Domino's leverages Rackspace and Microsoft Azure for next stage of global growth

By transforming to a new cloud hosting solution, Domino's has the right tools to manage and expand its global online ordering platform.

BUSINESS

Based in Brisbane, Australia, Domino's Pizza Enterprises Limited (ASX:DMP) is Domino's largest franchisee outside of the United States, with a network of more than 2,000 stores on three continents.

CHALLENGES

To migrate the company's proprietary platform and large quantities of data to a flexible, scalable environment capable of handling fluctuating workloads across multiple regions.

SOLUTION

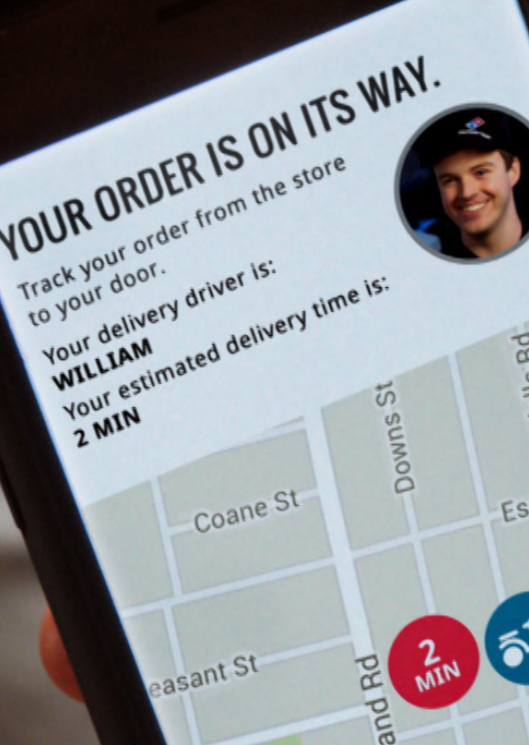Fanatical Support® for Microsoft® Azure® from Rackspace.

OUTCOME

Domino's Pizza Enterprises teamed with Rackspace experts to move the company's online ordering platform to an agile Microsoft Azure hosting solution that ensures systems are available 24x7.

In the late 1980s, Don Meij was a delivery driver for Silvio's Dial-a-Pizza, a popular Australian pizza chain with 70 store locations. When the company purchased the master franchise for Domino's Pizza in 1993, Meij stayed on and worked his way up the ranks in management. He eventually became a significant franchisee in his own right before taking the helm as CEO of Domino's Pizza Australia in 2002.

Today, the Australian division is known as Domino's Pizza Enterprises Ltd. The publicly listed company boasts more than 2,000 stores across Australia, New Zealand, Belgium, France, The Netherlands, Japan and Germany and is the largest master franchisee of the Domino's brand in the world. Its operations rely heavily on technological innovation, including an easy click ordering system and GPS Driver Tracker, which lets customers track their delivery from store to door.

> **"ALTHOUGH WE ARE PRIMARILY A FOOD COMPANY, AND PART OF THE QUICK SERVICE RESTAURANT INDUSTRY, WE ARE KNOWN FOR OUR STRONG DIGITAL SOLUTIONS,"**
> **WAYNE MCMAHON** :: GROUP CIO, DOMINO'S PIZZA ENTERPRISES

CONNECTING TO CUSTOMERS

The company's heavy reliance on data systems is critical to its operations and continued growth, as customers have come to expect a quick and easy ordering experience. More than 70 per cent of orders arrive via Domino's digital platform, with online orders reaching as high as 90 per cent at some stores.

"We have high volume loads in a short time period," explains Brad Dight, IT Operations Director Domino's. "We could have two or three servers sitting within the pool and it could scale up to ten servers, depending on the night."

Recently, the franchise group also expanded its digital offering with full GPS enablement of the delivery process to give customers added convenience. As Domino's continues to develop new tools for its proprietary online system, however, the company increasingly experienced challenges with monitoring and escalating issues around the clock. To accommodate fluctuating usage demands and plans for future development initiatives, Domino's needed a new platform and new, scalable infrastructure that offered a high degree of automation right out of the box.

IDENTIFYING SYNERGIES

Domino's Pizza Enterprises previously partnered with Rackspace to host a legacy online system it was running in Europe while rolling out its global online platform, which left a positive impression.

"Rackspace is a company with integrity, a company that we trust and we felt would make a great partner for the need that we had around global monitoring and problem escalation with our global digital platform," says McMahon.

After an extensive needs analysis, Rackspace engineers shifted Domino's systems from a more static, OS-based hosting environment to a PaaS based environment in Microsoft Azure for the next generation of the group's global eCommerce platform. "We are primarily a dot net shop, and we found that there were synergies in dot net development and the Microsoft Azure stack," explains Mark Bond, Technical Team Lead, Domino's.

The transition required collaboration with both Rackspace and Microsoft to manage legacy code while porting Domino's proprietary online system from an infrastructure as a service to a platform as a service environment. The resulting Microsoft Azure cloud solution incorporates cutting-

edge PaaS offerings, which will bring a new level of flexibility and agility to Domino's as the company moves into its next level of global growth.

DELIVERING FANATICAL SUPPORT

From a seamless onboarding process during kickoff to having continual access to expertise both locally and globally, the collaboration with Rackspace has been transformational for Domino's, says Bond. "We have found that they're a very proactive company. Quite often, they'll be chasing us with ideas and suggestions on how we can do things better, and that has been very beneficial to the overall project," he notes.

The new hosting platform also simplified the overall architecture of Domino's systems. "In terms of configuring deployment, Microsoft Azure makes it easy to link back a lot of your assets just to get repositories. So instead of having to configure separate deployments for each environment, you just link it back to a repository and it'll pick it up," Bond says.

Perhaps the biggest benefit to the partnership has been the franchise group's ability to leverage Fanatical Support® to develop bespoke architecture that improves the efficiency and scalability of Domino's global online system.

"THE ONBOARDING PROCESS HAS BEEN FANTASTIC, THE TEAM AT RACKSPACE HAS BEEN REALLY EASY TO WORK WITH."

BRAD DIGHT :: IT OPERATIONS DIRECTOR AUSTRALIA & NEW ZEALAND, DOMINO'S PIZZA ENTERPRISES

"The thing I would share with other customers who are thinking about working with Rackspace is to be honest and upfront," says McMahon. "Tell them what are the challenges in your business and help them to tailor a solution that best suits your own needs."

ABOUT RACKSPACE

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it all on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and Fanatical Support® for leading technologies including AWS, Google, Microsoft, OpenStack and VMware. The company serves customers in 150 countries, including more than half of the FORTUNE 100. Rackspace was named a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide, and has been honored by Fortune, Forbes, and others as one of the best companies to work for. Learn more at www.rackspace.com/en-au or call us at **1-800-722-577**

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