esds

enabling futurability..

Pizza Hut acquired the right elasticity for varying traffic loads, 100% uptime and pay-per-consume model with eNlight Cloud

34
Cities

121
Restaurants

70,000
Footfall
in India

About Pizza Hut

India's quick-service restaurant chains business is expected to grow eightfold from $720 in 2011 to a whopping $5.6 b by 2020, at a CAGR of 27 per cent.
Pizza Hut being one of India's largest casual dining restaurant brands with 121 dine-in restaurants across 34 cities is eyeing for a big slice of this market. Presently, Pizza Hut is the preferred affordable casual dining restaurant in India with a 27 per cent market share of the eating-out segment and over 70,000 footfalls per day across the country.

It is the worlds the largest restaurant company with approximately 34,000 restaurants, delivery/carry-out locations, and kiosks in 100 countries. The unit of YUM! Brands operate the world's #1 pizza chain with more than 13,200 outlets in about 90 countries worldwide.

High Online
Availability Met
Customer Demands

High Agility and
Overall Efficiency

Highly Scalable
Solution accelerated
Responsiveness

Focus on Business
Expansion instead of
Online Presence
Concerns

Business
Benefits

Improved
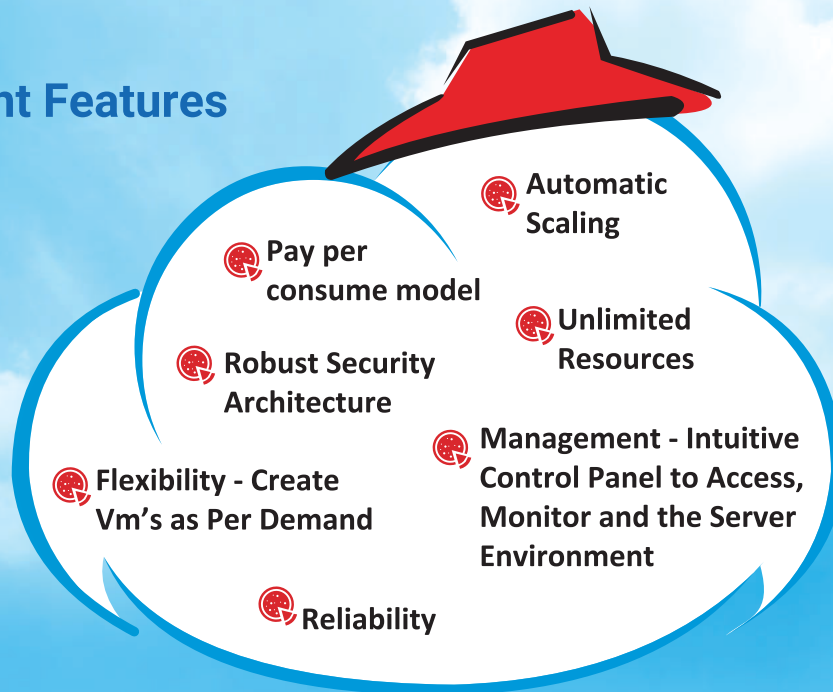Strategic Focus

Capex free
Business

The Challenge

Having completed more than 15 years of operations in India, Pizza Hut was looking to accentuate its presence across the country and with plans to double the number of outlets by 2015. In order to expand and to underline the new technology trends across the country, Pizza Hut was looking for a hosting provider whom they could rely on for their online presence. Not only were they searching for a secure E-commerce hosting provider but also someone within the cloud computing paradigm, so that they could take advantage of the cloud technology and its benefits. The following were the key business challenges:

In order to maintain a promising online presence they were looking for a solution that could provide 100% uptime. Also the E-commerce and online ordering system users require high availability of system to avail the service.
In line with the aggressive expansion strategy, they eyed on a solution that could scale as aggressively as their market strategy, without the heavy investment upfront.

Consistent market player, Pizza Hut repeatedly emphasized on a one-stop-solution provider for not only hosting their website but also ecommerce, email hosting and 24 * 7 support. So that their online business could run smoothly.

eNlight Features

- Automatic Scaling
- Pay per consume model
- Unlimited Resources
- Robust Security Architecture
- Management - Intuitive Control Panel to Access, Monitor and the Server Environment
- Flexibility - Create Vm's as Per Demand
- Reliability

The Solution

Pizza Hut embarked on a search for an affordable, high performance, self service and on demand service cloud provider. They were now ready to team with an established IT player that could help them take their business into the future and push the envelope a bit further. In addition to this, Pizza Hut required a solution which could enable them to improve their ability to respond quickly to customer demands and support their aggressive expansion strategy. These requirements led Pizza Hut to switch to ESDS and its solution, eNlight Cloud.
The Pizza chain realized an increasing demand from its growing users, an expected outcome of their expansion and marketing strategy.

eNlight Cloud can to calculate the need for additional resources required to fulfill the spiked demand in real time and allocate additional resources without any human intervention or server reboot. With this feature, Pizza Hut users are now able to order online no matter how many users are availing the server simultaneously. Also, with help of auto scalable feature, Pizza Hut has no worries about any revenue loss via their website. And when user count returns to normal the resources are de-allocated again in real time without any human intervention. This process of allocating resources when required and de-allocating it when they are no longer required not only increases website availability and user experience but also has a major cost benefit for Pizza Hut. Now, they only have to pay for the resource that is actually used which is an ideal pay-per-use model. This model has reduced their operational cost by almost 40 per cent while 100 per cent transactional rate is achieved. Cloud caching architecture has enhanced Pizza Hut's website performance and speed. The cloud caching feature has ultimately benefitted Pizza Huts users as this feature enables lower bandwidth needs for the user and reduces load on the website server. eNlight with its robust security model not only provides data security but also prevents major web attacks by malicious entities. With its security model, Pizza Hut is assured that their business as well as user data is secure. eNlight has been deployed in a way to fight online threats prevailing in today's online eco-system to ensure smooth functionality of Pizza Hut's online operations.