

OVERVIEW

Group D Presentation.

- Background the organisation of Pizza Express
- The challenge (s) before the introduction of modern technology
- Insights to the modern technology introduced.
- The impact of modern technology on pizza express.
- The lesson that can be drawn from the case study on Pizza Express
- Reference
- Conclusion

BACKGROUND OF THE ORGANIZATION



Module title: Digital skills and research methods

Module code: BMSW4003

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Presentation (group D)

BACKGROUND THE ORGANISATION OF PIZZA EXPRESS

- Pizza Express is a restaurant group based in the United Kingdom. It has over 470 restaurants across the UK, 100 in Europe.
- Founded in 1965 by Peter Boizot, Pizza Express opened its' first restaurant in London's Wardour Street. Inspired by his travels around Europe, Peter brought over the traditional Pizza oven to the UK, and was the first person to import Peroni.
(Pizza Express, 2020)
- In 2014 the company was sold to the China based private equity firm Honey Capital in a deal worth £900 million. Pizza Express celebrated its' 50th anniversary in 2015, and is still going strong, although like all companies in the service industry, they have been adversely effected by the current pandemic.
- Technology is a necessity in our days, without technology is no remote communication whit costumer, also the new Pizza Express run on Flit's platform, that means costumer are able to pay and go under a minute, such as Integrate Vouchers service from Eagle Eye.

(Charlton Media Group, 2020)



ABOUT PIZZA EXPRESS

- Ever since Peter Boizot opened the first restaurant in Soho in 1965, Pizza Express has maintained the values of fantastic food, evocative music and distinctive design. They always use top-quality ingredients, and more recently, they have added new menu options like vegan and gluten free.
- Live music has always been an important part of Pizza Express. Founder, Peter Boinzot, was a jazz lover and constantly looked for ways to include music in the restaurants.
- **Pizza Express Live** brings live music and entertainment to customers at selected venues e.g. Pizza Express Jazz club in Soho.
- Another important aspect of the business is delivery service. They are proud to offer delivery from more than 200 of their restaurants, in partnership with Deliveroo. The delivery is very fast, the food is fresh, and you can get vouchers, discounts and special offers.



(Pizza Express 2020)

CONCLUSION

- I believe technology is a necessity in our days, creating new opportunity to have better costumer services, improve flexibility, keeps business safe, however I think everting has to do whit technology.



CONCLUSION

For this presentation I have shown and explained the insights of modern technology for pizza express and gave in some references to back up my presentation.



THE CHALLENGE (S) BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY

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The challenges

- ❖ Since Pizza Express opened the first restaurant in UK in London City at Wardour Street, back in 1965 by Peter Boizot.
- ❖ There was no Google Maps or GPS for direction of delivery with Just Eat or Deliveroo.
- ❖ There was no App Applications where you can order food quicker comparing to nowadays.
- ❖ Costumers use to walked to the restaurant to be able to have a meal.
- ❖ Back in the days, costumers waited more time on the queue to placed an order or to pay the bill and it was in cash instead than a credit card.
- ❖ Also costumers waited more time for the order of the food to be ready.
- ❖ It was not a full size pizza like today day, they use to sale it per slice.
- ❖ There was no social media such as Facebook, Instagram or Tweeter for advertisement in term of marketing.



The challenges

- ❖ The modern technology did not exist at that time, that means when it comes to researches guest had to do the old fashion way, i.e.,
- ❖ Yellow Pages
- ❖ Newspaper
- ❖ Flayers
- ❖ They also could track your internet activity from a distance, you do not even have to touch your card for them to access or stole your details.
- ❖ One of the disadvantage of modern technology is when an organisation uses the right technology.
- ❖ It reduces the number of hours that need to be work and this increases the benefits to the organisation and If the reduce of the hours happen dramatically, some people lose their jobs.

Conclusion

- ❖ Although modern technology is making lives easier for all of us, the easier way of accessing and shared information's in general Data Protection Regulation.
- ❖ As computer and network systems becomes very stronger, the hackers improved their methods as well, some hackers now use custom devices to steal credit cards information.



An abstract geometric pattern featuring a variety of shapes and textures. The design includes a grid of small black dots in the top left, a large light blue circle, a 3D rectangular block with a dotted top and striped sides, a large light blue square, a circle with diagonal stripes, a 3D L-shaped block, a target-like circle with concentric rings, a 3D cross shape with a dotted top, and several triangles (some with stripes). The background is white, and the shapes are primarily black outlines with some light blue or dotted fills.

