

## Case Study

### Challenge

As a growing brand, JBF endured many of the typical challenges other franchises often do along the journey. However further complicating the operations side of the business, were the significant technology investments made over the years that never delivered as promised. This ultimately resulted in unhappy franchisees, loss of revenue, and lost ground to competitors. JBF recognized they needed a new path forward to reset their technology future and deliver the results their franchisees needed.

### Fractional IT – Bringing brands affordable IT at a fraction of the cost

**Solution:** As JBF contemplated their next steps towards a reset of their technology, they knew they needed the support of a trusted partner. Tsource was introduced to the JBF leadership team and recognized they both shared some commonalities. First, they both operated under the EOS (Entrepreneurial Operating System) management system. This meant both companies understood the idea of “Traction” (Vision and Purpose), setting quarterly Rocks (goals), and how to IDS (Identify, Discuss, and Solve) a problem. Second, they both shared similar Core Values which emphasized a spirit of teamwork, tenacity, and passion for what each does. These shared attributes coupled with Tsource’s flexible and tailored approach, answered JBF’s need for a budget-conscious and thoughtful approach to technology delivery.

Our first order of business was to quickly survey JBF’s current state challenges, identify areas to be addressed, prioritize them, and ultimately, determine how best to execute these initiatives. Given their need for technical expertise and support and the fact that a full-time CIO and IT resources were not in their budget, Tsource provided JBF with a fractional CTO who could support them through their technology transformation.

The fractional CTO’s role consisted of building a technology roadmap highlighting the needed investments and order of implementation, evaluating solutions and selecting the best fit based on JBF’s requirements, regularly collaborating with franchisees to ensure alignment, managing vendor relationships to ensure continued support of legacy products, and supporting the current IT environment. The fractional CTO is an active member of JBF’s executive leadership team, participating in weekly L10 meetings, accountable for quarterly Rocks, and engaged with day-to-day operations. More importantly the fractional CTO is not just a technical leader, but a true JBF partner with skin in the game!



### Shop. Sell. Save. Smart!

Just Between Friends has helped over 1 million families afford the brands and styles they want, while saving hundreds of thousands of dollars across North America. JBF recognizes parents want the best for their growing kids, without breaking the family budget. Through their network of local consignment sales, JBF enables their consignors to sell everything from baby clothes and equipment to maternity clothes at 50-90% off retail!

### As a result, JBF:

- Achieved ongoing support of their legacy CRM product which was no longer supported by the vendor.
- Reset their technology strategy with a defined roadmap creating clear visibility on the needed investments, the when, and the how.
- Rebuilt trust with franchisees through advancement of their technology plan – selecting a CRM and upgrading the POS, inventory and tagging solutions.



“ I want to shout this from the rooftops! HIRE TSOURCE! As a franchisor, we had slowly let our technology focus slide. We were in quite a predicament and were looking for a technology partner. Having Tsource as our Technology Department – an extension of our own company without having to have all the resources on our payroll all the time has been a game changer. ”

Shannon Wilburn, CFE | Co-Founder & CEO  
Just Between Friends