

CASE STUDY

Transforming Karsten & Kuiper: A Data-Driven Leap Towards Profitable Growth



BACKGROUND

In the vibrant centre of The Hague, Netherlands, the catering company Karsten & Kuiper has distinguished itself within the food and beverage industry. As the company expanded, it faced considerable challenges in effectively managing its business performance.

With stiff competition and the ongoing pressure to sustain healthy profit margins, the necessity for advanced real-time business insights became clear. This is where Helixiora stepped in as a data consulting and culture company. Helixiora created a data-driven solution specifically designed for the unique demands of the hospitality sector. Our approach combines calm assurance with friendly, confident guidance, backed by a deep technological expertise.



THE CHALLENGE

Karsten & Kuiper faced several challenges on their journey, including:

- Challenges in tracking expenses across various business divisions.
- Difficulty in synchronizing expenses with the revenue streams from different locations.
- An absence of insight into financial forecasts for the upcoming weeks and months.

These obstacles underscored a vital deficiency in their operational framework, obstructing their route to improved profitability



KARSTEN & KUIPER

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AT A GLANCE CHALLENGES

- 5 different business units
- 4 different SaaS tools
- Lack of overview of costs, revenue and other business KPI's across all of these

BENEFITS

- Near-real-time insight in revenue
- Clear overview of costs vs. revenue
- Foundation for many more data analysis
- Control over their own data



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OUR SOLUTION

Helixiora's involvement included the implementation of a custom data platform, utilizing the strengths of Microsoft Azure cloud services and Power BI. This solution was designed to match Karsten & Kuiper's operational pace and scale. More than just providing technological solutions, we partnered closely with Karsten & Kuiper, guiding them through the intricacies of data management and effective use.



IMPACT AT A GLANCE

We integrated data from five distinct business units and various SaaS tools, providing Karsten & Kuiper with a unified overview of costs and revenue.

Benefits Realized:

- 1. Real-Time Revenue Insights:** Our Azure Cloud-based data solution ensures real-time visibility, enabling Karsten & Kuiper to manage business performance agilely.
- 2. Balanced Costs and Revenue:** Our platform allows Karsten & Kuiper to dynamically balance operational costs—particularly labour, their largest expense—with revenue, promoting profitability across all locations.
- 3. A Blueprint for Future Growth:** Our collaboration extends beyond immediate benefits. We have equipped Karsten & Kuiper with the tools for continuous, data-driven optimization. Whether considering weather impacts, forecasting future revenue, or planning strategic expansions, they are now well-prepared for informed decision-making.



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DIRK KARSTEN

Karsten & Kuiper - CEO

We recognized the imperative to evolve our data culture. Helixiora was pivotal, not just in the implementation of solutions but in envisioning the future trajectory of our business. Their partnership was instrumental in transforming our operational ethos," reflects Karsten & Kuiper's management team.

