable ROI

Big bang approach

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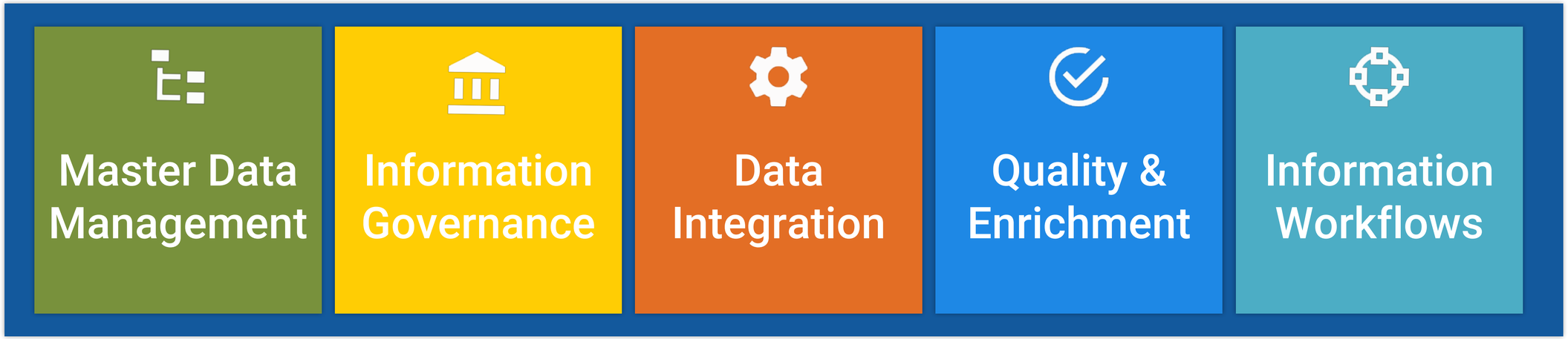
Data Management Capabilities and over-segmentation

Just because each discipline has a magic quadrant, doesn't mean you need one



- Thinking of all these as separate disciplines may seem like "best practice"
- In actuality, time lost on integration leads to project fatigue
- Lack of measurable ROI

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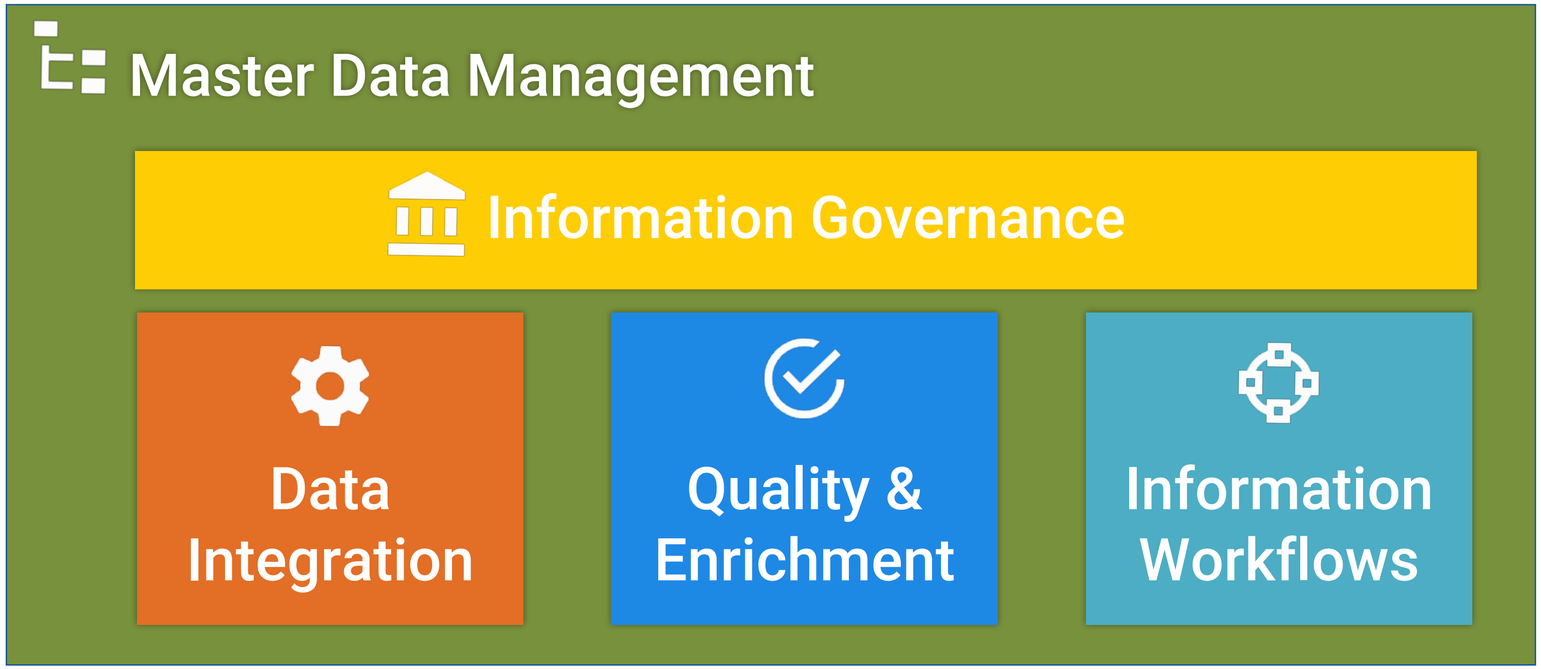
Tackling the issue in parallel

