



FRANCHISE COMMAND

Transforming Multi-Unit Franchise Operations: AWRG's Digital Evolution with Franchise Command

Case Study: Intelligent Franchise Management with Real-Time AI Analytics

Executive Summary

Since the initial deployment of **Franchise Command** in 2017, **American West Restaurant Group (AWRG)** — a 300-unit **Pizza Hut franchisee** across Southern California and Greater Salt Lake City — has continued to evolve its operations using the platform's data-driven insights. What began as a cloud-based management tool has now become a **centralized intelligence hub** for enterprise-wide operations, connecting financial, facilities, and workforce data into one unified system.

By 2025, Franchise Command's next-generation platform integrates **AI-driven forecasting, automated compliance alerts, and predictive maintenance** capabilities — providing AWRG's leadership with the real-time decision support needed to navigate an increasingly complex business landscape.

Modern Franchise Challenges

Multi-unit restaurant operators face mounting challenges in 2025:

- Labor market volatility and wage inflation
- Supply chain unpredictability
- Sustainability and ESG reporting mandates
- Increasing cybersecurity and data privacy regulations
- Rising expectations for real-time financial visibility

Traditional tools like spreadsheets and manual workflows are no longer sufficient. Franchise Command bridges that gap with an **intelligent automation platform** designed to enhance accuracy, efficiency, and profitability across every layer of franchise operations.

Key 2025 System Enhancements

<u>Capability</u>	<u>2018 Baseline</u>	<u>2025 Upgrade</u>
Analytics Engine	Real-time reporting	Predictive AI forecasting and scenario modeling
Compliance	License & lease alerts	Automated compliance engine with ESG and labor law tracking
Vendor Management	Centralized list	Verified vendor network with live insurance and performance scoring
Financial Visibility	Weekly EBITDA summaries	Continuous performance dashboards with anomaly detection
Maintenance Management	Manual ticketing	Predictive maintenance using IoT and asset data
Security	Cloud-based access	SOC 2 Type II, multi-factor authentication, and role-based controls

Operational and Financial Results

Using Franchise Command's AI-enhanced platform, AWRG has realized measurable gains across key operational areas:

- **Efficiency:** Equivalent of 1 FTE reallocation per 40 locations through workflow automation and cross-department data sharing.
- **Cost Avoidance:** Zero late fees or lease penalties since 2019, saving an estimated **\$100,000+ annually**.
- **Data Integrity:** Consolidation of 15+ disparate spreadsheets into one secured platform, reducing administrative overhead by over **60%**.
- **Decision Velocity:** Leadership reports an **80% reduction in time-to-decision** for key operational and financial actions.
- **Sustainability:** Digital document management has eliminated 90% of paper-based reporting.

Executive Insights

“The system’s predictive capabilities have completely transformed how we plan for renewals, maintenance, and staffing. We now act *before* issues arise.”

— **Jeff Geddes, CFO, American West Restaurant Group**

“Franchise Command’s automation tools let our field teams focus on growth, not data entry. It’s like adding a digital operations analyst to every region.”

— **Gene Erdman, CPO, American West Restaurant Group**

2025 ROI Analysis

Looking Ahead

Franchise Command’s 2025 roadmap focuses on deeper intelligence and integration:

- **AI-powered forecasting** for revenue, staffing, and maintenance events
- **Sustainability dashboards** to track carbon footprint and ESG impact
- **Enhanced mobile UX** for regional managers and franchise operators
- **Open API framework** for seamless integration with accounting, POS, and HRIS systems

The evolution of Franchise Command positions AWRG — and other enterprise franchisees — to lead in an era where **data is the new competitive advantage**.

Key Findings (2025 Update)

- ✓ 1 FTE reallocation per 40–50 locations through automation
 - ✓ 100% elimination of late fees and penalties
 - ✓ 250% improvement in real-time data accessibility
 - ✓ Platform ROI fully realized within 9 months of deployment
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Conclusion

In 2018, AWRG demonstrated that digital transformation in franchise management was possible. In 2025, they've proven it's **profitable, scalable, and sustainable**.

Franchise Command continues to empower multi-unit franchisees to command every aspect of their operations — **anytime, anywhere, from one intelligent system**.

For more information, please visit:
www.franchisecommand.com