



BEAM



STARBUCKS®



Use Case

“How BEAM Helps Starbucks (of Turkey) for Asset and Maintenance Management”

Starbucks Corporation is an American coffee company and coffeehouse chain. Starbucks was founded in Seattle, Washington in 1971. As of 2017, the company operates 27,339 locations worldwide.

Shaya is a multinational retail franchise operator that is headquartered in Kuwait, and operates more than 90 consumer retail brands across the Middle East and North Africa, Russia, Turkey and Europe.



Industry

- Coffee Shop



Integrations

- BEAM runs independently



Departments using BEAM

- Maintenance Management

Asset and Maintenance Management

Challenge

Shaya is the operator of Starbucks in Turkey. Starbucks has many coffee shops throughout the country. When there is a need of periodic maintenance or breakdown, individual coffee shops report it to HQ via email. Upon receiving email HQ's maintenance unit connects subcontractors via one of the following ways:

1. Writing an email to subcontractors,
2. Calling subcontractors.

Following are the challenges of Starbucks:

1. Having no accurate information on status on maintenance process,
2. Having excess number of email communications,
3. Approving subcontractor documentations and audits are done via email.



Industry

- Coffee Shop



Integrations

- BEAM runs independently



Departments using BEAM

- Maintenance Management

"How BEAM Helps Starbucks (of Turkey) for Asset and Maintenance Management"

Asset and Maintenance Management

Solution

Bimser implements BEAM at Starbucks locations. BEAM system is configured based on Starbucks' staff, products, vendors, locations, assets, failure reasons data. When BEAM gets implemented at Starbucks' coffee shops and HQ maintenance management unit, Starbucks starts to have following benefits and services from BEAM:

- Monitoring status of all the assets at each coffee shop on a single screen,
- Assigning maintenance orders via BEAM to subcontractors,
- Mobile Apps are used by subcontractors,
- Starting to get reports.

Time to Implement

3 - 5 months

Result

1. Increasing the productivity of maintenance management at HQ and sub contracts. Thanks to BEAM and its mobile app,
2. Stopping pure-email based unstructured communications between HQ and subcontractors.
3. Maintenance costs comes down by 30%

Learn more at bimserint.com



Bimser International Corporation

"Enterprise Software Maker Since 1998"

136 Madison Avenue
6th Floor, #601
New York, NY 10016 - U.S.A.

Phone : +1 646 722 38 90
Fax : +1 646 722 33 01
Mobile : +1 917 684 23 04