

Dinerware Interoperability: Peli Peli

Case Study Summary

Peli Peli required a point of sale system based on open architecture. The POS system must enable third-party software integrations for the grand opening and future growth. Integrations included employee scheduling, inventory management and online ordering. Dinerware was selected because of its reliability, stability, easy core functionality, and for its flexibility that enables straightforward third party integrations.



The Dinerware open architecture allows businesses to choose inventory and enterprise reporting programs that work best for their environments.



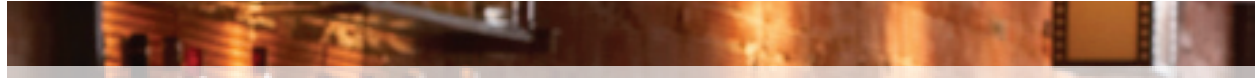
Profile

Peli Peli opened Spring of 2009 and is a multi-million dollar, 5,500 square foot fine dining restaurant located in Houston, Texas. It has a full bar, large patio and private room in addition to the main dining area and offers eat-in, catering, take out and online ordering.

Peli Peli has 7 POS terminals and 2 handheld ordering devices. To serve customers beyond the 175 seats, Peli Peli offers customers the added ability to order directly from the restaurant menu online.

“Dinerware enabled me to easily control my information so I can manage my business. The staff is happy because on a crazy Saturday night with an hour wait, our POS system did not miss a beat.”

— Paul Friedman
Partner
Peli Peli



Dinerware Interoperability: Peli Peli

Situation Analysis

Peli Peli needed a reliable point of sale platform and specific software tools that met the following requirements:



- High caliber POS operating system on which to build and grow the business, and a restaurant point of sale company that would be responsive to future needs.
- POS system needed to be simple, user-friendly and intuitive to new wait staff.
- Restaurant size and complexity could not tolerate system breakdowns or slow response times that would cause interruption to customer service, staff workflow or increased support expenses.
- A complete labor management system that includes employee scheduling, schedule enforcement, sales forecasting, and an employee web-based portal with email and text messaging.
- Complete inventory management system that includes automated food cost calculations, automated vendor invoice data management, highly flexible and customizable count sheets, waste tracking, prep sheets based on hourly sales data, order guides that are generated from actual trended inventory levels, and variance and cost reports calculated from product mix and recipes stored in the POS system.
- Daily POS data and vendor invoices need to be automatically imported into accounting software; daily POS data must include net sales, tax, credit card totals, cash deposits and other accounting data.
- Complete online ordering functionality that includes delivery radius options, special offers, discounts, secure credit card transactions, instant orders direct from online to the kitchen and the ability for customers to select a time to pick up their meal, which would trigger the appropriate time to deploy the order to the kitchen.
- Customizable online ordering system that enables specific promotional offers, delivery and takeout options.
- All systems needed to be cost-effective, scalable and offer a highly stable database structure.





Dinerware Interoperability: Peli Peli

The Decision Process



TimeForge brings best-in-class labor management, data automation and real-time statistics via Dinerware.

The decision to secure a stable, interoperable point of sale system came after research was conducted that included a review of POS, labor management, inventory management, and online ordering packages.

Peli Peli analyzed several leading restaurant point of sale systems and POS software and compared ease of integration, availability of future add-on products, stability, ease of use, and features plus a list of technical, financial and user requirements.

After careful consideration and input from software developers, partner Paul Friedman made the final decision to deploy Dinerware as the POS system.

Requirements included an open platform and standardized database to simplify integrations, and the ability to work closely with the point of sale company's technical team to ensure success.



QSRonline offers powerful real-time inventory control and enterprise reporting; Dinerware provides a stable POS core.

Peli Peli then reviewed several software tools that would connect to Dinerware's open platform. These tools included a scheduling and labor management system; an enterprise reporting, costing and inventory package complete with accounting plug-ins; and a web ordering system. Peli Peli then compared each of those offerings against the list of technical, financial and user requirements. After careful consideration and input from software developers, partner Paul Friedman made the final decision to deploy TimeForge for employee scheduling and labor management, QSRonline for enterprise reporting and inventory control, and DishCloud Online Ordering for the web ordering component. All systems were deployed in conjunction with Dinerware.

