

Primary Aim Success Story

Large Restaurant Franchise Achieves Significant Savings with FMX



FMX gives me capabilities I never had before. Now I can look at the equipment in each of our restaurants and verify the frequency and cost of every repair. Because the record-keeping is so comprehensive, I can determine when a particular piece of equipment is no longer cost-effective and should be replaced. I can also more efficiently monitor travel for our fleet of vehicles, consolidating jobs and increasing productivity.

- KEVIN KRUMLAUF, COO

COMPANY OVERVIEW:

PRIMARY AIM, headquartered in Zanesville, Ohio, began operations in 1999 with the purchase of one Wendy's restaurant. Since that time, the company has steadily grown and now owns and operates 43 Wendy's in the Ohio Valley, West Virginia and Pennsylvania areas, employing more than 1,400 people.

BUSINESS CHALLENGES:

- Maintenance requests were made through an internal, "home-grown" system housed on the in-house server, which slowed the server down dramatically.
- Only one person could be on the system at a time, which created a significant bottleneck.
- There was no way to share information. This tied up office personnel who had to find out whether a work order had been submitted and handled by maintenance.
- Because the system was so cumbersome, some tasks got overlooked.
- Recordkeeping was inefficient and it was difficult to look at costs over time.

BENEFITS:

- **FMX Support is always available** to answer questions and address issues promptly while providing small-group webinars to get all users proficient with the system.
- **Easily customized** to address unique needs of the organization.
- **Maintains a record of all requests** so less urgent needs can be delayed but not forgotten.
- **System is highly organized**, so each restaurant has its own crew and support staff who see only what pertains to their specific location.
- **The web-based system allows access** to information from any place, and on any device so technicians can spend less time driving from restaurant to restaurant.
- **Excellent scalability and affordable price**, FMX can grow with the company.
- **Frees up office personnel** from taking phone calls from the field to determine whether work orders are in place.

RESULTS:

- In the first 3 months, **they saved \$33,000 on equipment costs and \$9,100 in travel expenses**, which includes wear and tear on company vehicles and gas consumption.



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