

CASE STUDY

# Subway

Delivering a superior user experience to franchisees



Global Quick Service Restaurant (QSR) giant, Subway, rolled out new Point of Sale (POS) software, and it required a new Retail Point of Sale (RPOS) solution to go with that. A hard deadline needed to be met to take advantage of the new solution and franchisees also needed to be able to install the solution out of the box by themselves.

IPC Asia Pacific, who source and supply over 1,500 items to Subway restaurants across Asia Pacific, partnered with Metropolitan Computers and Supplies, HP and Intel to make the rollout seamless and pain-free for the franchisees.

## The Challenge

- Subway's new POS refresh involved both software and hardware. It was essential that the two deliverables were well co-ordinated as the planned software update needed to be accompanied with the availability of new hardware.
- Franchisees would need to be able to install the solution themselves, out of the box, without requiring IT resources on-site to support.
- As a bespoke solution with specific requirements, whilst underpinned by HP technology, it was also necessary to supply and source UPS and USB recovery hardware from other vendors.
- Australia was the regional pilot for the rollout, so performance and outcomes would be heavily scrutinised.

## The Solution

- IPC Asia Pacific partnered with Metropolitan Computers and Supplies to fulfil the solution and leverage their warehousing and logistics capabilities enabling the rapid shipping of equipment in line with demand.
- Franchisees were delivered a fleet of HP Engage One RPOS systems, along with a standard duty cashdrawer, keyboard and mouse, and printer. These technologies were supported by an ION UPS, and a 32 GB USB Key for recovery.
- As the individual franchisees needed to install the system themselves, the solution was designed to be a fully implemented “out-of-the-box” experience.

## The Outcomes

- Australia has been the most successful nation in the region to comply with Subway’s global mandate.
- Franchisees appreciated the peace of mind that came from having the support of a vendor with the scale and scope of HP for their RPOS technology needs.
- IPC Asia Pacific was able to deliver systems in a much shorter time-frame than they would have with other solutions, ensuring a high rate of adoption.

IPC Asia Pacific (IPCA) is a procurement, supply chain and services business. They are part of IPC Global which includes IPC Europe & Middle East and IPCOOP (America and Canada), together supporting over 45,000 Subway restaurants globally. Leveraging their scale and scope to help Subway franchisees be more profitable and competitive today and into the future.

## A Word from IPC Asia Pacific

### Metro Computers wins big at Subway® and IPC Asia Pacific Vendor of the Year Awards.

Metropolitan Computers and Supplies won the 2023 Technology Vendor Award at the recent Subway and IPC Asia Pacific Vendor Awards. Metro Computers has worked in partnership with the IPCA team for over nine years supplying technology products and services to Subway franchisees across Australia.

In selecting Metropolitan Computers and Supplies as the Technology Vendor Award winner Monica Gorasia, Head of IT for IPC Asia Pacific, said

*“Metro Computers was instrumental in the nationwide upgrade to Subway’s POS hardware and software. Their blend of technical expertise and service delivery meant a quality experience for IPCA and Subway franchisees.*

*Metro Computers worked with a range of other vendors to complete the rollout managing the complex logistics with clear communications and engagement. When dealing with multiple small businesses across a very wide geography many things can go wrong, and because of our partnership with Metro Computers, it was seamless and expertly delivered.”*

Metropolitan Computers and Supplies were deserving winners of IPC Asia Pacific’s Supplier of the Year Awards. We look forward to an ongoing relationship that builds a brighter future for Subway franchisees.

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