

## CUSTOMER CASE STUDY: **Platinum Corral**

Jacksonville, North Carolina

### **CHALLENGE:**

**UPGRADE COMPANYWIDE ACCOUNTING SYSTEMS IN ORDER TO CONTROL A PROGRAM OF AGGRESSIVE EXPANSION**

### **SOLUTION:**

**FULLY-AUTOMATED, ALL-INCLUSIVE, UNIQUE-TO-THE-INDUSTRY, WEB-BASED REPORTING SYSTEM**

**F**ounded in 1996, *Platinum Corral* is now the second largest Franchise operation in the whole national Golden Corral Buffet-Grill Restaurant Network, and the 110th largest franchise operation out of the top 200 general franchise networks in the whole country.

*Platinum Corral* is one of the most progressive and fastest growing operations with restaurant locations throughout North Carolina, South Carolina, West Virginia, Virginia, Ohio and Kentucky.

### **CHALLENGE:**

#### **Controlled Expansion**

In 2003, Platinum Corral was planning an aggressive expansion program but needed first to ensure their internal accounting efficiencies were solid. In order to be sure they were heading in the right direction and preventing any unforeseen problems, Platinum Corral turned to the combined technology and accounting expertise of **Intelligent Technologies, Inc.** to assist in the planning and implementation of a new operational system.

“Without the help and expertise from **Intelligent Technologies**, we couldn't have grown to this extent. With their custom accounting interfaces, they set us up for maximum productivity. No matter how large we grow, we won't ever have to worry about increasing staff to keep pace and we'll always remain highly efficient and highly integrated.”

**Kirby Mitchels**

Chief Financial Officer / Controller  
Platinum Corral  
Jacksonville, NC

### **SOLUTION:**

#### **Fully-Automated, All-Inclusive, Unique-to-the-Industry, Web-Based Reporting System**

**Intelligent Technologies, Inc.** had the idea to create a method of simultaneously sharing vital daily operational and financial data amongst their many units, and early enough each morning to make any adjustments necessary before the opening of business.

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corral<sup>®</sup>  
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The ability to deliver comprehensive daily operational reports from multiple sources, early enough each morning, would allow for better inter-unit communications, better overall financial monitoring and better operational and network control.

The overall corporate system they devised and installed allows for:

- Fully automated accounting processes and procedures because of the unique interfaces created.
- A program of fully electronic system checks.
- A web-reporting system for all unit managers to access and have instant knowledge of food and labor costs, with an instant comparison of day-to-day, month-to-month, or year-to-year costs.
- Elimination of the need for having staff accountants at each location.
- Reports which are delivered by 6:30am each morning - no matter how many locations or how complex the reports.
- Drastic reduction in company labor (daily staff time to compile data) and cost of benefits packages.

## **RESULTS:**

### **We Must Be Doing Something Right**

Platinum Corral has gained tremendous market share and grown from 7 locations in 2003 to 25 locations in 2010 and has more than tripled their overall business volume in that short amount of time, while only adding 1 new part-time staff accountant in the corporate office to help handle the added growth!

Platinum Corral has also won numerous awards nationally for their efforts in employee recognition and retention, especially with the receipt of the "People and Performance Award" through Nations Restaurant News, and they've been recognized twice by Golden Corral Corporate through its "Caring Corral Culture Award" for their internal programs designed to promote employee retention.

*"We've done several projects with Intelligent Technologies, Inc. They have a great depth of knowledge and plenty of expert staff who can fill in when needed. They always respond immediately to our calls no matter what time or what day, and when they say they will deliver something - they always deliver."*

**Kirby Mitchels**

Chief Financial Officer / Controller  
Platinum Corral  
Jacksonville, NC

## **Partnering With Platinum Corral**

**Intelligent Technologies, Inc.** is a knowledge-based technology firm who has helped over 300 companies across the Southeastern United States find value, reliability, security and accelerated productivity through the evaluation and integration of world-class operational software and system tools. For over 20 years they've been implementing solutions for financial management, business intelligence and process improvement, data conversion, payroll and project accounting, and customer relationship management - supported by the staff's expertise in high-level accounting practices and business processes.

*For more information, contact:*

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