



## Case Study

**Organization**  
The Wendy's® Company

**Location**  
United States

**Industry**  
Retail

# Improving Site Selection

The Wendy's Company is the world's second-largest quick-service hamburger chain in the United States, by volume, with more than 6,500 franchise- and company-operated restaurants in the US and 28 countries and US territories worldwide. In 1969, the first restaurant opened in Columbus, Ohio, promising to serve a new gold standard in quality food, a legacy that continues today.

## What did they do?

The Wendy's Company streamlined its reporting and market analysis workflow for restaurant development by working with Esri partner GISi to integrate the Esri® location platform into its corporate IT systems. Now, an intuitive mapping interface provides staff with easy access to The Wendy's Company proprietary restaurant information. Demographic, competitor, and business data is also available for any of the more than 6,500 existing chain locations and prospective sites. The Esri platform allows staff to incorporate a proprietary sales forecasting model when making decisions on opening new restaurants and closing or relocating restaurants.

## Do I need this?

Location analytics provides new ways of leveraging existing data sources and business processes. A broader range of executives and line managers can evaluate real estate data using more sophisticated spatial analysis and geoenabled business systems than ever before.

For more information,  
visit [esri.com/retail](http://esri.com/retail).

“Demographic data and location analytics are critical components when making investment decisions to build new restaurants. Now, everything we need—including mapping, analytics, and modeling—can be done on one platform that is scalable across our organization.”

**Dennis Hill**  
Vice President of Real Estate  
The Wendy's Company



Understanding our world.

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