

# Meyer Quick Service Logistik (QSL) for Burger King Germany



## Taste is KING: How Fresh Ingredients Become a Whopper

German food logistics firm Meyer Quick Service Logistik (QSL) manages the entire logistics processes of its customers, from purchasing supplies and stock storage to inventory distribution and billing. QSL supplies the needs of 1,200+ restaurants of the franchise brands Burger King®, Kentucky Fried Chicken, Pizza Hut, and Starbucks.

[www.quick-service-logistics.de](http://www.quick-service-logistics.de)

Magento Solution Partners:

**netz98**

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*"Thanks to the smooth operation and high usability of Magento, the acceptance of the new solution is outstanding. Furthermore, we can handle the orders of Burger King® much more efficiently."*

Oliver Jäger  
Project Manager, Meyer Quick Service Logistics GmbH & Co. KG

## Challenge

### Setting New Standards in B2B Logistics Processes

As a full service logistics firm optimizing customers' entire supply chains, QSL was tasked with replacing Burger King's previous order platform to set a new industry standard in the organization of B2B logistics processes. Among Burger King's exacting criteria to serve its 700 branches and 1,800 daily franchise orders:

- High performance and scalability
- A platform that can depict all customized order processes
- Be adaptable to various concepts in system catering

## Solution

### Fresh New Site with Robust B2B Functionality & Integrations

QSL tapped Magento Gold Solution Partner **netz98** to develop Burger King's central B2B order platform based on Magento Enterprise Edition. netz98 integrated it with the restaurant chain's tour planning system, which provides detailed information on logistics and time management for the entire delivery processes from order to delivery. This involved creating a bi-directional interface between the B2B platform and the product management system. Furthermore, netz98 developed the order platform as a multi-client enabled, multi-store platform which was also adaptable to other forms of system catering. Intuitive user operation shortens the training times for new users and aids in preventing errors. In addition, netz98 included extensive back-end access for helpdesk applications for easier support.

## Results

### B2B Flexibility, Scalability & Stability Delivered

The flexible B2B logistic solution based on Magento Enterprise Edition smoothly integrates into the central order platform of Burger King® and QSL with its individual order workflows. "Whether time, quality or budget, netz98 convinced us in all aspects. The project was well-prepared and realized without any delay," says Oliver Jäger, Project Manager at Meyer Quick Service Logistics GmbH & Co. KG. The portal implemented by netz98 thus secures a reliable order and delivery system Germany-wide, resulting in:

- 1,000+ orders at peak hours
- 700 branches connected
- 5,000 products with customized prices
- 6-month implementation period