



Software implementation
and data collection with
Diaphane Software



Company profile

The owner of the biggest, independent restaurant network in Middle and Eastern Europe

Develops its business activity also in Western Europe, Russia and China

Over 1.6 thousand restaurants in 16 countries

7 brands: KFC, Pizza Hut, Burger King, Starbucks, KAAB, La Tagliatella and Blue Frog

Since 2005 the company has been listed on the Warsaw Stock Exchange (symbol: EAT)

Since 2017 Diaphane Software has supported the process of non-financial reporting of the biggest independent restaurant network in Middle and Eastern Europe. Within the framework of cooperation Diaphane implemented a platform for non-financial data collection and management, rendering a 3-year subscription in the SaaS model available.

AmRest Holdings SE is dynamically developing organization sets ambitious goals in its daily activities. Much effectiveness may be attributed to, among others, openness to cooperation and innovative solutions aimed at raising the satisfaction of customers and broadly defined stakeholders – both external and internal.

New obligations as a chance

As a stock exchange listed company, AmRest has been used to regular reporting of financial data. A new challenge connected with the EU directive (implemented into the Polish regulations by means of an amendment of the Act on Accounting) constituted the disclosure of non-financial data – among others in the scope of HR or environmental impact related issues.

The company approached the new reporting obligation as an opportunity – both for unifying communication as regards corporate social responsibility on markets on which it operates and for faster integration of new markets in the scope of initiatives taken up in this area, considering transparency the key aspect making the Group's actions comprehensible for a wide group of stakeholders.

IT support

Stock exchange experience, multi-level organizational structure and presence on various markets caused that the company was aware of risks and challenges relating to timely collection of qualitative data in a dozen or so countries. Therefore, it started searching for a solution which would enable maximum automation of this process, assuring full transparency of actions at each stage, early enough.

Assuring compliance with regulations and risk management in this respect are the key tasks of the company financial department. Applicable regulations pertaining to publishing non-financial information, pursuant to which non-financial data should be treated equally with financial information, imposed additional liability. This means that as a financial department we are liable for verification and publication of required information. Simultaneously, we cannot allow the risks related to the application of tools which do not comprise all processes. Therefore, we selected the Diaphane platform as a comprehensive solution.

Aleksandra Tajak, Global Controller in AmRest

We needed a specialist tool which would give us control over reporting from the beginning to the very end of the cycle, with full documentation of actions taken up by numerous participants to the process. Such issues as ease and fastness of implementation, operation simplicity for users or problem-free but fully safe platform availability in each country in which we operate mattered to us. Diaphane Software met the aforementioned requirements. The fact that Diaphane is the vendor of the software constituted an additional advantage. Direct cooperation with the vendor definitely accelerated the implementation of the tool in our company and simplified reacting to challenges, coming out on on-going basis, related to the data collection process.

Ewelina Jabłońska-Gryżenia, CSR Manager in AmRest

Tool implementation and data collection

From the moment of selection of the Diaphane platform by AmRest, it has been adjusted to the organization's needs within merely a month:

- ▶ GRI Standards content was – wherever necessary – adjusted to the nature of the company and supplemented with the customer's own indicators;
- ▶ persons defined as process participants gained access to the software and they were granted relevant rights (the tool provides for a few roles which determine the scope of tasks in the system). Then key users were trained and all of them obtained a manual.

The data collection period was anticipated to last 2 weeks. During that period of time the following was done, among others:

- ▶ the exchange of comments concerning the contents between persons providing and accepting data was made in the tool;
- ▶ owing to the possibility of convenient tracing of the progress of works, persons managing the process controlled the actions taken by the users on on-going basis and intervened if necessary.

Conclusions

The decision on cooperation with Diaphane is, from our point of view, investment for the future. Thanks to the platform, the preparation of the company for the process and collection of data in the first reporting cycle took us about three months. And in the coming years the process will be even shorter as we have the indicators already defined, for which we will collect data and compare them in the system, year to year. And if we want to report other ones, we will implement them ourselves without any problem or we will use the Diaphane team support. With the benefit of hindsight, if I could change anything in the process, I would run a trial cycle before the first round of data collection. This would let the users get used to both the platform (though its operation is intuitive and it did not cause major problems) and substantive issues. In effect, maximum adjustment of the tool to our needs and elimination of wrong assumptions concerning the process would be possible as early as at that stage.

Ewelina Jabłońska-Gryżenia, CSR Manager in AmRest

From Diaphane point of view, cooperation with AmRest is extremely fruitful. High qualitative requirements of the client powered us for further development of the tool. And expecting very quick reactions and, on the other hand, great openness and provision of detailed feedback posed an opportunity for even better understanding of challenges which the customers face. This, in turn, contributed to even better adjustment of the platform to real market needs and challenges. The fact that this is not a one-off project but rather long-term cooperation constitutes additional benefit for both parties. It was with joy and humbleness that we set off the journey together with AmRest.

Bartosz Niwiński, Board Member of Diaphane



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