

One51 Case Study

Driving pricing transformation for a major Australian brand

Problem and challenge

Our client, a household name in the Australian fast-food industry, was struggling with a legacy product pricing process that relied on manual updates within its Point-of-Sales (PoS) systems

This required multiple teams to edit each price zone directly in various environments, even sometimes live – an approach that was:



Time-consuming
changes often took hours or days



High-risk
prone to hundreds of errors at every price update



Inflexible
prices were only manageable at broad regional/state levels, limiting agility in metro suburban, and rural markets



Non-transparent
no single source of truth for products or prices, making historical analysis and auditing nearly impossible

At the same time, our client was going through a worldwide rollout of new systems, including Menu Management, which needed to be integrated as the future system of record. The combined challenge was not only technical but also organisational, as it involved enabling end-to-end automation, process redesign, and stakeholder alignment across multiple business and technical teams.

Solution

The One51 team led a comprehensive transformation program, delivering far more than a technical build. The approach included:

Business requirement discovery

- Partnered with our client's Product, Finance, and Menu Management teams to map manual processes and identify automation opportunities.
- Clarified system overlaps across multiple source systems (including PoS, Payment Gateways, Master Data Management Tools, Menu Management and the Enterprise Data Platform)

Solution architecture and design

- Designed a new orchestrator platform to automate end-to-end pricing updates.
- Implemented a new price tier system, creating granular control across multiple pricing tiers.
- Introduced a file-based upload process for non-technical users, dynamically generated from live master data.
- Built a QA validation layer, ensuring accuracy of every price update before deployment.
- Implemented the new Menu Management Tool used globally as the single source of truth for products and prices, with automated downstream updates into the PoS.

Technology implementation and enablement

- Delivered an Azure-based platform with functions, a Static Web app frontend, blob storage, queues, and a MySQL database for scalability.
- GraphQL and REST API Integration.
- Introduced CI/CD pipelines via GitHub Actions, establishing a new enterprise standard for deployment.
- Developed real-time analytics and reporting dashboards, enabling visibility of price changes within minutes.
- Created reusable automation tools for environment deployment and menu replication, saving months of effort.
- Basic custom user authentication system using JWT.

Cross-party coordination

- Acted as the bridge between the multiple internal and external parties involved in the project. Including our client's project owner and the involved teams, as well as other technology partners.
- Managed program alignment, change management, and ensured successful adoption across business units.

Benefits and impact

By the end of the project, our client achieved a steep change in pricing operations:

Speed and efficiency

Pricing updates that once took days now complete in under 15 minutes with automated validation.

Accuracy and control

Errors drastically reduced through automated QA and a state database maintaining full pricing history.

Agility in pricing

Stores can now be reassigned to different price tiers quickly, enabling more responsive strategies.

Single source of truth

Through the successful implementation of the new Menu Management Tool. Adopted globally as the master system of record for products, product bundles, and their prices.

Business empowerment

Non-technical teams can manage pricing directly through intuitive file-based templates generated directly from Master data.

Trusted platform

Automated data validation checks that trigger on completion of a price update.

Enterprise capability

A new Azure platform and CI/CD process are now leveraged by our client's other business units.

Future-readiness

Established a foundation for further automation in product creation and menu management.

Why One51

This engagement demonstrates that One51 consultants bring holistic value—not only delivering cutting-edge technical solutions but also:


- leading business requirement gathering and process redesign
- designing fit-for-purpose architectures
- adaptability across different IT Domains
- coordinating across global, regional, and technical teams
- enabling business stakeholders to own and sustain change

*Want to achieve results like this in your organisation?
To speak with a One51 consultant, contact us.*

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