

Success Story

QSR Reseller Ready Partner – Delaware Business Systems (DBS) – Gains Sales Growth, Delivers Guest Delight to Delaware’s Favorite Neighborhood Restaurant with Complete Kitchen Management System

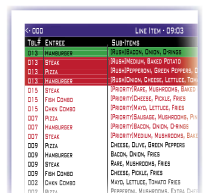
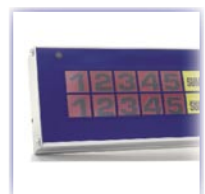
Driving Sales with Kitchen Systems

Since joining the QSR Automations Reseller Ready program, Delaware Business Systems (DBS) has not only found another powerful technology that delivers a real return on investment for their restaurant clients, the \$5 million company has also gained a new reason to call on their existing point-of-sale (POS) install base. With QSR’s ePic™ Kitchen Management Solution, DBS can add value to their POS implementations – present and past. DBS has already installed a number of QSR kitchen systems, helping their clients further maximize POS investments, gain efficiencies, and raise guest loyalty.



“Over the past 25 years, DBS has successfully grown our business by specializing in the hospitality and retail markets, and much of our success stems from choosing the best solutions and vendor partners to support,” said Mike Hynson, vice president of Delaware Business Systems. “Since our customer loyalty is really based on guest delight at the client locations we serve, we are always looking for ways to help our customers improve their operations. We were extremely excited to add QSR’s ePic solution to our portfolio of supported products.”

One long-time DBS customer that is benefiting from QSR’s ePic solution and DBS’ extensive industry knowledge is Ashby Management, operator of several restaurants in Delaware – including the McGlynns Pub & Restaurant and Deer Park Tavern concepts. DBS recently installed a complete restaurant technology solution for the McGlynns locations, including QSR’s ePic solution software and hardware as well as the Digital Dining POS from MenuSoft Systems.



Adding a Powerful Solution

Along with the Digital Dining system and new POS hardware, the McGlynns restaurant technology solution implemented by DBS includes QSR's ePic Kitchen Display Software (KDS), ePic video controller, and KP-3000™ keypad. Because Ashby wanted to centralize all of its data, taking much of the control out of the store level to ensure consistency, DBS also linked the restaurants to Ashby's corporate office. The installations were completed in October and November of 2004, with plans for the Deer Park location to add the solution in 2005.



McGlynns Pub Prep Station

"We work with a lot of different hospitality systems, and the interface between QSR's ePic solution and the Digital Dining POS is truly seamless," Hynson commented. "The power of this integration meant we have not spent any valuable support time – and McGlynns has not lost any precious guest satisfaction – because of compatibility issues."



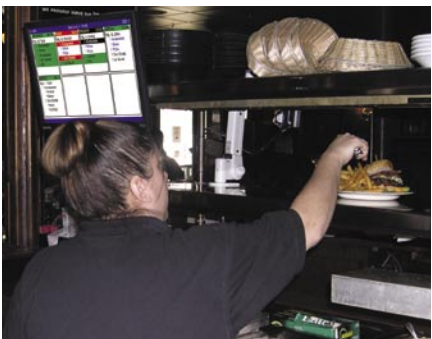
ePic Kitchen Management Solution

"...the interface between QSR's ePic solution and the Digital Dining POS is truly seamless,"

Mike Hynson, VP of Delaware Business Systems

A Win for Everyone

A win for McGlynns and DBS, QSR's open and flexible ePic solution is a fit for hospitality businesses of all sizes and concepts, running any of the leading POS systems.



McGlynns Pub Expo Station

"When we can thrill a highly valued client like McGlynns, who has already seen a great return from the ePic solution, we know we have a winner," concluded Hynson. "Our strategy is not only to present the QSR system to customers currently engaged in a POS project, but we now also have a compelling story to take to our existing install base – which increases sales for us and them."

"DBS is a great example of the success of our Reseller Ready program," said Andrew Sonntag, QSR's chief operating officer. "The combination of our reliable, flexible ePic solution along with the expertise of our partners – like DBS – is the answer for restaurant companies who want to gain a competitive advantage and exceed guest expectations through excellent kitchen operations."

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Andrew Sonntag, COO of QSR Automations

Serving Up Outstanding Food



McGlynn's Pub & Restaurant

“Our relationship with DBS – much like our investment in QSR’s ePic solution – keeps paying off.”

Bob Ashby, Owner of Ashby Management

Established in 1983 and voted Delaware’s favorite neighborhood pub, McGlynn’s offers a neighborhood restaurant atmosphere with an Irish pub charm. Whether coming in for a quick meal or spending the evening socializing or enjoying sports and trivia, guests take pleasure in McGlynn’s high quality food and fun atmosphere. The wrap-around bar and out-front cooking also keep things interesting.

Owner of Ashby Management and operator of the McGlynn’s locations, Bob Ashby remarked, “DBS has been extremely responsive in servicing our needs for many years. So when they came to us with ideas to add new systems like QSR’s ePic solution and Digital Dining, we immediately recognized the positive changes we would be able to make in our operations.”

McGlynn’s replaced kitchen printers with QSR’s ePic solution to gain ease of use and speed of service improvements in their operations. With the ePic solution, store personnel have access to timing data in real-time, which means they can actively manage orders and resolve issues before a guest ever knows there is a problem. Using kitchen displays has proven to relieve a lot of pain for the store team, as the video screens are clear and simple to read – not like printer paper which was often smeared or lost. The McGlynn’s team has also reported that the system has been extremely easy to learn.

McGlynn’s has one preparation station and the expeditor station behind its bar, with an additional prep station nearby. Industrialized and highly reliable, an ePic controller and KP-3000 are deployed at each station. The fully customizable ePic KDS offers McGlynn’s user-definable display attributes and sophisticated routing options for each of their kitchen stations.

DBS configured rush times within the ePic KDS for each of the menu items, and McGlynn’s uses specific colors, as well as flashing actions, to signify when items are moving from normal to rush status. The entire McGlynn’s team – including the chefs, servers, and managers – now know the status of all items and orders with a glance. By replacing kitchen printers, McGlynn’s has gained actual speed of service feedback in real-time that has allowed them to set production goals, and determine if they are making those goals. To further improve food quality, McGlynn’s plans to add delay routing to coordinate the simultaneous completion of all menu items within an order.

“Food quality is paramount for us – and QSR’s ePic solution has given us confidence that each guest will receive a fresh meal in a timely manner,” added Ashby. “We would not have invested in new technology if we had not seen the clear benefits it would have for our guests. DBS offered us a complete solution, from the POS to the kitchen to the corporate office, and surrounded it with exceptional service. Our relationship with DBS – much like our investment in QSR’s ePic solution – keeps paying off.”



The McGlynn's Pub & Restaurant Technology Solution



Kitchen Management Technology:

QSR Automations

ePic Kitchen Management Solution:

ePic Kitchen Display Software, ePic video controller, KP-3000 keypad



Point-of-Sale Technology:

Menusoft Systems

Digital Dining Point-of-Sale



Restaurant Technology Solution Provider:

Delaware Business Systems

Consultation, Project Management, Implementation, Training,
Ongoing Remote and On-Site Maintenance Support