



How a growing coffeehouse brand brewed scalable IT support during a time of change



Internal IT team now focused on the top 20% of issues requiring true expertise
Beans & Brews expanding 20% year-over-year without adding IT headcount
Faster response times across corporate and franchise stores

The Challenge: A lean IT team hits its limits amid rapid growth

When Doug Willmarth stepped into the CEO role at Beans & Brews Coffeehouse, he inherited a beloved 32-year-old brand with loyal customers, strong values—and a lean three-person IT team stretched to the brink.

The company was operating nearly 90 locations (30 corporate stores and 60 franchise stores) but still relied on systems built for a 30-unit organization. The IT team managed every ticket—from password resets to serious tech failures—with no buffer. When the team’s director tragically passed away during the transition, it left a massive leadership gap and immediate operational risk. Doug needed more than backup. He needed a partner who could protect day-to-day continuity while helping the brand scale its tech foundation.

About Beans & Brews: Founded in 1993, Beans & Brews Coffeehouse is a Utah-born brand blending small-town warmth with fast-casual innovation. With nearly 90 locations and counting, the company is known for its high-altitude roasted coffee, strong community ties, and focus on operational excellence.



The Solution: 24/7 AI-powered tier-one support that scales with every new store

Doug reached out to Science On Call - led by Andy, a trusted former partner from his previous role at MOOYAH Burgers, Fries & Shakes. What started as an evaluation quickly turned into a lifeline.

When the IT director passed, Science On Call stepped in immediately to stabilize systems, without pushing for new contracts or red tape. Their team deployed AI-driven Tier 1 support to absorb routine requests and free the internal team to focus on complex challenges. Science On Call provided 24/7 AI-assisted Tier 1 support for common store-level tech issues. . Science on Call’s partnership-first response, “How can we help?” before “Let’s sign.”, provided rapid system continuity after a major loss.

“We had to figure out how to grow again. We couldn’t do that if our IT team was buried in routine tickets.”
–Doug Willmarth, CEO, Beans & Brews

By the Numbers

0
downtime during leadership loss and transition

Faster response times with a 50% smaller IT team

~80% of incoming tickets resolved through AI workflows

The Impact: From reactive firefighting to proactive growth and solutions

Science On Call’s support gave Beans & Brews breathing room - restoring order to IT operations and confidence to the field.

Franchisees report quicker fixes and less disruption. The internal IT team feels more empowered and less buried. Doug now has a scalable support model that will grow with the brand instead of against it.

Moving Forward...

With 20% annual growth, Beans & Brews needed tech that could keep pace. Science On Call’s AI-powered system now handles routine friction so the brand’s small but mighty team can focus on what matters: better guest experiences and smarter expansion.

Doug sees Science On Call as an operational cornerstone, not just a vendor.

“Even with our most senior troubleshooter gone, response time is better. Franchisees say we’re doing a better job.”

–Doug Willmarth, CEO, Beans & Brews

See How Science Can Help You
scienceoncall.com