



## Extreme Brandz Implements Livelenz POS Data Analytics, Business Intelligence at Mucho Burrito, Extreme Pita, and Pur Blendz



### THE COMPANY

Extreme Brandz - Quick fresh and healthy dining

### THE ASSIGNMENT

Extreme Brandz operates over 300 restaurants in North America under the brand names of Extreme Pita, Mucho Burrito and PurBlendz. They needed a POS data analytics system that could drive measurable improvement to profit, productivity and operations across the entire Extreme Brandz portfolio. They sought real-time data and business knowledge at their fingertips, allowing franchisees and the franchisor to collaborate more effectively.

### THE CHALLENGE

Extreme Brandz is the franchisor and operator of several hundred restaurants across North America operating under the brand names Extreme Pita, Mucho Burrito, and PurBlendz. The company's primary objective is to set a new bar in quick fresh and healthy dining, and to maintain an "ahead of the curve" philosophy toward reshaping the landscape of the QSR Marketplace. Extreme Brandz is a privately held company based out of Mississauga, Ontario, Canada and it never before had meaningful business knowledge that had been easy to access, analyze, and act on for any of the stakeholders in their organization.

### THE SOLUTION

Extreme Brandz chose Livelenz as their SaaS POS data analytics provider to fulfill their in-store needs. Through the Livelenz software they are able to retrieve measurable real-time data on both transactional and non-transactional data from any browser connection through a smartphone or computer.

The Livelenz software was initially implemented in fall of 2010 with approximately 100 stores going live. A corporate dashboard solution was implemented at this time as well. After the preliminary installations Extreme Brandz witnessed the ease of implementation with Livelenz and determined this analytic software would become the standard for their stores. All of the Mucho Burrito, Extreme Pita and Pur Blendz locations are currently or will soon be supported by the Livelenz POS data analytics solution. The Livelenz portal supports most POS software applications in the QSR space and in this deployment is integrated with FTI POS software from Subtotal POS Systems Ltd. Extreme Brandz maintains a reputation of being "ahead of the curve" in quick fresh and healthy dining, and continues to reshape the landscape of the QSR marketplace by tapping into valuable customer buying trends, product usage, inventory and staffing to make time sensitive business decisions backed by data that is measurable, and available in real or near real time.

## THE RESULT

“With the Livelenz software portal, we not only collect and analyze the information in real-time, but we also see the immediate application of the knowledge gained by having Livelenz in real-time decision making at the store level from our operators and managers,” said Mark Rechichi co-founder of Extreme Brandz.

In reviewing the concepts Extreme Brandz operates, Mucho Burrito offers a made-to-order gourmet Mexican menu in a bright, fun contemporary atmosphere. Providing customers with an unmatched Mexican flavor experience by offering the freshest and best burrito

has positioned Mucho Burrito as one of the hottest restaurant concepts to enter Canada. Extreme Pita maintains Extreme Brandz commitment to fast, fresh and fun with customized flat baked or rolled pitas with a choice of vegetable sides.

The PurBlendz pure fruit smoothies complete the offering with purFruit and dairy free smoothie blendz. Data collected via the POS systems at these locations will allow Extreme Brandz to continually enhance the offering, the service, and overall business model for all of the brands.

## ABOUT LIVELENZ INC.

Livelenz Inc. is a leader in the development of unique web-based business tools for the quick service restaurant (QSR) sector worldwide. The tailored solutions offered are relevant, easy to use, and meaningful to the QSR community; in large because the management team at Livelenz™ are also food service/QSR franchisees. Building on a Software as a Service model, Livelenz™ offers real-time operational analytics, dashboards, trending, inventory, sales, productivity, accounting and menu management tools, and more. The return on investment has been proven by thousands of franchisees worldwide that have put store operations in the palm of their hand through any browser or Smartphone.

Serving more than 5,000 restaurants across North America, Latin America, Germany, Australia, and the United Kingdom, Livelenz Inc. offers a variety of tailored service packages to deliver analytics, data, support and integration to your operations.



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