Implementation



DishCloud Online adds value because customers can see our plates. When they arrive, they already know what they want.

The project scope was to complete the implementation and deployment of the Dinerware system and all integrations within a one-month period.

Peli Peli co-owner, Michael Tran, of TranStar POS, analyzed the capacity and needs of the restaurant to determine requirements of the Dinerware system and requirements of the third party companies: TimeForge, QSRonline and DishCloud.

To maximize efficiencies, TranStar deployed a pre-wired network, cameras and other audio visual equipment. After the setup and requirements work was finished, testing and deployment of the Dinerware POS was finalized within two weeks. Adding the menu, employees and other data to the system was completed within two weeks.

Implementation - Continued on next page



Dinerware Interoperability: Peli Peli

Implementation - Continued from previous page

TimeForge - Employee Scheduling and Labor Management Installation and Training



TimeForge brings best-in-class labor management, data automation and real-time statistics through Dinerware.

TimeForge was installed shortly after the main POS deployment. TimeForge, an online employee scheduling and labor management tool, required the installation of the TimeForge-Dinerware Bridge software onto the Peli Peli server to complete deployment. The Bridge immediately synchronized the TimeForge and Dinerware data, and automatically created positions, employees, and synchronized historical sales data.

Employees were automatically emailed during the installation process to finalize the setup of their individual TimeForge accounts, and now receive emails, text messages and schedule reminders automatically. Peli Peli management can review daily sales information, approve shift swaps, review employee requests for time off, and monitor employees on the clock through the TimeForge website, via a smartphone (such as a Blackberry or iPhone), and even through a Facebook account. Installation was complete after a 10-minute download and installation process and staff was trained within 35 minutes.



QSROnline - Inventory Control Installation and Training

QSROnline, a full inventory and enterprise reporting package (which includes QuickBooks), required one program to be installed in Dinerware. While Peli Peli took steps to break out the menu recipes, QSROnline performed the conversions.

Inventory count sheets were automatically created from EDI (electronic data interchange) vendor invoice data. Peli Peli chose the frequency items were to be inventoried. For profit management, QSROnline used real-time menu information from the Dinerware POS system to give managers and owners a Gross Profitability report on all menu items daily. The report updates daily to help managers make decisions on menu item pricing and specials.

After 3 weeks, QSROnline was fully integrated. Multiple deployments occurred during this time and include TimeForge (labor management) and DishCloud (online ordering). Total installation and deployment time for all products was three weeks, far short of the one month deadline.

DishCloud Online Ordering - Installation and Training

DishCloud Online Ordering was installed shortly after the main POS deployment. DishCloud managed Peli Peli's menu, photography, created custom discount capabilities and integrated web ordering into the Dinerware system. Peli Peli's Web ordering was live in 10 days, from menu handoff to the first order received. DishCloud executed all deployment aspects, which enabled TranStar POS to focus elsewhere.

"I can make sure my labor is at 25-28% on a daily basis. That makes a huge difference in this economy."

— **Michael Tran**
Owner, Peli Peli

Peli Peli

Michael Tran
Partner

Paul Friedman
Partner

110 Vintage Park Blvd
Building J, Suite P
Houston, TX 77070



Dinerware Interoperability: Peli Peli

Results

Peli Peli relies on Dinerware to help create a focused, friendly and efficient fine dining experience for guests. It also helps staff move quickly through rushes with no disruptions. The ease of use, reliability and stability of Dinerware allows Peli Peli staff to spend time with customers and allows managers and owners to monitor closely business financials and operations.

Cashiers and management benefit from Dinerware's ease of use and open architecture, and will continue to support future growth as Peli Peli scales its business. Dinerware's extensibility into third-party software supports Peli Peli's vision of creating an inviting, convenient and seamless guest experience.

QSRonline - Enterprise Reporting and Inventory Control Results Summary

QSRonline enables vendors to send electronic copies of invoices and received inventory into the system. This automation reduces the risk of missing or inaccurate data and creates an accurate landscape in real-time, so owners and managers know the precise health of the business anytime.

Managers use the same count sheet; it is automatically saved and processed so theoretical, actual and variance reports are available in concise, accurate numbers that managers can monitor to efficiently and effectively manage food costs.

