

CASE STUDY



enVista Improves  
Supply Chain  
Traceability and Cold  
Chain Management  
for Leading Quick  
Service Restaurant





## ABOUT

A rapidly growing American quick service restaurant chain operates several thousand restaurants across the U.S. Embracing a philosophy rooted in quality ingredients and a great corporate culture, this growing chain has fostered a dedicated customer base nationwide.

## OPPORTUNITY

The client faced significant challenges in managing its diverse supplier base and ensuring the integrity of its supply chain. Challenges such as varying data standards, decentralized operations, and limited real-time visibility into shipments and cold chain conditions have raised concerns regarding food safety and quality. To address these challenges, the quick service restaurant partnered with enVista, a leading supply chain consulting firm, to implement robust traceability and cold chain management solutions. Specific challenges included:

- **Diverse Supplier Base:** The client operated with a wide array of suppliers, each with its own labeling and data exchange standards.
- **Traceability Gaps:** Challenges in achieving real-time traceability capabilities hindered the prompt resolution of food safety or quality concerns.
- **Cold Chain Management:** Real-time temperature monitoring systems could be improved to ensure optimal food quality standards were consistently met.
- **Decentralized Supply Chain:** Numerous stakeholders were involved in the supply chain, including suppliers, brokers, 3PLs, carriers and distributors, leading to coordination challenges.
- **Lack of Program Metrics:** More comprehensive documentation of use cases and program metrics was needed to enhance performance evaluation and improvement processes.





## SOLUTION

Based upon the client's new food safety mission, enVista launched a multifaceted approach to address each of the client's supply chain challenges. A comprehensive supplier onboarding strategy was developed, facilitating the integration of suppliers into traceability and cold chain management programs. enVista implemented standardized data exchange protocols, leveraging GS1 GTIN/GLN and labeling standards for example, to drive consistency and compatibility across the supply chain. Further, operational processes underwent significant redesign to enable real-time data visibility throughout the supply chain, enhancing responsiveness to food safety and quality issues.

enVista focused on stakeholder education, ensuring that internal and external parties were well-informed and aligned with program objectives in order to limit implementation timeliness and reduce change management risk. Finally, stakeholder feedback was actively solicited and documented, providing valuable insights for program refinement and continuous improvement efforts. Collectively, these initiatives enabled the client to strengthen its supply chain resilience and enhance its ability to maintain consistent food safety and quality standards network-wide.



## RESULTS

The client witnessed significant enhancements in its supply chain operations following the implementation of targeted initiatives by enVista. enVista's comprehensive recommendations were delivered for the long-term enhancement of third-party and internal systems, ensuring sustained efficiency and adaptability. Further, robust analytics and reporting mechanisms were established to closely monitor supplier adherence to critical data completeness and accuracy metrics, bolstering quality control measures.

The successful onboarding of over 100 suppliers and a half-dozen distributors into the traceability and cold chain management programs significantly elevated food safety standards within the supply chain, amplifying supply chain visibility and responsiveness. Continuous improvement efforts were further fueled by the formulation of actionable recommendations supported by standard operating procedures and program governance materials, all of which drove change management across the client's strategic partnerships. enVista also provided invaluable support and guidance to team members during food safety investigations, while also charting a clear program roadmap to steer future decision-making processes. These combined efforts propelled the client towards a more resilient and efficient supply chain landscape, firmly anchored in heightened traceability, quality assurance and continuous improvement practices.



Through strategic collaboration with enVista, the client successfully addressed its supply chain challenges, enhancing traceability and cold chain management capabilities. By implementing standardized data exchange protocols, streamlining operations and fostering stakeholder alignment, the client has laid a foundation for a resilient and efficient supply chain that prioritizes food safety and quality, while reinforcing consumer trust in the brand.

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**Let's have a conversation.®**

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