Some analysts starting to refer to this as “Application Data Management”



Compound Hub Styles

Hybrid, Multi-Vector MDM

Operational & Analytical

Open App Integration

Empower Data Champions

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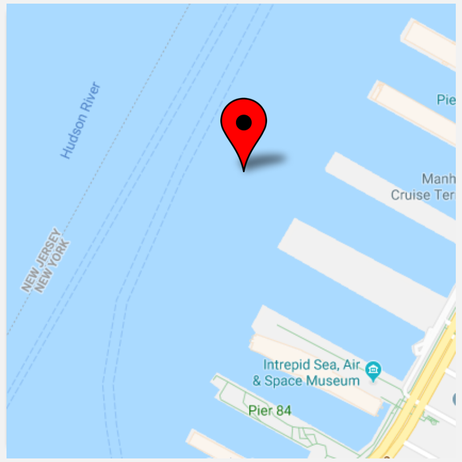
The Chipotle Story: Instructive Vignettes



Nearest Chipotle

You can't get there from here -- precision

Carnitas Shortage

The Stata story behind "The Great Carnitas Shortage of 2015"

Skip the Line

Skip the line every time, what you can learn from Chipotle

Wrap

Conclusions and best practices, wrapped up like a tasty burrito

Jeffrey Cox

Lead Technical Architect

Get the Slides > semarchy.com/chipotle

At Chipotle since 2012

Started as a DBA; integrations work across IT and Business Departments

Data professional for 18 years

12 years focused on integrations

Been through all of The MDM Journey at Chipotle

Just over 2 years of MDM at Chipotle

Drafted into Technical Architect Role

Development & Sys Admin background = fit

linkedin.com/in/jcox2030/

Master Your Core

Introduction

Where to Get Started: Master Your Core

How do you eat an elephant?

