



Jollibee Foods Corporation

www.jollibee.com.ph



At A Glance:

• **Company:**

One of the world's largest fast food chains, Jollibee operates over 1,800 stores in Asia and North America.

• **Location:** Manila, Philippines

• **Industry:** Retail

• **Challenges:**

- Rapid international expansion and acquisitions leading to disparate systems with little integration
- Existing Oracle solution too expensive to expand worldwide
- Lack of integrated processes made real-time informed decisions difficult

• **Software switched from:**

- Multiple legacy and small business solutions

• **Solution:**

- NetSuite OneWorld integrated with Oracle at headquarters

• **Results with NetSuite:**

- Robust NetSuite solution can be quickly deployed in any territory; already deployed in Vietnamese operations in just two months
- Seamless integration with Oracle solution at headquarters provides complete business controls at a fraction of the price
- Real-time visibility across territories enabling better operating, purchasing, and expansion decisions

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— Ysmael Baysa, CFO, Jollibee

Results

International fast food giant Jollibee needed world-class business operational functionality with Oracle integration on a tight schedule, and NetSuite served it up with a smile. With a new location opening every two days on average, Jollibee needs high-quality solutions without the wait. NetSuite OneWorld's built-in support for multiple currencies, multiple regions, subsidiary relationships and rapid deployment made it an ideal choice for Jollibee's international integration challenges.

Jollibee selected its ten-store Vietnamese market as the first candidate for integration. NetSuite was fully deployed into this territory in just two months. Because NetSuite OneWorld integrates seamlessly with Oracle, Jollibee's Manila headquarters now enjoys real-time visibility into every aspect of the Vietnamese operation, including granular performance analysis, consolidated reporting and a complete audit trail. Online supply ordering enables the international group to restock from Jollibee's factory in a more efficient and cost-effective manner than the previous, manual supply process.

Significantly, NetSuite delivered these benefits faster and at a lower cost than a comparable expansion of Jollibee's Oracle platform into Vietnam. “If we used a platform like Oracle worldwide, it would require significant capital investment and a lot of resources, including a large IT team to implement and maintain the system in each country,” says Ysmael Baysa, Jollibee CFO. “NetSuite provides all the capabilities we need internationally, in a timeframe and at a cost that supports our continued growth and development.”

Challenges

With over 1,800 restaurants worldwide and almost 200 new stores opening each year, Jollibee has enjoyed dramatic growth since its humble beginnings as two Filipino ice cream parlors back in 1975. Such dramatic growth came at a price, however, as the pace of expansion outran the coverage of the company's core ERP solution.

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Jollibee’s corporate headquarters uses Oracle for financial management and reporting, while the company’s broader business interests relied on a patchwork of legacy systems with no real integration. Reporting and consolidation were managed over e-mail, making timely and informed decisions difficult. Processes were opaque, keeping Jollibee from acting as a truly coordinated international entity. “The lack of integration meant we had to rely on email for our financial reports, making it difficult to easily obtain the data we need to make informed decisions,” Baysa says.

Recognizing the risks and inefficiencies of this arrangement, the company explored the possibility of standardizing its entire global network on the central ERP system. Jollibee quickly found that expanding Oracle to its international operations would be too costly and resource-intensive.

Solution

Seeking a solution with world-class capabilities, rapid deployment, and proven integration, Jollibee turned to NetSuite. NetSuite OneWorld gives Jollibee a fast and cost-effective way to automate reporting, perform real-time analytics, conduct audit trail analysis, operate an international supply chain, consolidate international financials, and enforce corporate governance standards.

Seamless integration between the Manila-based Oracle deployment and NetSuite OneWorld in expansion territories and businesses provides the right degree of standardization and sophistication as Jollibee works to unify operating practices. “In the same way that we want to have a consistent quality of food and service, we want to have the same standard of corporate governance, systems and financial reporting and controls, regardless of the number of stores we operate in each country,” Baysa says.

Strengthened by the success of the Vietnamese pilot program, Jollibee plans to roll out NetSuite OneWorld across its Chinese operation before the end of the year, followed by Taiwan, the United States and other Asian markets. “NetSuite OneWorld gives us a way to deliver a standard platform across the organization in a timeframe and at a cost that supports our continued growth and development.”



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