



Discover what data can do for your franchise.



Ironsider builds integrated data solutions and uses **Artificial Intelligence (AI)** to enable franchise stakeholders to:

- **Unit Success Factors.** Identify those factors which drive unit success.
- **Churn and Retention.** Understand customer loyalty and behavior.
- **Competition & Cannibalization.** Quantify impact from nearby units and competition.
- **Customer Experience.** Improve service operations through predictive modeling.

From strategy development through implementation and monitoring, Ironsider accelerates your analytics journey.

Let's talk about how Ironsider can speed your journey to data-driven decision making.

We combine deep franchise experience with extensive data, business analytics and artificial intelligence expertise.

Request your FREE 60-minute Ideation Session with our Team: GetInsights@IronsiderGroup.com. Learn more at IronsiderGroup.com



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burn boot camp®

DRIVE ACCESSIBILITY, EFFICIENCY, INSIGHTS AND GROWTH BY ORGANIZING FRANCHISE DATA

CLIENT

Burn Boot Camp, a boutique, woman-owned, and women-focused franchise with nearly 400 units.

CHALLENGE

Previous reporting efforts had created data trust issues. Burn Boot Camp needed timely, trustworthy data and reports from the disparate systems, apps and sources that underpin the business.

SOLUTION

Ironsider helped integrate data from the accounting system, CRM, POS, FranConnect™ and more to create a franchisee portal showing understandable dashboards on membership, retail sales and comparative performance data.

RESULT

Created trusted data and reporting in an easy to use mobile app and portal for franchise business insight and growth.



"Ironsider is knowledgeable, responsive, dedicated, and reliable. They're extremely collaborative and we work together as true partners."

BURN BOOT CAMP, VP TECHNOLOGY