

“We consider Systems Architecture as a trusted partner”



Burger King Ltd is the UK arm of iconic US fast food chain Burger King. The Burger King brand, which started with one restaurant in Miami in 1954, now operates more than 11,500 restaurants in 72 countries worldwide. Almost 90 per cent of Burger King restaurants are owned and operated by independent franchisees. Burger King Ltd's Head Office is based in Stockley Park, Heathrow. The office employs 60 employees and supports 66 branches of Burger King in the UK, as well as restaurants across Europe.

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Andrew Neale
Burger King Ltd

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Andrew Neale
IT Senior Manager EMEA Restaurant Systems
Burger King Ltd

IT Hub

For more than 5 years, Burger King Ltd's Head Office has used Systems Architecture as a key supplier for its IT needs, including software, audio-visual solutions, networking solutions, data storage facilities, printers, components, consumables and telecoms.

Ticking all the boxes

When it first put the contract out to tender, the company chose Systems Architecture because it impressed on myriad different fronts:

- **Efficiency and flexibility:** “Bigger companies can sometimes be inflexible,” says Andrew Neale, IT Senior Manager EMEA Restaurant Systems at Burger King Ltd. “Systems Architecture are consistently quick to react and highly efficient in their delivery.”
- **Customer service:** “No request is ever too small for Systems Architecture,” says Andrew. “They treat every request with the same level of importance and urgency, no matter how big or small that issue happens to be, and are always very friendly and personable to deal with.”
- **Account management:** Systems Architecture offers a dedicated account manager who is always able to provide up-to-date information requested by the customer, and who can actively assist on the requirements of individual clients on a daily basis.
- **Tailored approach:** “They always help us explore the best solutions for our particular models and needs, and offer us a variety of carefully tailored options to choose from,” says Andrew. In fact, because Systems Architecture is manufacture-independent, it only ever supplies customers with the very best solution for its needs.
- **Pricing:** “The services Systems Architecture provide are very competitively priced,” says Andrew.
- **Reliability:** “We consider Systems Architecture as a trusted partner rather than simply as just another supplier,” says Andrew.

Final verdict

“I think the fact that we have been working with Systems Architecture for so many years speaks volumes,” concludes Andrew. “They must be doing something right because there are thousands of potential IT suppliers out there and yet we stick with Systems Architecture.”

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About Systems Architecture

Systems Architecture Ltd was formed at the beginning of 1998 to offer a professional, yet personalised, service to existing and new business clients. Our employees encompass both IT and communications professionals.

Accredited as partners of the leading manufacturers ensures we obtain the very latest products; Independent of the 300+ distributors in the Channel ensures optimum availability; Holding limited stock ensures overhead costs are reduced to a minimum; and specialising in the Information Technology field ensures greater purchasing power; all leading to competitive pricing for our clients.