

SECOND LOCATION

The Social Media Split

CORNER OFFICE

Why Interim CEOs Work

OPERATIONS

Cheap Marketing Tips

MENU

Chicken on a Stick

Limited-Service, Unlimited Possibilities

QSR

DECEMBER 2010/NO. 148

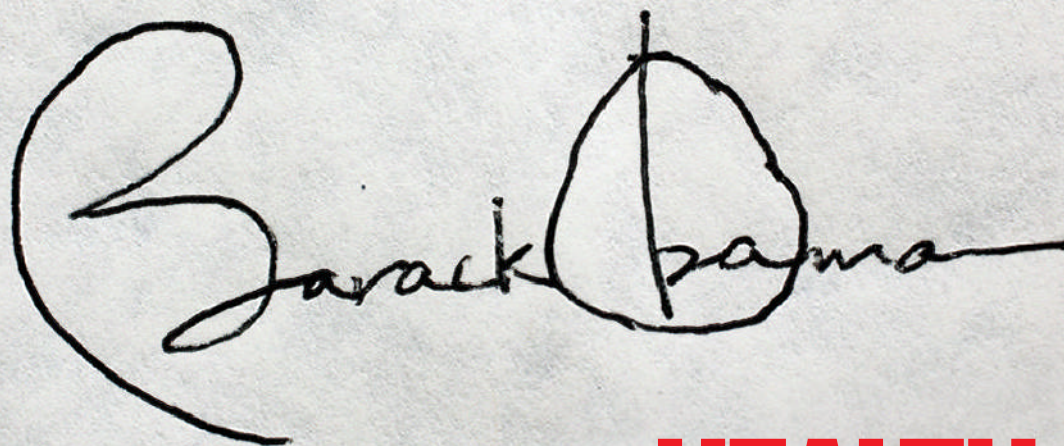
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YEAR-END
**SPECIAL
ISSUE**
WRAP-UP

APPROVED

MAR 23 2010

Despite industry opposition, the health care reform bill was signed into law in March, ushering in changes to employer coverage and a menu-labeling mandate for restaurateurs.



**HEALTH CARE
REFORM &
72 MORE STORIES
THAT SHAPED
2010**

Crunching the Numbers

Waves of information could swamp operators without help from tech providers

Back-office systems have come a long way from the reams of paper reports containing copious amounts of data. Many of these reports weren't available until the end of the day or week. By then, much of the data was useless. Besides, going home or back to the office to plow through page after page of numbers, charts, and graphs isn't anyone's idea of fun, and many operators couldn't make sense of much of the information anyway.

Today the technology has advanced by leaps and bounds, and most back-office systems are real-time and web-based, offering up-to-the-minute access from anywhere one can connect to the Internet, including from handheld devices. In the quick-service and casual-dining arenas, factors are constantly changing. While POS systems offer the capability to provide key performance indicators, much of this information is only available at intervals throughout the day or at the end of the day. Real-time business data can support real-time business decisions that historical data simply cannot. By accessing information and data in real time, operators are able to take action on this information immediately.

For restaurant operators, interpreting volumes of information while under growing pressures to make the right decisions quickly can be overwhelming. While it is critical to provide operators with real-time metrics that help them keep their finger on the pulse of the business, translating the data into a proactive, actionable daily play-book is **CrunchTime!**'s mission.

"We connect the dots across all the operating elements of a restaurant business," says Tamy Duplantis, vice president of sales at the Boston-based company. "Not only do we provide one integrated platform to manage sales, food, labor, and supply chain, but the underlying algorithms throughout our solution tie all of these interdependent aspects of the business together. We can then provide comprehensive reporting, dashboards, and alerts at every level of the organization right out



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of the box because we not only have the data but we understand the dependencies."

According to Duplantis, a trend across the industry is a pendulum swing toward web-based, fully integrated, enterprise restaurant-management platforms and away from best-of-breed point solutions that require custom integration and home-grown consolidation databases. There is a general move toward fewer systems, less IT overhead, and web-based hosted systems that require minimal footprint in the restaurant. This is the fundamental architecture and strategy of CrunchTime!.

While each restaurant brand has defined its best-practice operating model that will deliver the brand experience and render optimum profitability, the challenge is ensuring consistent execution every day in every restaurant. CrunchTime! provides central configuration of your business rules so that the restaurant operator can locally execute the brand strategy every day.

"Our Scorecard aligns every level of your business around the core performance targets while our dynamic Task List tells the operator what needs to get done next," Duplantis says. "Restaurant operators are equipped with the brand playbook while management gains real-time transparency into every aspect of every restaurant operation."

Crunchtime!'s restaurant-management platform includes several unique features that are top-of-mind across the restaurant industry today. To meet increasingly rigid regulatory requirements, its Nutritional Calculator computes comprehensive recipe nutritionals that leverage both the USDA database as well as any custom brand nutritionals. Operators are equipped to protect the brand and to ensure customer safety

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with nutritional label printing and lot tracking as well as allergen and nutritional tracking from the manufacturer ingredient to the guest order.