Avoiding the “big bang” approach

Drive Maturity

Company level > Department > Process

Build Data Champions

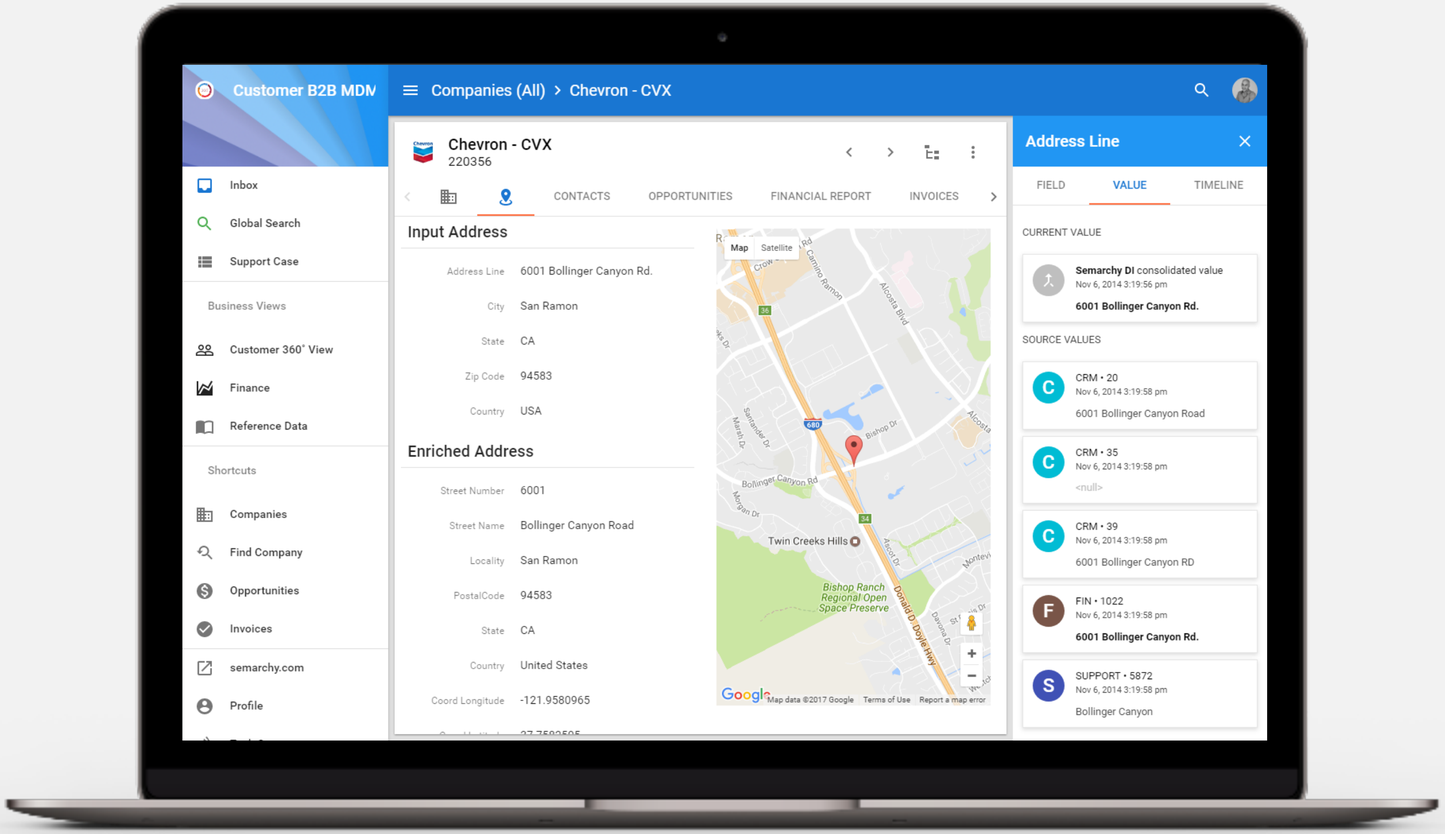
Focus on key business users

Start Small: Chipotle Restaurants

That’s where the Customers are!

Intentions and Iterations: Up and Running Quickly

Let “Data Champions” emerge naturally (hint – they’re the persnickety ones.)



Our Approach

Cloud capable, start easily

Partnership “Big Fish”

