

New Customer Alert: Billy Sims BBQ



Toronto, ON, Canada – November 29, 2017- Today MeasureUp welcomes Billy Sims, the famous barbecue chain as their newest customer. Billy Sims BBQ, named after the former NFL star and 1978 Heisman Trophy winner, began operations in Tulsa, Oklahoma in 2004. Since then, the brand has grown significantly with more than 50 locations across six states. The company is poised for continued expansion throughout the U.S. For Billy Sims, MeasureUp will be an integral component to this plan, ensuring that each new location operates consistently.

Eddie Owens, franchise coach at Billy Sims said that they chose to go with MeasureUp, the leading digital field assessment and operational solution "to help foster the businesses growth strategy." MeasureUp will do their part in helping Billy Sims achieve their goals through consistent operations using their digital assessment tool.

MeasureUp is a process activity monitoring solution that delivers consistency and sustainability of operations, with built-in analytics to drive decision-making and performance improvement.

As the brand continues to scale, MeasureUp will support them to make both their existing and new locations run efficiently. Using any mobile device, Eddie's team can visit the restaurant and track all assessment information from one convenient place. With the capability to take photos, add comments and create action plans, increased accountability comes standard. Management can now see detailed analytics and begin to spot operational trends on what's succeeding and what needs improvement. Using MeasureUp will help Billy Sims in gathering stronger assessments from their locations and provide irrefutable data from each audit. Mr. Owens said, "using MeasureUp will make it easier to standardize operations across our growing network, conduct assessments and provide detailed analytics in real time."

MeasureUp is looking forward to working with the entire Billy Sims team!

About Billy Sims

Founded by University of Oklahoma running back and 1978 Heisman Trophy winner Billy Sims, along with Jeff Jackson, the popular brand has experienced phenomenal growth in recent years as barbecue enthusiasts embrace the restaurant's recipes and methods for preparing beef, pork, and more. The restaurant chain began operation in 2004, franchising in 2008, and now boasts more than 50 locations across six states.

Named a Franchisee Satisfaction Award Winner for 2015 and 2016 by Franchise Business Review, and a Future 50 fastest-growing small chain restaurant in 2015 by Restaurant Business, Billy Sims BBQ is consistently ranked highly by franchisees for its leadership, training and operations support, financial performance, and general satisfaction. For more information on Billy Sims BBQ, visit www.billysimsbbq.com.

About MeazureUp:

MeazureUp is a cloud-based software company assisting over 2500 Users and 52 brands ranging from 2-500 locations manage their operational consistency. Using the MeazureUp solution, organizations can gather internal information with detailed analytics and operational intelligence using a digital platform. With thousands of locations currently on board, MeazureUp can help owners and management focus on their core concern, growing their business. For more information visit the www.meazureup.com or contact 416-428-5970 with any questions.