

KFC UK selects Hitachi to deliver strategic business intelligence platform

Hitachi Consulting (formally Information Management Group Ltd.) has been selected as preferred partner to lead the delivery of a strategic business intelligence (BI) capability for KFC, working with KFC's technology partner MicroStrategy. The first phase of the programme will be to complete a comprehensive review of the current information landscape, capability and business insight needs across KFC.

Chris Matthews, KFC's BI and Corporate Technology Manager, states "We selected Hitachi as our business insight transformation partner because of their business focused approach to delivering successful information management programmes. Hitachi's breadth of BI / information management platform skills coupled with their Information Strategy Assessment Service makes them the ideal partner to work with us to build our business insight roadmap."

Garry Miller, Vice President, Hitachi adds "We are delighted to be working with KFC. The increasing complexity of data, coupled with a challenging economic environment means organisations have to be looking at ways in which they can reduce costs, whilst offering a superior service to their customers. We strongly believe that investing in their information management capability will enable KFC to better serve their customers and increase business efficiency."

About KFC

KFC, the world's largest chain of chicken-based quick service restaurants, grew from the chicken business set up

by Colonel Harland D Sanders in the 1950s. The Colonel had found a way to combine 11 herbs and spices with flour to create a unique taste, and to this day the secret recipe is only known to a handful of people. It is locked away in a vault in Louisville, Kentucky.

KFC came to Britain in 1965, with the first store opening in Preston, Lancashire, and there are now 850 stores across the UK, with over 24,000 employees.

KFC has made considerable nutritional improvements in the last few years, cutting salt by as much as 50% and switching cooking oils to cut saturated fat levels in Original Recipe Chicken by up to 25%. KFC has also expanded its range to include lighter options, such as the Rancher, KFC's first non-fried product.

KFC was voted Britain's Top Employer in 2012, 2013 and 2014, becoming the first company to win the award for three consecutive years, and the company has been named as a Great Place to Work for the last four years. The company places a big importance on developing people, and became the first restaurant company in the UK to launch an honours degree – a BA (Hons) Business Management course in conjunction with De Montfort University, Leicester. KFC also works with City & Guilds to provide Level 2 and Level 3 Apprenticeships to team members and team leaders.

KFC is also committed to benefiting the community, and uses its expertise at developing young people to work

with some of the most disadvantaged young adults in the UK through a work experience partnership with Barnardo's.

The company also works to help the global community, and has raised over £4m for the United Nations World Food Programme in the last six years.

KFC UK, Inc is a subsidiary of Yum! Brands, Inc. (NYSE:YUM), which also owns the Pizza Hut and Taco Bell restaurants. For further information, please visit www.kfc.co.uk.

About Hitachi Consulting

Hitachi Consulting is the global solutions and professional services organization within Hitachi Ltd., a global innovation leader in industrial and information technology solutions and an early pioneer of the Internet of Things. Hitachi Consulting is a business integrator for the IoT era and a catalyst for digital transformation. Using our deep domain knowledge, we collaborate with clients to help them innovate faster, maximize operational efficiency and realize measurable, sustainable business and societal value. As a consulting-led solutions company, we can help you leverage data as a strategic asset to drive competitive differentiation, customer loyalty and growth. To learn more, visit www.hitachiconsulting.com.