Vendor size, cost aligned with value

Flexibility - Master Anything

Anything useful if used

Train & Deploy

Inventory, Interview, Carrot

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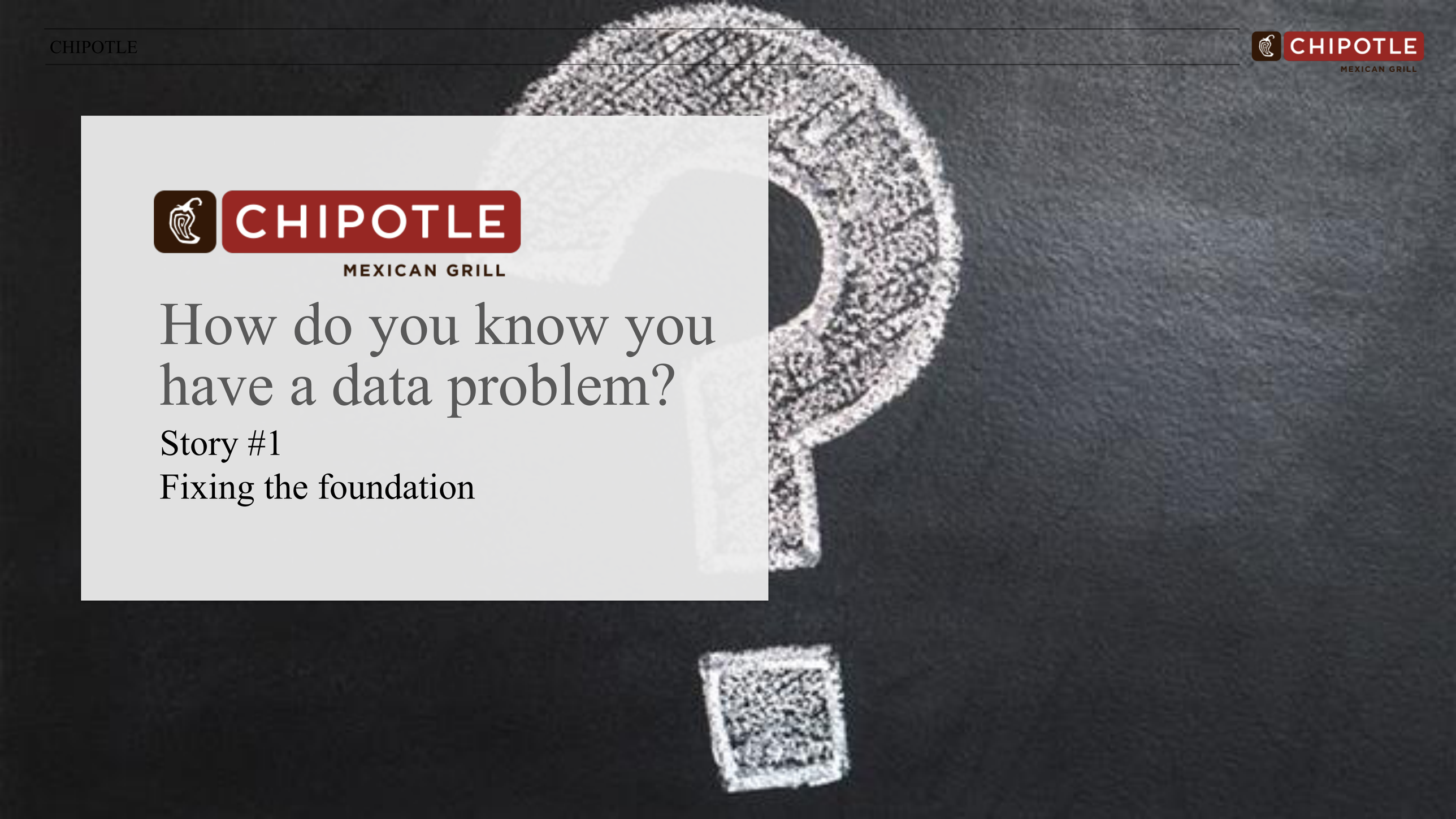
#IntelligentMDM



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How do you know you have a data problem?

