

# Domino's Expands Into Global Markets and Provides Real-Time Operation Views to Franchise Owners with Confluent



## Headquarters

Ann Arbor, Michigan

## Industry

Food Delivery

Franchising Restaurants

## Challenges

Domino's is the recognized world leader in pizza delivery, driven by a data-first approach and relentless customer focus in everything it does. Domino's operates more than 6,000 stores in the United States, 17,000 globally, and offers many different ordering channels, including smart devices, mobile apps, and social media. In order to improve its store operational real-time analytics, support global expansion goals, and implement more personalized marketing campaigns, Domino's needed a robust enterprise data intake infrastructure that could simplify its data pipelines and provide robust data streaming capabilities through a single pane of glass.

## Solution

Domino's was already leveraging Apache Kafka® for some key customer behavioral messaging data pipelines but chose to upgrade to Confluent to enable more enterprise-grade capabilities for applications across the organization. Its first Confluent use case for the Enterprise Information Management team was to build a real-time store operations analytics platform so that franchise owners can observe what is happening at their stores at any given time. Domino's then expanded its use of Confluent to enhance targeted marketing opportunities as it receives responses from various campaign activities through their numerous digital channels.

## Results

- **Real-time analytics.** Domino's Store Operations teams and franchise owners will now have a real-time view of their store operations including order volume by channel as well as store efficiency metrics.
- **Resilience.** To enable an always-on commerce, the Domino's team expects 100% uptime and relies on Confluent to help achieve this.
- **Global expansion.** The legacy solution was not robust enough to support Domino's plans to expand its operations platform internationally. Switching to Confluent will help Domino's to effectively scale the U.S. operations to global markets which contributes to leading in the global QSR industry.

## Conclusion

Domino's market strength is underpinned by its transformation from a traditional pizza company to an e-commerce driven organization, with a focus on technology innovation enabled by data in motion. What started out as a use case within a single team has grown to become an enterprise solution capable of unlocking use cases across the business as more teams see the value of Confluent. Everything from the connectors to Confluent's built-in resilience helps Domino's remain operationally nimble and focus on what it does best, deliver great pizza to its customers worldwide.