

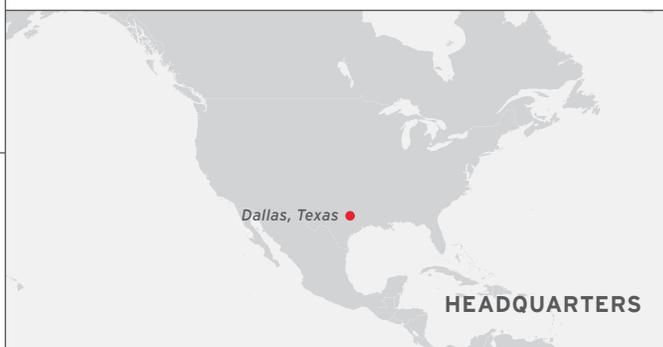
BRINKER OFFERS INNOVATIVE DIGITAL DINING EXPERIENCE WITH RED HAT



SOFTWARE

- Red Hat® Enterprise Linux®
- Red Hat Gluster Storage
- Red Hat Satellite
- Red Hat Insights

Brinker International, Inc., the parent company of Chili's Grill & Bar and Maggiano's Little Italy, focuses on providing exceptional dining and is an industry leader in providing innovative digital guest experiences. To offer a consistent guest experience with its mobile application, website, in-restaurant table kiosks, and curbside dining, Brinker sought to establish a unified e-commerce environment. With a foundation of Red Hat Enterprise Linux and Red Hat Gluster Storage, supported by Red Hat Satellite, Brinker's new e-commerce environment supports faster development and deployment, can scale to support peak traffic demands, and helps the company ensure critical customer data is protected.



HOSPITALITY

900+ CORPORATE CHILI'S RESTAURANTS AND
300+ FRANCHISE RESTAURANTS IN THE UNITED STATES

“When we had to put a fix in place on a Friday at dinnertime, one of our busiest online ordering times, we completed deployment with no downtime. It worked flawlessly.”

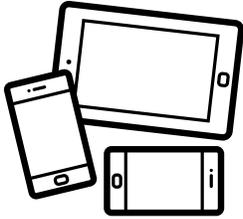
NATHAN HUBER
ENTERPRISE ARCHITECT, BRINKER

BENEFITS

- Gained support for faster development and deployment to decrease environment provisioning from weeks or months to hours or minutes
- Established e-commerce foundation for creating and scaling innovative app features and services to meet guest's demands and support user traffic shifts
- Ensured guest's personal and payment information is protected through Red Hat's enterprise-grade security capabilities



facebook.com/redhatinc
@redhatnews
linkedin.com/company/red-hat



“We were going to use the community version of Gluster but realized that we needed support. That’s when we chose to use Red Hat’s version.”

NATHAN HUBER
ENTERPRISE ARCHITECT,
BRINKER INTERNATIONAL, INC.

ENHANCING THE DIGITAL GUEST EXPERIENCE

Founded in 1975, Brinker International is the parent company of Chili’s Grill & Bar and Maggiano’s Little Italy. Brinker focuses on providing exceptional dining and is an industry leader in providing innovative digital guest experiences.

Previously, the digital experience for Chili’s was focused on its website, then moved to mobile applications as guest expectations changed. In addition, Chili’s partnered with Ziosk to offer tabletop devices that let guests submit orders and established a loyalty program to encourage repeat visits. The company’s mobile traffic has grown by 10%-15% in the last year.

“Our guests are interacting with technology to do more. We need to keep moving forward to a modern, self-service model and a more personalized experience,” said Michael Erdman, director of digital guest experience at Brinker International, Inc.

However, as use of the Chili’s digital offerings grew, the company’s legacy technology, effective for decades, could not keep pace. The process to update website code took several hours, required downtime, and did not guarantee consistent configuration across the company’s IT environment.

“We tried to use our existing, traditional software stack, but those products didn’t evolve at the pace we wanted,” said Pankaj Patra, senior director of IT enterprise solutions at Brinker. “We wanted the flexibility to deploy code quickly, with minimal downtime, and on a continuous basis, instead of having to deploy, roll back, and then deploy again.”

Brinker sought to unify its digital platforms—including its website, mobile app, and tabletop restaurant devices—in a new e-commerce environment to provide a more consistent guest experience and increase adoption of its digital offerings.

“We want to be the leader in the digital guest experience,” said Nathan Huber, enterprise architect at Brinker. “We want to use smart in-restaurant technology, supported by innovative core infrastructure technologies.”

ESTABLISHING AN OPEN SOURCE ENVIRONMENT FOR INNOVATIVE E-COMMERCE

To build this new environment with the necessary innovation and flexibility, Brinker sought an open source technology solution. “We’ve been a closed platform shop for forty years. But for this project, we didn’t want to get too tied to one technology, so we started looking at open source,” said Patra. “There’s so much innovative development happening in open source communities.”

After a long partnership with Red Hat using Red Hat Enterprise Linux, Brinker decided to use Red Hat’s platform as the foundation of its new e-commerce environment. This environment also hosts the new digital curbside service that lets Chili’s guests order using a mobile app, then have their food delivered to their vehicle outside of the restaurant.

In addition, Brinker deployed Red Hat Gluster Storage to store guest feedback data, support a variety of environments—including development, testing, integration, and production—and gain container-based persistent data storage.

“We were going to use the community version of Gluster but realized that we needed support,” said Huber. “That’s when we chose to use Red Hat’s version of Gluster.”