Story #1

Fixing the foundation

When your restaurant is in the middle of the Hudson River...
Hudson River
NEW JERSEY
NEW YORK
Pier 96
Piers 92/94
Manhattan
De Witt Clinton
John Jay College of Criminal Justice
Fordham University Lincoln Center
Metropolitan Opera
Lincoln Center for the Performing Arts
The Smith
New York Institute of Technology
Time Warner Center
Columbus Circle
Museum of Ar and Design (M
Alvin Ailey American Dance Theater
T.J. Maxx
JW Marrio House N
Park Hyatt
Carnegie Hall
Park Central Hotel New York
Studio 54
Pure Thai Cookhouse
Totto Ramen
Ippudo Westside
New World Stages
50 Street Subway
Sheraton New York Times Square
Ellen's Stardust Diner
Hilton Garden Inn Times Square
New York City Cente
Stage 48
Intrepid Sea, Air & Space Museum
Pier 84
Hudson Terrace
Circle Line Sightseeing Cruises
Consulate General of the People's Republic...
FREQ
West End Ave
11th Ave
10th Ave
9th Ave
8th Ave
12th Ave
W 65th St
W 61st St
W 60th St
W 59th St
W 58th St
W 57th St
W 56th St
W 55th St
W 54th St
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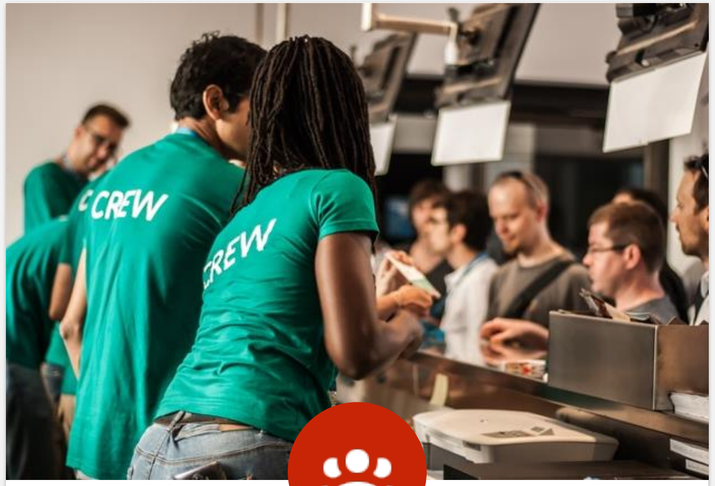
W 52nd St
W 51st St
W 50th St
W 49th St
W 48th St
W 47th St
W 46th St
W 45th St
W 44th St
9A
495
Google

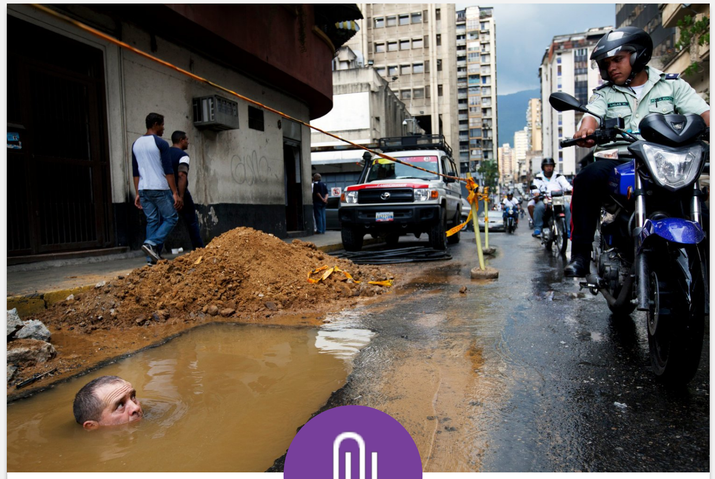
Close Enough isn’t Close Enough: Data Accuracy

Quality is fit for purpose



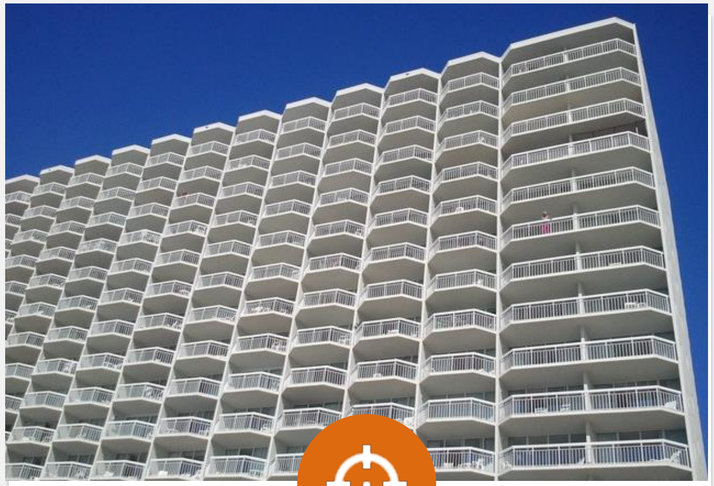
Customer Experience

Finding the closest Chipotle with accurate information is fundamental



Context

Good data takes effort, and requires to be contextualized



Data Enrichment

Store location was from Real Estate system, i.e. directionally accurate

Image: Rodrigo Abd/Associated Press

What we did to address, Starting with our core

Restaurant Master

Integrate 7 loose systems

Minimize disruption

Zero change to business? Some changes?

