

## Restaurantes Toks S.A. de C.V. Improves Customer Service with Integrated Applications



Restaurantes Toks S.A. de C.V.  
Mexico City, Mexico  
[www.toks.com.mx](http://www.toks.com.mx)

**Industry:**  
Retail & Distribution

**Employees:**  
4,500

**Oracle Products and Services:**

Oracle E-Business Suite On Demand  
Oracle Financials  
Oracle Assets  
Oracle Cash Management  
Oracle Order Management  
Oracle Supply Chain Management  
Oracle Inventory Optimization  
Oracle Developer Suite  
Oracle Internet Server

**Oracle Partner:**



STO Consulting  
[www.stoconsulting.com](http://www.stoconsulting.com)

*“With Oracle, we received best-of-class IT solutions from experts who have great experience, know and understand these products, which allowed us to have a highly competitive position.” David Leo, IT Systems Director, Restaurantes Toks S.A. of V.C.*

The first Toks restaurant opened in Mexico City in 1971. Since then, Restaurantes Toks S.A. de C.V. has grown rapidly as part of a group of chain restaurants from Grupo Gigante, Toks’ holding company. Today, Restaurantes Toks is the most popular chain restaurant in Mexico, with locations in 12 states throughout the nation.

Restaurantes Toks faced several management challenges associated with rapid growth, such as optimizing operations and maintaining excellent customer service. The company found these challenges nearly impossible to overcome because it lacked a strong and integrated IT infrastructure.

In 2006, Restaurantes Toks launched project “Innovatoks,” an IT initiative designed with the objective of creating a unique single platform with characteristics that would allow the organization to connect business processes and provide the visibility needed to identify the impact of specific processes on the organization’s performance. As part of the initiative, Restaurantes Toks introduced world-class Oracle technology. Since then, the situation has changed for Restaurantes Toks which implemented E-Business Suite applications for financial, order, and inventory management, to its operations, using Oracle On Demand for application hosting. The company turned to Oracle On Demand for hardware provisioning, application management and support, and virtual private network hosting services.

Since deploying Oracle applications with Oracle On Demand, Restaurantes Toks has automated and improved financial management, production, purchasing, and supply distribution processes, increasing productivity and the company’s position in

**Key Benefits:**

- Automated administrative processes, optimizing operational efficiency and productivity
- Gained the ability to better track and leverage overall spend per vendor to negotiate better pricing and payment terms
- Reduced the time required for daily financial reporting and banking transactions by 30%
- Established an On Demand scheme to secure an effective and reliable way to manage its hardware and software and to reduce maintenance costs

Mexico's extremely competitive restaurant market. The company has also extended visibility of critical business data across the enterprise, enhancing collaboration and decision making.

**Process Automation Simplifies Operations**

"With Oracle's support, Restaurantes Toks has eliminated most of the manual processes with regard to daily financial reporting and administrative-related-activities, and the growth of productivity is evident in many departments of the company," said Ana María Altamira, Finance Director for Restaurantes Toks.

For example, with Oracle Financials applications, the company has reduced the time required for daily financial reporting and banking transactions by 30%. Restaurantes Toks has also automated production and purchasing planning, allowing it to reduce errors and optimize spend. For example, standardized business practices and online transactions enabled by Oracle applications help the company to reduce purchasing errors by eliminating inconsistencies and misunderstandings often associated with purchases made by phone. In addition, Restaurantes Toks also has visibility into its total spend with suppliers, enabling it to leverage volume relationships to obtain better pricing and payment terms.

**Operational Efficiency Improves Customer Service**

"We realized we needed a specialist to handle high volumes of information. Tracking information from its source became increasing complex as we continued to grow," said David Leo, IT Systems Director for Restaurantes Toks.

For example, each outlet generates a sales and income report using real-time data pulled from the company's integrated Oracle application infrastructure. This single source of data improves the accuracy of the company's financial information and streamlines reporting processes, eliminating the need to re-key information from one system into another. Real-time information also helps Restaurantes Toks managers make more informed decisions.

New tools, such as Oracle Developer, enabled Restaurantes Toks to develop applications with better applicability than the previous server/client scheme. The company also relies on Oracle Application Server to keep the system running at its peak – including its managed services practice, which requires around-the-clock availability to keep customers happy.

**“The idea was to have cutting-edge IT support to enable the company to improve customer service, which is the main objective of our business.”**

Ana María Altamira  
Finance Director,  
Restaurantes Toks S.A. de  
C.V.

“Detailed, updated information online allows tracking of each transaction from its source. This has been a challenging change for our organization, but all employees have welcomed the improvements. Their work is much simpler, and now they can dedicate their time to delivering better customer service,” Altamira said.

### **In Safe Hands with a Hosted Environment**

Besides revamping its system, Restaurantes Toks was looking for the most effective and reliable way to manage its hardware and software. Oracle On Demand provided the ideal solution with 24/7 expert support and hosting services for the company’s Oracle applications.

“For the implementation of complex system designs, we needed to work with the specialists and we know the business is in safe hands with the services of Oracle On Demand,” confirmed David Leo.

The On Demand implementation reduced and improved forecasting of IT costs. It also offered a path for rapid and effective implementation without disrupting operations.

### **Why Oracle?**

Restaurantes Toks evaluated other solutions, including SAP. Nonetheless, the company selected Oracle because it offered the best fit based on Restaurantes Toks’ business goals.

“We considered Oracle because it offered a single source for everything we needed: the technology, the platform, the experts, and the people,” Altamira said. “The most important thing is the commitment that Oracle has made to us. More than a provider, we were searching for an IT partner. Oracle offered us that level of commitment, and so far it has fulfilled our needs.”

### **Implementation Process**

In the first stage of the project, Restaurantes Toks implemented Oracle E-Business Suite and from Oracle Financials: accounts payables, accounts receivables, fixed assets, cash management, inventory optimization, and order management, substituting processes from the company’s legacy AS400 and OASYS platforms.

The company, working with Oracle partner STO Consulting, completed the implementation in eight months. An out-of-the-box deployment with minimal customization contributed to Restaurantes Toks rapid implementation and results.

Restaurantes Toks received constant support from Oracle during its Oracle On Demand installation, driving tangible benefits, such as lower IT costs. The implementation was also fast and effective, with limited disruption to ongoing operations.

“Oracle’s team joined Restaurantes Toks to define clear and simple objectives, and during the implementation we obtained the results we required,” Altamira said.

#### **Advice from Restaurantes Toks**

- Plan the company’s administration and internal communication with the future users of the system is essential throughout the system’s implementation process.
- Calculate the benefits and establish performance tests before and after the implementation.
- Involve all users from the start to build support.

*Restaurantes Toks S.A. de C.V. is one of Mexico’s most popular restaurant chains.*

