

Foodservice

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Customer Ordering Systems: Internet

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EDITOR'S NOTE:

Today we bring you our **FTA - Customer Ordering Systems: Internet** and following an introduction by Accuvia's consultants, we feature a handful of providers of online ordering who discuss the latest trends and company developments, as well as where they see the technology headed. In addition we look at what some major restaurant chains are doing to enable alternative ordering solutions for their customers.

Our first Exclusive Interview is with **Resercom**, providers of the eponymous online ordering solution which includes a marketing and loyalty engine; our second features Billy Waters, IT Manager for **YO! Sushi**.

Extensive research into this topic points to a main, prominent trend; namely that Gen Y consumers are increasingly seeking new ways to access their favorite restaurants, such as via the Internet, their cell phone, social networking sites, and localized third-party sites. We also note a great many partnerships between online ordering providers and providers of POS, Marketing / Loyalty, and Catering software.

'The typical take-out customer is the Internet-savvy Gen Y crowd. For this generation, if it isn't online, it doesn't exist.'
DashOrder website

We hope you enjoy this issue. Our next will examine **Customer Ordering Systems: Mobile**, and will include interviews with **HSI, ONOSYS, Kudzu Interactive, Cybarservice, TakeOut Technologies, and MunchAway.**

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Boudin Bakery



David Wolfgram is CEO of **Forklift Brands**, which includes the **Boudin Bakery** and **Go Roma** concepts. Boudin Bakery was the first client to use MonkeyCatering. 'It was important that it functioned well for the end user, but also at the back end, on the production side,' said Wolfgram.

He told how Monkey created a good tool, which fulfils orders well; that many catering applications deliver good customer experience but few offer this functionality. MonkeyCatering allows Boudin to tell each prep station what they have to make each day based on orders that have come in. It consolidates all orders, which are made up of different menus, and then combines and produces master prep sheets for the day. Before, this process was done manually.

In addition, Packing Slips, (or reporting) allow Boudin's team to make 3,000 sandwiches and put each in the right tray for the right order; and Driver Sheets offer lists that indicate the order in which each driver must deliver. 'Each member of the team knows what they have to do each day,' explains Wolfgram.

'Many catering apps only handle the front end and the operator has to do the back of house - which is cumbersome,' he continues, but

MonkeyCatering is seamless from order to production. Wolfgram feels technology has evolved so that applications focus on the customer-facing side, with similar front ends, but **MonkeyMedia** is unique in that it incorporates the back of house also.

Boudin offers online customers Monkey's Web2Go, for small-order pick-ups from the regular menu. This interfaces via **MICROS** so that if an order is placed at 9.30am for pick up at 11.00am, the order goes through Monkey then into MICROS, where it is put on hold. At 11.20am the ticket will print in the kitchen and be ready for pick up at allotted time. MonkeyCatering is offered for large orders in advance, mainly for delivery. This integrates with MICROS and other installed systems, such as **Eatec's** back-office food cost system, now part of **Agilysys'** Hospitality Solutions suite.

Boudin works continuously with Monkey to improve the solution. 'The technology is evolving quickly so we have to, to stay ahead of the competition,' he says. 'Monkey remains very current, and if we see a new trend, they will immediately research it and implement it for us, and then across their customer base.' Monkey are now developing Web2Go so that patrons can save their last few orders on the site, which Wolfgram feels is now an industry norm.

Technology In Turbulent Times

Compeat And Kona Grill



Since its first opening in 1998, **Kona Grill** has 19 US locations in 13 states.

In 2007 the chain replaced their Excel spreadsheets with Compeat Advantage for managing inventory valuation and costs. The challenge with Excel was keeping an up-to-date perpetual inventory, as it was difficult and time consuming to identify problems.

Plus, with no recipe module tied to inventory, and an interface with their Aloha POS to these recipe files, there was no way to isolate inventory usage or cost of goods variances.

Kona Grill began rolling out to two stores per month and completed company-wide implementation by July 2008. The Compeat

Advantage system was integrated with restaurants' Aloha POS systems, and almost immediately managers could isolate inventory issues and hold their staff accountable. They could also identify, explore, and resolve variances in their recipes.

Michelle Caraig, Kona Grill's Cost of Goods Accountant, notes that **Compeat** offers complete visibility of theoretical quantities of inventory on-hand and used, so managers can now manage inventory and food costs more effectively.

Since the deployment, Kona Grill has also seen their bottom line greatly improved, with an average 1.5% reduction in cost of goods sold per store. Overall the company saw profits

increase by around \$16k per store, and by over \$300k for the group, so recouped their investment within three months.

Another financial benefit is the ability to document and track purchases, so managers can now see if and when vendors overcharge them for certain items. With Compeat Advantage, Kona Grill has an end-to-end solution for POS polling, inventory control, food cost analysis, cash management, daily operations reporting, and transparent integration to accounting.

'Compeat is now part of our recipe for success,' said Mark Robinow, Kona Grill CFO.