Implementation

Enterprise model, load, curate, distribute

Measure Impact

Better Customer Experience

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The Great Carnitas Shortage of 2015

Story #2

Connect the Operations

PHOTO CREDIT: HSUS

Menu Master – Agility & Requirements

Menu Master seems easy…

.. But it’s all about intersections

Global Menu Adjustments

Physical Boards & Paper Menus

Ordering platforms

Align all ordering channels (e-com, POS, etc.)

Compliance & Special Adjustments

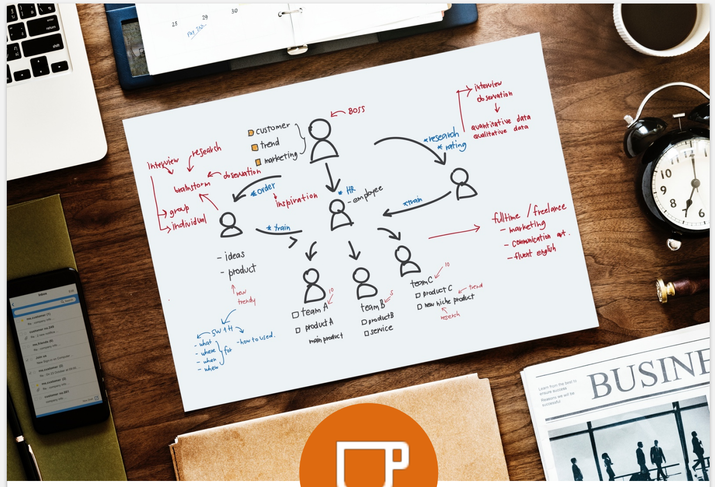
Once Mastered, easy to address

From menu to location and more: beyond reporting

Build on early wins, keep adding incremental value – one bite at a time!

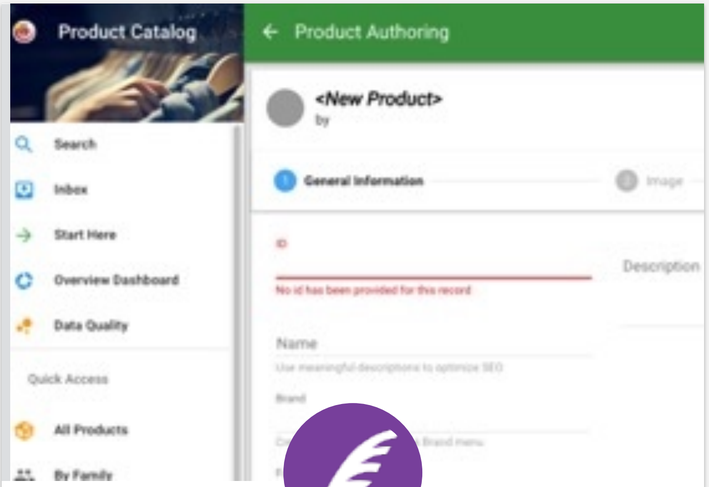
Proactive Decisions

More than reporting; Immediate benefits of menu-location linking



Enterprise Services

Inject reliable, consistent and accurate data to business apps



Guided Authoring

Example where change is needed, new menu items – a better process

Image: Rodrigo Abd/Associated Press

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How to Skip the Line at Chipotle

Story #3

Accelerate & Expand

When you know you've arrived: empowering accountants

Putting real utility in the hands of business users, no App Dev or IT Processors involved

