

The Challenges

Our client needed a way to manage the explosive growth that they are experiencing while also monitoring best-practices among their supporting Vendors. Users were experiencing challenges in identifying what Vendors supported the different aspects of their businesses. Over 50 Vendors, each with different online capabilities, are utilized which also makes tracking the volume of purchases difficult to track as it relates to Vendor- incentives and rebate programs. The environment was not sustainable long-term with such exponential growth.

GearBox™: The Solution

GearBox™ was engaged to connect all of their individual franchise locations to a single, online interface. Franchisees can now order everything they need online – from towels to exercise bikes. Franchisees are also able to utilize parent/child hierarchical relationships for multiple location management and approvals. Corporate also has the ability to quickly engage new Vendors/Products on a national scale with a separate portal for engaged Vendors to update all aspects of the products offered online.

Our client is also able to have complete visibility of all activities on the system to allow for accurate rebate reporting and Vendor accountability around performance and pricing benchmarks.

Expanding the Role

This franchisor has continued to expand the offering within their GearBox solution to now include localized direct mail and social media marketing, resource libraries, on-line quoting and centralized billing – where all local tax liabilities are automatically managed through the GearBox. They have since expanded GearBox's role into other Franchise systems they support as well as go international with Canadian and European locations.



Equipment



Signage

Local Marketing

CHALLENGES

- Our client needed an effective solution that would allow them to manage their explosive growth.
- A large network of Franchisees with a disparate system of support Vendors.
- Ability to handle Sales Tax requirements for all locations nationwide.
- Localized marketing efforts had to be effectively controlled and easy for Franchisees to engage.

SOLUTIONS

- IRIS engaged our online portal, GearBox™, to bring all procurement support and Franchisee initiatives into a single interface.
- All Vendors (50+) were onboarded with products made available through a SSO customized Dashboard.
- Localized marketing was integrated for a streamlined, on-line environment that created a single interface for every component a Franchisee might require.

RESULTS

- Our client has been able to continue their growth and was named a Top 10 Franchisor in the country.
- GearBox provided visibility to all Vendor sales volumes – resulting in more accurate Corporate rebates.
- Localized marketing was increased – especially in social media.
- On-boarding has been streamlined for both new Franchisees and Vendors.