Presentation (group D)

INSIGHTS OF THE MODERN TEHNOLOGY INTRODUCED IN PIZZA EXPRESS



- Pizza Express today operates 600 restaurant, with 475 units in the UK and Ireland ,where they have 11000 staff employs.
- The company he create a good delivery service apart allowing costumers to see exactly where their food is, tracking the GPS ,also the new Pizza Express app runs on Flit's technology platform, customers are now able to pay and go in under 1 minute.
- Pizza Express takes the responsibility seriously, means many thinks, still use the same of the original recipe ,the coffee is triple certificate, the dough have the same recipe since 1965, the pizza are handmade in baked in special pizza oven.

Reference

(Charlton Media Group 2020)

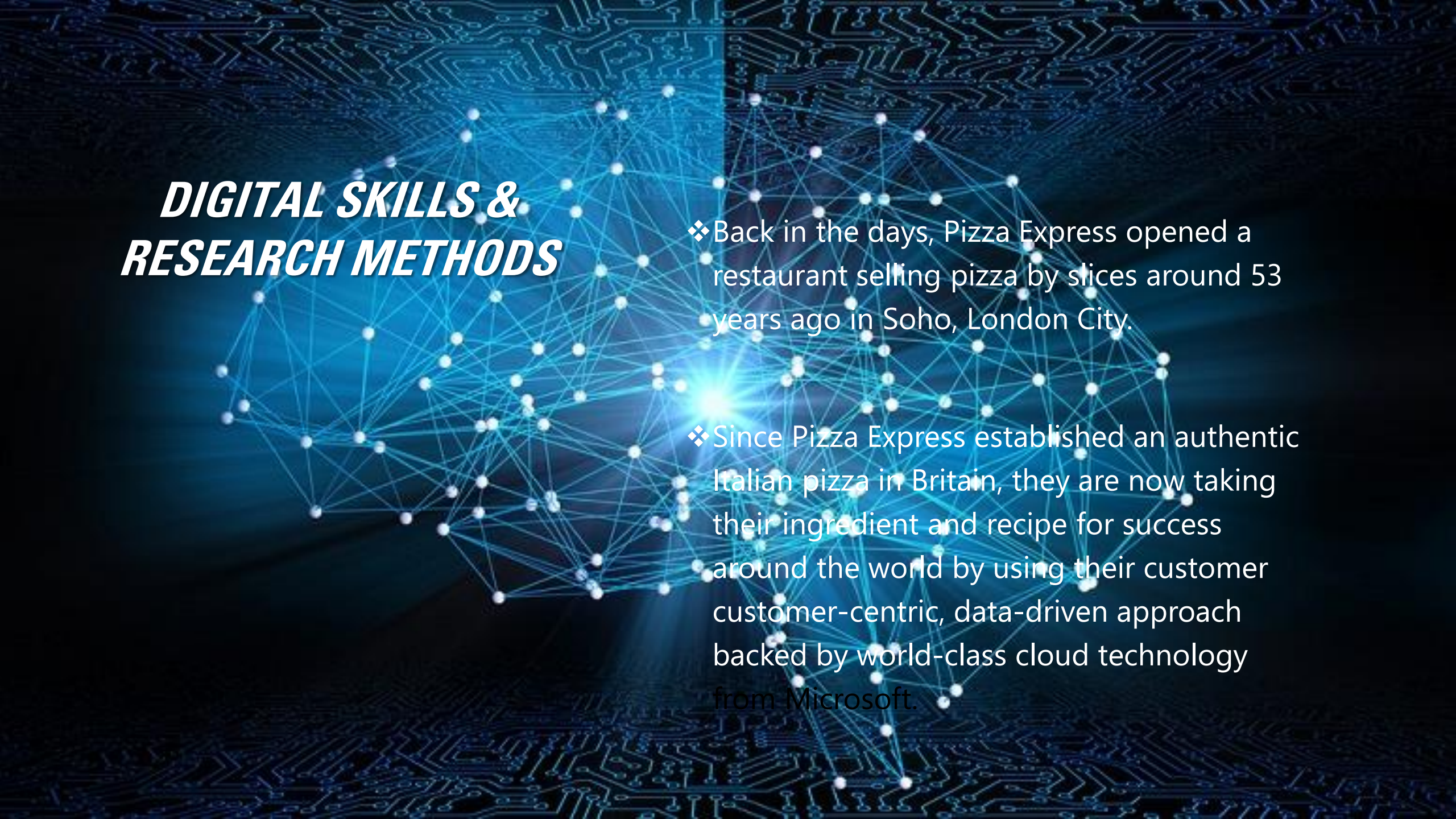
DIGITAL SKILLS & RESEARCH METHODS

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DIGITAL SKILLS & RESEARCH METHODS

- ❖ Back in the days, Pizza Express opened a restaurant selling pizza by slices around 53 years ago in Soho, London City.
- ❖ Since Pizza Express established an authentic Italian pizza in Britain, they are now taking their ingredient and recipe for success around the world by using their customer customer-centric, data-driven approach backed by world-class cloud technology from Microsoft.