QSRonline enables Peli Peli managers and owners to closely control food costs and provide QuickBooks reporting for accounting. This tool helps Peli Peli track operations and uses legitimate data to determine future growth. They receive daily cell phone message that report on sales, labor, food cost and other operational alerts. Outside organizations can be given controlled access to view specific data within QSRonline. For instance, the marketing department login is restricted to view Sales Discount information and Sales trends.

The QSRonline QuickBooks plug-in enables data in Dinerware to be accessible via the accounting package for any number of reports. All pertinent daily sales data is automatically populated in QuickBooks including Sales by Category, Tax, Cash Deposits, Credit Cards and more. Vendor bills from the QSRonline Food Cost system are automatically populated within QuickBooks. Additionally, the system can populate new hires and employee time sheets within QuickBooks for QuickBooks Payroll Services.

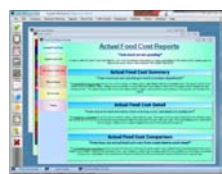
TimeForge - Employee Scheduling and Labor Management Results Summary

TimeForge has enabled Peli Peli to monitor labor costs, communicate with staff efficiently, and saves managers at least two hours per week overseeing tasks such as employee scheduling, approving time off, managing shift swaps, and messaging staff members. Peli Peli expects to: reduce labor costs by 3% - 5% by enforcement of the employee labor schedule, decrease turnover (by keeping employees happy), and stop staff members from "riding the clock."

Results - Continued on next page



QSRonline offers powerful real-time inventory control and enterprise reporting; Dinerware provides a stable POS core.



"QSRonline gives my team real-time, useful data to make timely, critical business decisions every day."

— Michael Tran
Owner, Peli Peli

Peli Peli

Michael Tran
Partner

Paul Friedman
Partner

110 Vintage Park Blvd
Building J, Suite P
Houston, TX 77070



Dinerware Interoperability: Peli Peli

Results - Continued from previous page



DishCloud Online adds value because customers can see our plates. When they arrive, they already know what they want.



"I am extremely happy with the results and timing. It was one of the easiest technologies to implement. Customers are in awe because our system came online the day we opened."

"Simply put, DishCloud makes new technology work like it's an every day thing."

— **Michael Tran**
Owner, Peli Peli

Managers and owners can review the TimeForge labor dashboard to monitor current vs. scheduled labor costs or select detailed labor reports to more closely review any area of labor in their business. More than 40 labor reports are included and schedules can be compared to gross sales or individual menu items. TimeForge's AutoSchedule™ system quickly "learned" Peli Peli's staff

Managers and owners can review the TimeForge labor dashboard to monitor current vs. scheduled labor costs or select detailed labor reports to more closely review any area of labor in their business. More than 40 labor reports are included and schedules can be compared to gross sales or individual menu items. TimeForge's AutoSchedule™ system quickly "learned" Peli Peli's staffing requirement needs and now provides ongoing support and guidance when building the schedule. Staff schedules are built in less than 10 minutes using TimeForge.

Employees are always aware of the upcoming work schedule, and receive text message and email alerts before scheduled shifts. Staff members can swap shifts, search for shifts to trade, request time off (or change availability), and message coworkers from the TimeForge website, a smartphone (such as an iPhone or Blackberry), or from inside Facebook, the social media application. Employees also provide feedback to Peli Peli by ranking their shifts, and providing confirmation of upcoming schedules.

DishCloud Online Ordering - Results Summary

Peli Peli relies on Dinerware to help create a focused, friendly and efficient fine dining experience for guests. It also helps staff move quickly through rushes with no disruptions. The ease of use, reliability and stability of Dinerware allows Peli Peli staff to spend time with customers and allows managers and owners to monitor closely business financials and operations.

The use of DishCloud Online Ordering has created another revenue stream without requiring additional staff overhead. Customer adoption and excitement of online ordering continues to gain traction and has provided Peli Peli with high customer loyalty, satisfaction and repeat business.

Peli Peli

Michael Tran
Partner

Paul Friedman
Partner

110 Vintage Park Blvd
Building J, Suite P
Houston, TX 77070