Duplantis says insights that drive brand growth are often limited by variation in franchise hardware, nonstandard POS systems, and inconsistent menu item PLU numbers. With more concepts using franchising as their growth engine, CrunchTime! sits above multiple POS systems and PLU schemes to create a normalized view of the business for brand leaders.

"This flexibility is a big advantage over the POS vendor back-office systems," Duplantis says. "Creating a standard, back-office console for all operators and providing real-time information from all stores to above-store management delivers immediate and transformational brand power."

The CrunchTime! application suite is 100-percent web-based with a centrally hosted SaaS (software-as-a-service) model architecture that eliminates the complexities inherent in distributed applications and leverages real-time information availability.

Having a back-office solution that can adapt to each brand and help its users interpret their data is part of the solutions from **Syrus Restaurant Information Services**.

Syrus Restaurant Information Services began in 1996 as the technology arm of one of the largest Wendy's franchise organizations in the U.S. Several years ago the company spun off from that entity and became what it is today. Currently Syrus serves more than 20 percent of all franchised Wendy's stores and has become the preferred partner of franchisees nationwide. Syrus also services other major restaurant brands and categories, and its growth and success can be attributed to the idea that successful implementation of technology is about more than just the technology. By packaging its technical and administrative management tools alongside its business and operational knowledge, Syrus provides a strategic end-to-end solution and has evolved into the leading, fully integrated back-office and above-store reporting system that increases profitability with actionable, performance-driven knowledge on a daily basis. This allows operators to use information to improve their businesses rather than worry about how to acquire and assimilate data. Syrus helps identify profit opportunities and develop a plan to turn information into improved financial and operational performance.

One of the best features of Syrus is that it has a deep integration with brand logic. Instead of expecting a brand to adapt to



the ways of the technology provider, Syrus learns the details of each brand and adapts to its practices.

Syrus Data Management Services can oversee and perform all of the technical and cumbersome tasks of data management behind the scenes, freeing up managers and employees to focus on customer service, quality, and financial results. This ensures that clean, accurate, and actionable information flows into the reporting and back-office tools.

The Syrus solution provides a suite of integrated tools, information, and services to help restaurant managers and executives manage food and labor costs and analyze and improve sales. In addition, Syrus Analytics is a unique and powerful reporting tool that allows users at every level of the organization to design and access information customized to meet their specific needs. Another unique feature of Syrus is that it provides full customer service via its call center. Each restaurant account has a dedicated customer service representative who analyzes and cleanses data, provides training as needed, and supplies ongoing consultation to help users read and interpret the information and take advantage of the best practices to improve profitability.

"People using our technology are extremely busy, so we can help them add value by analyzing their data," says Jim Karam, president of Syrus. "This is a young industry and a lot of this technology is new."

Syrus web-based applications are avail-

able anywhere there is Internet access, and its customers report operational savings of 1 to 4 percent or more of gross sales, according to Karam.

Keeping current with business is important for any retailer, but especially so for restaurant owners. Accessing data quickly and then being able to act on that information can significantly reduce expenses and build profits. In that sense data is the new currency, according to the developers of **Livelenz**, a subscription-based online software solution.

Livelenz was developed by a small group of restaurant franchisees who desired real-time, mission-critical information that was easy to access, analyze, and act on to drive immediate decision-making criteria and ultimately revenue. The initial software tool caught on virally and spread to nearly 5,000 sites within a single chain prior to the group expanding the platform to the general quick-serve restaurant market. In staying true to its user-guided, ground-up approach to developing user-friendly, relevant software tools, all upgrades, enhancements, and new modules are designed by the franchisees who use Livelenz every day. In addition, and most important to many franchisees, Livelenz has no upfront costs, additional hardware costs, or contracts. It's a month-to-month SaaS tool that continuously provides value and may be canceled at any time.

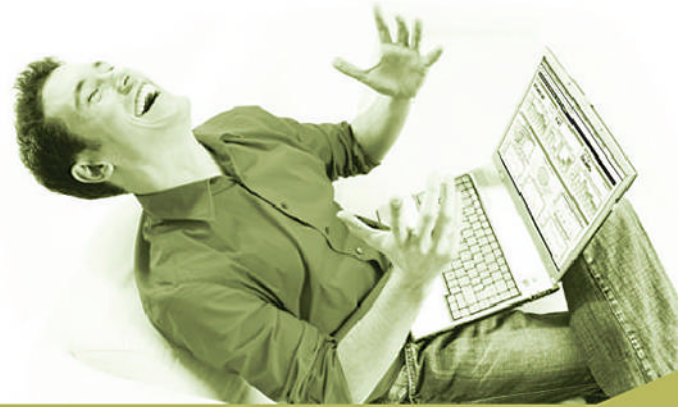
Livelenz features include real-time business metrics at the store level with roll-ups, sales, cost of goods, productivity, and transactional data trends and analyses up to the second. It also offers comprehensive integration with digital video surveillance at the transactional and event level. Owners and operators can manage their POS data anywhere Internet access is available.