Build a Tax Master

Intersection of accurate geographies and menu

Transform business users into producers

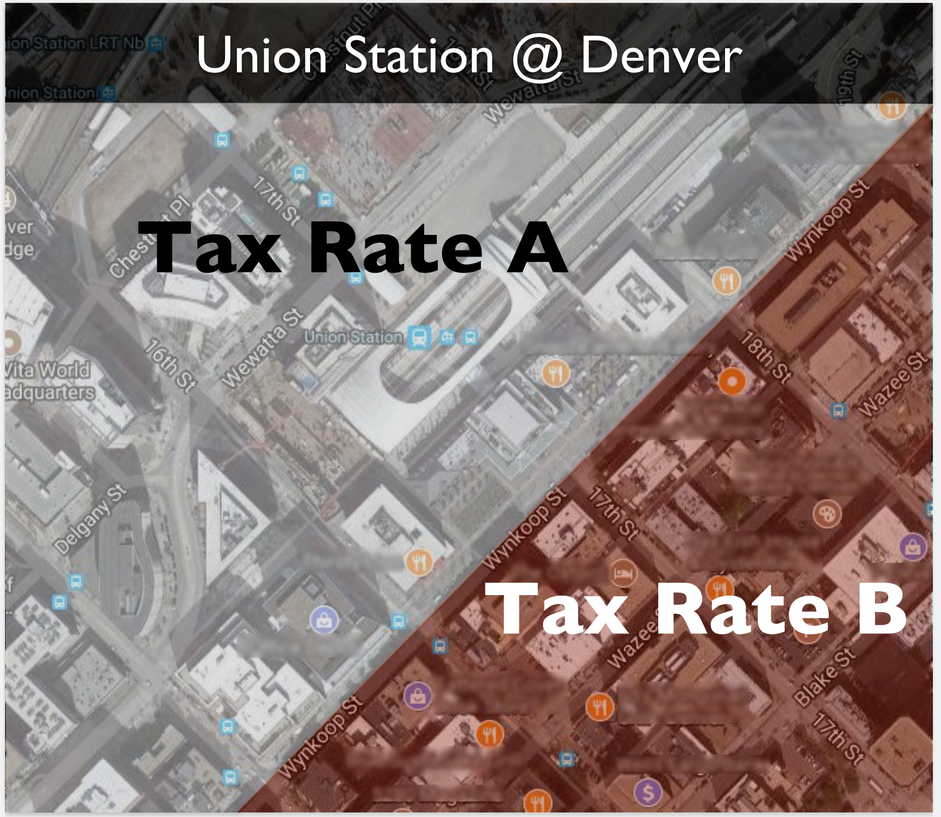
Self-service apps for authoring

Era of the "Data Champion"

Understand business impact (ex: Union Station)

Reduce operational costs

Fewer cooks in the kitchen



What we did to address – power to the (tax) people

Before

Large job to research, understand, explain, justify
Explain to IT in long prose
IT translate into tech and plan deployment
Weeks! And used 3-4 departments!

Now

1-2 people
No training
No need to understand databases, IT, PoS reboot, etc.

Enterprise Services

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Here’s what we learned

Conclusions: Here's what we learned

General Guidelines

- Start small
- Demonstrate value (quickly)
- Be flexible (carrot, not stick)
- Do not disrupt "business as usual" (that comes later)
- Evangelize, and again, and again

Unexpected + Benefits

- Business unit involvement, commitment, accountability and pride
- System deprecation & importance
- Separation of concerns per domain

ANALYTICS
Semarchy
Intelligent Solutions for the CDO

*x*DM empowers Intelligent MDM™ & Collaborative Data Governance

Smart

Algorithms, Data Table Creation, Micro-services, Automation, Workflows, delegation, etc.

Agile

Intuitive UI, development & UX. Adaptive modeling enables business flexibility

Measurable

Minimally disruptive, fast ROI, **definition and enforcement** of policies/procedures

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Chipotle is one of the many successful clients in the Semarchy family