Brinker also deployed Red Hat Satellite for resource provisioning. Its configuration management capabilities enforce policies, security, updates, and other configurations across the company's Gluster and Linux environments. The company also uses Red Hat Insights, a predictive analytics offering.

"Red Hat Insights provides risk mitigation and visibility into the state of our systems," said Patra. "It helps us make sure our IT environment and data is secure with automated resolution of any threats."

Deployment of this new environment to all corporate-owned Chili's restaurants took just one year and four months from initial work to full production launch. Using the new platform, Brinker launched its new digital curbside service in under eight weeks.

ENHANCING DEVELOPMENT TO IMPROVE THE CUSTOMER EXPERIENCE

FASTER DEVELOPMENT AND DEPLOYMENT WITH MINIMAL DOWNTIME

The new e-commerce environment created with Red Hat software helps Brinker develop, test, and deploy new features and services faster with a continuous integration and continuous deployment (CI/CD) approach. Brinker can now create new development environments in hours or minutes, instead of weeks or months.

"With our old system, it would take two and a half to three hours to do a small deployment," said Erdman. "Right now, we can do a deployment in less than five minutes. It's a very fast system."

The company has also standardized its code across environments to ensure consistency. As a result, Brinker can design, implement, test, and deploy innovative offerings at the speed of business, with zero downtime when deploying to production.

"When we had to put a fix in place on a Friday at dinnertime, one of our busiest online ordering times, we completed deployment with no downtime. It worked flawlessly," said Huber.

Together with Red Hat technologies, a DevOps approach has also helped Brinker's IT teams develop and deploy solutions that meet business needs—and guest demands—faster.

"Traditionally, our business partners would reach out to third-party providers, but with this e-commerce platform, we've become the go-to vendor," said Huber. "Our successful launch and no downtime have built a significant amount of confidence in IT."

GREATER SCALABILITY AND FLEXIBILITY TO MEET GUEST DEMAND

The new environment not only supports average online ordering traffic—between 10,000 and 20,000 users—but also scales to meet peak traffic demands.

"This past Valentine's Day, one of our busiest days, we had the best e-commerce performance since we started our site," said Erdman. "We completed hundreds of thousands of transactions, with no issues or downtime. That's up about 50% in revenue and transaction volume from last year, when we had a system crash and three hours of downtime."

Brinker can also support massive simultaneous use by thousands of guests. The company is confident in its ability to support expanding concurrent user traffic for the next five years. "We tested up to 25,000 to 30,000 concurrent users without the system ever crashing or crumbling," said Huber.



CUSTOMER CASE STUDY Brinker offers innovative digital dining experience with Red Hat



ABOUT RED HAT

Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.

NORTH AMERICA
1 888 REDHAT1

EUROPE, MIDDLE EAST,
AND AFRICA
00800 7334 2835
europe@redhat.com

ASIA PACIFIC
+65 6490 4200
apac@redhat.com

LATIN AMERICA
+54 11 4329 7300
info-latam@redhat.com



facebook.com/redhatinc
@redhatnews
linkedin.com/company/red-hat

redhat.com
#7926_0817

In addition, Brinker can use Red Hat software to build new app features and services—such as digital curbside ordering and integration with its loyalty program—that encourage wider customer adoption and make its restaurants more competitive.

“The innovation in open source is amazing. When you have many minds working together, you can build a product that you can't get from a proprietary offering,” said Huber. “With our container-based infrastructure, we can use different modules as building blocks to deliver innovative features to our customers, while still offering a consistent multichannel experience.”

ROBUST DATA SECURITY

Brinker uses guests' personal and payment data to enhance its restaurant experience, and securing this data is critical. As a result, Brinker needed a solution that would balance open source innovation with enterprise-grade security.

“Using an unsupported, upstream version wasn't a risk we were willing to take for a revenue-generating, guest-facing application,” said Huber. “Security is always at the forefront of our business and IT strategy.”

Red Hat Satellite ensures the company's Red Hat environment receives timely security updates and fixes. As a result, Brinker can focus on building new guest services, rather than manual security configuration, and ensure collected data is protected from threats.

“This is a guest-facing platform that takes credit card transactions, so it's got to be highly secure,” said Huber. “With a Red Hat-based container, we know it's from a trusted partner and know it meets all PCI [Payment Card Industry] requirements, while letting developers and other internal users to spin up environments quickly.”

EXPANDING INNOVATION FOR FUTURE SUCCESS

After the successful initial deployment of its new e-commerce environment, Brinker is now expanding its online system to its franchise restaurants, as well as its Maggiano's restaurants. The company is also researching other technologies that could help it further enhance and personalize its guest experience, including hybrid cloud computing and OpenShift.

“Red Hat has been a huge partner in helping us innovate and try technologies that are new to the industry,” said Huber. “We're testing some new innovations that Red Hat is helping us with, and we're really excited about what the future brings.”

ABOUT BRINKER INTERNATIONAL, INC.

Brinker International, Inc. is one of the world's leading casual dining restaurant companies. With more than 1,660 restaurants and over 100,000 team members in 32 countries and two territories, Brinker welcomes more than 1 million guests into Chili's and Maggiano's restaurants every day.

Copyright © 2017 Red Hat, Inc. Red Hat, Red Hat Enterprise Linux, the Shadowman logo, and JBoss are trademarks or registered trademarks of Red Hat, Inc. or its subsidiaries in the United States and other countries. Linux® is the registered trademark of Linus Torvalds in the U.S. and other countries.