DIGITAL SKILLS & RESEARCH METHODS

- ❖ Pizza Express had strong ambitions to grow world wide, for each part of the city around the world, Pizza Express became more operationally efficient but ultimately we wanted to provide an exceptional eating experience for their.
- ❖ Saying that it meant using Data to make decisions that gives impact and over thinking in their desires, so they have adopted a cloud to give their customers the flexibility and innovation.

<https://www.altiusdata.com/pizza-express-microsoft-cloud>

INSIGHTS OF MODERN TECHNOLOGY INTRODUCED FOR PIZZA EXPRESS

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 - Module title: Digital skills and research methods
 - Module code: BMSW4003
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INSIGHTS OF MODERN TECHNOLOGY INTRODUCED

- It was 53 years ago in bustling Soho, London, Pizza Express opened a restaurant selling pizza by just a slice. Having since established their self as a passionate purveyor of authentic Italian pizza in the UK, they are now taking their recipe for success to the rest of the world, using a customer-centric, data-driven approach backed by world-class cloud technology from Microsoft. (© Altius)

Putting their customers at the heart of their business requires ongoing analysis so their priority was to migrate their data from various 3rd party agencies into their own Azure data warehouse, with support from their partner Altius.

THE IMPACT OF TECHNOLOGY

Module title: Digital skills and research methods

Module code: BMSW4003

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Presentation (GROUP D)





THE IMPACT MODERN TECHNOLOGY HAS ON PIZZA EXPRESS

- They have DATA protection sharply into focus which is where Azure's superlative security brings strong reassurance, particularly with GDPR compliance being very critical.
- They use Power BI, which the regional managers now access all that performance DATA on a mobile device in near real time, and therefore the results by region, area and individual restaurant are all correct .

PIZZA EXPRESS MODERN TECHNOLOGY INTRODUCED

- Pizza express use a customer-centric, data-driven approach backed by world-class cloud technology from Microsoft.
 - They use data to make decisions that reflects their customers desire's ,so they have adopted a cloud first to give them the ability, flexibility for the base and innovation .
 - Pizza express also have a scan barcode for their menu which also makes things faster when it comes to taking customers' orders .
 - Pizza express use a tool called Event stream by using Microsoft Event Hub , and DATA factory, which allows then to identify every single view of every single customer .
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PIZZA EXPRESS MODERN TECHNOLOGY

- Pizza express use customer survey's for Feedback on their food presentation , timely delivered and tastiness and if it satisfied their customer ,
 - They also let customers login to their Wi-Fi for booking tables and for viewing their menu and give out vouchers ,
 - If the customers connect to their wi-fi they can track your activities and understand your preferences and if you have any questions, they can respond to you in real time .
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LESSONS THAT CAN BE DRAWN FROM THE CASE STUDY

Module title: Digital skills and
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Module code: BMSW4003

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Presentation (group D)



THE LESSON THAT CAN BE DRAWN FROM THE CASE STUDY ON PIZZA EXPRESS

- In 2017 ,purple was installed across 1024 Cisco Meraki access points. The new network means diners have access to a secure connection whilst also enabling PizzaExpress to collect key demographic and behavioural data – ultimately transforming the network into a revenue generating tool for the brand.
 - Pizza Express have used the Purple platform to support a number of marketing initiatives aimed at driving awareness of the new Wi-Fi network and increasing App downloads
 - We also learned that the social media can contribute a lot for the development and improvement of the company if the company can use this method perfectly. So this should be used and maintained perfectly
 - Technology is also helping company to get better insights about their customers and also have better access to their buying behavior.
 - So from this case study we learn that social media should be used and take consideration during business strategy
 - Microsoft event hub, data factory are some useful ways which can be used by the company and by taking advantages from this modern technology will bring a greater benefit for the company.
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 - By **Carlos E. Urreta** October 12, 2017
 - By **Kayla Matthews**
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 - [Our Food | PizzaExpress](#)
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 - [Pizza Express Embraces Microsoft's Cloud Technology | Altius \(altiusdata.com\)](#) © Altius
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FOR LISTENING
TO
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