Implementation of pizza tracker by dominos essay sample

What kinds of systems are described in this case? Identify and describe the business processes each supports. Describe the inputs, processes, and outputs of these systems.

Answer:

Domino's proprietary described point-of-sale system, Pulse, which is an important asset in maintaining consistent and efficient management functions in each of its restaurants. A point-of-sale system captures purchase and payment data at a physical location where goods or services are bought and sold using computers, automated cash registers, scanners, or other digital devices.

Domino's implemented pulse in a large portion of its store, and those stores reported improved customer service, reduced mistakes, and shorter training times. Since then, Pulse has become a staple of all Domino's franchises.

Input: Customer orders that describe the type of pizza crust, pizza ingredients and toppings, side orders, and delivery location data. They described their inputs as TPS, Pizza tracker and Pulse etc.

Processes: Data updates the system's database. The older software used a 'thick-client' model, which required all machines using the software to be fully equipped personal computers running windows. Pulse evolution, on the other hand, uses ' thin-client' architecture in which networked workstations with little independent processing power collect data and send them over the internet to powerful Lenovo PC's for processing.

Output: The number of pizza and side orders sold, cost numbers for ingredients, delivery information, customer information. Customers can tract their order of pizza by Domino's tracker online service. Tracker displays a horizontal bar that tracks an order's progress graphically.

Question #2:

How do these systems help Domino's improve its business performance?

Answer:

The function pulse system performs at Domino's franchises are taking and customizing orders using a touch-screen interface, maintaining sales figures, and compiling customer information. They prefer not to disclose the specific dollar amounts that it has saved from pulse, but it's clear from industry analysts that the technology is working to cut costs and increase customers satisfaction.

Question # 3:

How did the online pizza ordering system improve the process of ordering a Domino's Pizza? Answer:

With pulse evolution, Dominos rolled out its state-of-the-art online ordering system, which includes Pizza Tracker. The system allows customers to watch a stimulated photographic version of these as they customize its size, sauces, and topping. The image changes with each change a customer makes. Then, once customer places an order they are able to view its progress online with pizza Tracker. Pizza Tracker displays a horizontal bar that tracks an order's progress graphically. As a Domino's store completes each step of the order fulfillment process, a section of the bar becomes red.

Even customers that place their orders via telephone can monitor their progress on the web using pizza tracker at stores using pulse evolution.

Question #4:

How effective are these systems in giving Domino's a competitive edge? Explain your answer. Answer:

Pizza hut and papa Jhon's are competitive edge of Domino's which provides these systems effective, they also have online ordering capability, but lack the pizza tracker and the simulated pizza features that Domino's has successfully implemented. Pizza hut customers can now use their iPhones to place orders, and Papa Jhon's customers can place orders by texting. With many billions of dollars at stake, all the large national pizza chains will be developing innovative new ways of ordering pizza and participating in its creation