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CMA CGM
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MERCK
PIMCO
AG2R LA MONDIALE
BILLABONG
DIGITAL REALTY
FeuVert LA PATTE DE L'EXPERT
mundipharma
Putnam INVESTMENTS
Groupe AGRICA
BOSE
DS Smith
GRDF GAZ RÉSEAU DISTRIBUTION FRANCE
OAKLEY
GROUPE ROCHER
april
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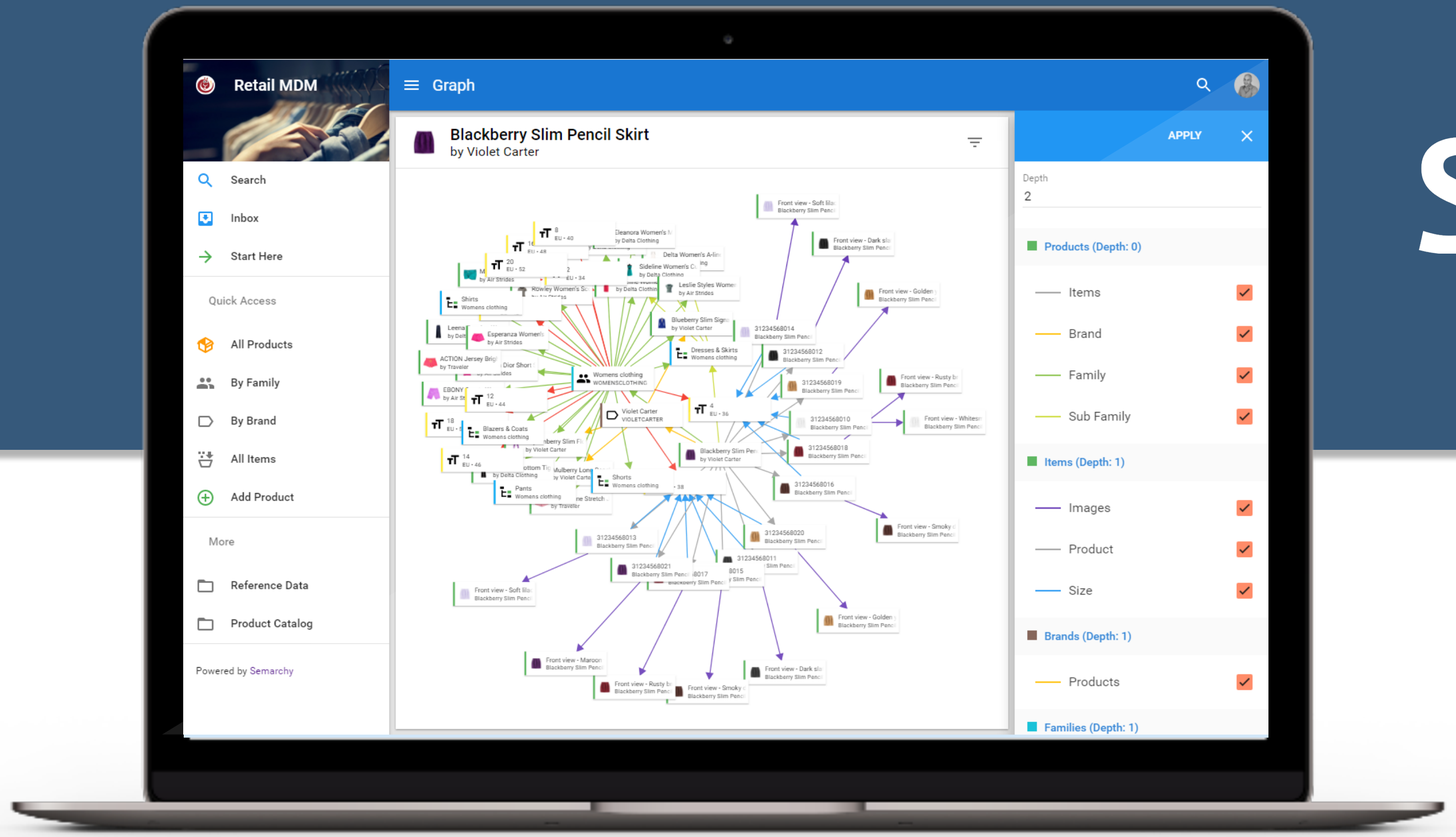
“

80% of Semarchy clients have a fully-functioning solution in less than 10 weeks.

60% have implemented more than one domain

Thank you!

Learn more in the Exhibit Showcase - **Booth # 210**



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Meet Jeff Cox, Lead Technical Architect there @ 6pm today