



Serving up flexible integration to merge disparate systems and restaurant properties



## The Challenge

- Le Duff America was supporting a number of development languages
- Each restaurant acquired used a different interface technology
- Internal and third-party systems could not communicate with each other
- The company needed a way to integrate and consolidate disparate systems



## The Solution

- Neuron ESB, an easy-to-use and cost-effective integration platform
- Built on Microsoft .NET programming language
- Delivers real-time, event-driven communication
- Provides adapters to integrate multiple systems and interfaces



## The Benefits

- Allows Le Duff to quickly connect new franchise systems and interfaces
- Minimizes training by leveraging existing .NET developer skills
- Reuses existing data endpoints to reduce development time and cost
- Speeds productivity by eliminating manual data entry processes
- Provides agility and flexibility to easily handle future business opportunities

“ *Instead of wasting time trying to figure out how a system interface works or how to modify it to make it fit, we just hook it up to Neuron ESB and boom, it's done.* ”

– Mark T. Naples, Sr. Director of IT Development & Technology, Le Duff America

“Neuron ESB has definitely simplified our world. Before, I'd have to bring in resources to help integrate systems around a new restaurant acquisition. Now, we can do all that work internally for ourselves using Neuron ESB.”

– Mark T. Naples, Sr. Director of IT Development & Technology, Le Duff America

Dallas-based Le Duff America, Inc. is the North American subsidiary of Groupe Le Duff, a global bakery and restaurant company founded in 1976 on a concept of quality products based on health research, flavor, French tradition and nutrition. Le Duff America's holdings include Bruegger's Bagels, Brioche Dorees, La Madeleine and Mimi's Café.

## The Challenge

Each new acquisition by Le Duff America often used different systems and technologies to handle accounting, purchasing, payroll, maintenance, etc. And the process of adapting all those different systems to the corporate infrastructure presented complex challenges for the company's IT organization.

“I had probably five different development languages that we were supporting,” said Mark Naples, Sr. Director of IT Development & Technology for Le Duff America. “From .NET to Perl Script to Batch File, we had just about anything and everything you could think of.”

What Le Duff needed was a cost-effective integration platform that the company could use to quickly and easily consolidate all these different interfaces, which would eliminate a number of manually-intensive processes and streamline the corporate IT environment.

## The Solution

Naples and Le Duff VP of IT, Cathy Witt, were already familiar with the capabilities of Neuron ESB and knew it would be a perfect platform to help Le Duff overcome its integration challenges.

Built entirely on Microsoft .NET, the Neuron ESB application integration and web service platform is a true distributed enterprise service bus that can be deployed in the cloud, on premises or in a distributed (hybrid) topology. Neuron ESB ships with a complement of configurable adapters, processes and services. Users can develop custom adapters, message processing, business processes and system-level services to extend out-of-the box functionality while maintaining consistent tooling and operational characteristics.

Naples reached out to the Neuron ESB team, which quickly executed a proof of concept using Le Duff's financial system interface. The overwhelming success of the POC and the ease with which the Neuron team carried it out prompted Le Duff's management to procure Neuron ESB and bring a Neuron specialist on board to help train Le Duff's .NET developers to effectively implement the platform to solve their integration and consolidation challenges.

Working side by side with the Neuron ESB specialist, Le Duff's developers honed their integration skills by adapting HR, payroll, financial, invoicing and several third-party vendor interfaces for Mimi's Cafe, Le Duff's most recent acquisition. “Having a Neuron ESB expert there to kick off those first few interfaces really helped us get over the hurdle,” said Naples.

The development team was able to take much of the work they had done at Mimi's Cafe and adapt it to the interfaces and systems at La Madeleine, shortening development cycles and accelerating the project timeline.

With the integration process using Neuron ESB becoming routine, Le Duff developers were able to take control of the project and begin converting the systems and interfaces of Bruegger's Bagels. “Instead of wasting time trying to figure out how a system interface works or how to modify it to make it fit, we just hook it up to Neuron and boom, it's done,” said Naples.

## The Benefits

Neuron ESB's .NET roots have eliminated the need for Le Duff to support multiple programming languages, helping the company quickly overcome complex integration challenges and streamline its IT infrastructure. “Neuron ESB has certainly helped us do things quicker; because under the covers it's all .NET. Our 'in development' timeline has gone from weeks to days and even hours,” said Naples.

The flexibility of Neuron ESB's publish/subscribe messaging model simplifies the process of modifying interfaces or integrating the systems of new acquisitions or franchises. Le Duff is able to leverage development work from previous interfaces and apply it to similar scenarios they may encounter. With Le Duff's back-end systems already set up as subscribers, all IT has to do is set up new systems as publishers and “Neuron ESB pretty much takes care of the rest,” added Naples.

Before implementing Neuron ESB, Le Duff IT Help Desk had to execute multiple custom applications and processes to feed data to its downstream systems on a daily basis. These were extremely time-consuming processes with a very high potential for human error due to duplication or missed steps. Now, with Neuron ESB, this data flows automatically with no intervention required – increasing data accuracy and significantly speeding up the process.

Le Duff continues to find new ways to leverage Neuron ESB to simplify and automate processes and integrate new interfaces. And when Naples and his team have ideas for future releases, the Neuron team is usually one step ahead. “They're always on top of adding functionality and capability to Neuron ESB, which extends our investment even further,” said Naples.