"Quick-service restaurant owners and operators have consistently been looking for solutions to better understand the store operations from an analytical and data perspective and for solutions that also approach the business need from the franchisees' point of view," says Joel Doherty, president of Livelenz. "The Livelenz software portal provides just that perspective. It's about today's data driving today's decisions, and technology allows owner-operators and managers to achieve this goal in a totally new paradigm."

To date the company maintains customers at a rate that exceeds 98 percent. Livelenz also offers a free 30-day trial period and can be integrated with any POS system. Livelenz software can also be privately labeled.

POS Data Analytics Software. Easy to Access, Analyze, and Act On!

Livelenz helped me put **1% more** net profit back to the bottom line.



A STORE BASED PORTAL FOR FRANCHISEES **NO annual contract!**

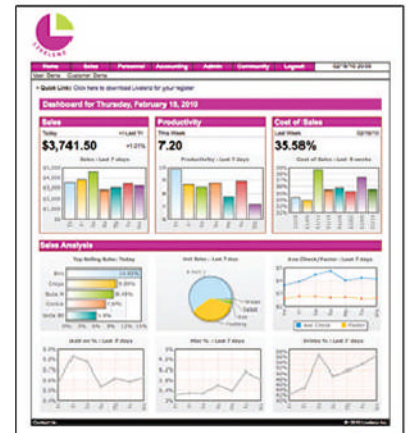
BETTER DATA = BETTER DECISIONS = MORE PROFIT

Livelenz is your online solution to managing your business more efficiently, productively and profitably.

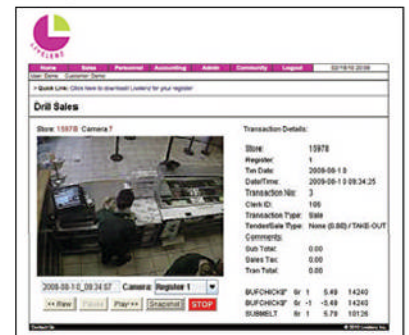
- Real-time business metrics at the store level (with roll-up)
- Sales, COGS, productivity and transactional data up to the second
- Comprehensive integration with digital video surveillance (DVS)
- Manage your POS data through any browser or smartphone
- Designed by QSR franchisees for franchisees. All enhancements and new developments are defined by franchisee users of Livelenz

Livelenz is a subscription based software solution offered to QSR franchisees with NO up front costs, NO additional hardware costs, and NO contract!

Clear Dashboards



Integrated Video Surveillance



www.livelenz.com | 888.407.0501



The Players

Crunchtime! Information Systems

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www.crunchtime.com



CrunchTime! equips restaurant companies with a fully integrated enterprise platform to manage food, labor, forecasting, supply chain, and reporting. As an industry leader of web-based restaurant management solutions, CrunchTime! is helping reduce costs, increase productivity, and drive operating consistency at thousands of restaurants around the world.

Decision Logic

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Lincoln, NE 68512
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www.decision-logic.com



Decision Logic powers restaurant profitability with web-based enterprise, back-office software and manages private cloud solutions for multi-unit/multi-concept operators. The customized software solution integrates with major suppliers to deliver in-depth reporting on sales, costs, and menu mix trends, providing insights needed to make accurate, timely decisions about purchasing, labor, and pricing. Decision Logic's newest offering, the Managed Private Cloud Solution, provides restaurateurs access to up-to-date software and secure storage solutions with minimal investment in staff time or financial resources. Decision Logic was created by restaurant executives who needed real solutions for managing resources at multiple restaurants.

Digital Dining

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Digital Dining was originally developed and installed in Australia in 1978. The product was introduced in the United States in 1984, and Menusoft was formed. In 1984, the first U.S. Digital Dining system was installed at a small Washington, D.C., tavern with three workstations. As a pioneer in the PC-based POS hospitality market, Digital Dining is proud to be approaching our 25th year in business. Today, Digital Dining continues to lead the industry with extremely innovative functionality and features, most of which have come from suggestions made by its more than 50,000 customers. From independents to large chains, from quick service to table service, this software can be configured to meet any needs no matter how big or small.

Livelenz

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Livelenz Inc. is a leader in the development of unique web-based business tools for quick-service, convenience, and service-station franchisees. The solutions offered are relevant, easy to use, and meaningful, in large part because the management team at Livelenz is made up of foodservice franchisees. Building on a "Software as a Service" model, Livelenz offers real-time operational analytics, dashboards, trending, inventory, sales, productivity, accounting, menu management tools, and more. The return on investment has been proven by thousands of franchisees worldwide that have put store operations in the palm of their hand through any browser or smartphone. For a more robust solution, LivelenzT real-time software portal integrates with select digital video surveillance (DVS) products, allowing you to marry real-time and historical POS data and video footage in extremely meaningful ways.

MICROS Systems

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MICROS provides enterprise applications for the hospitality and retail industries worldwide. Over 330,000 MICROS solutions are currently installed in quick- and table-service restaurants, hotels, motels, casinos, leisure and entertainment, and retail operations in more than 130 countries] and on all seven continents. For more information on MICROS and its advanced information technology solutions for the hospitality industry, please contact Louise Casamento, Vice President of Marketing at 443-285-8144 or 866-287-4736.

MIRUS Restaurant Solutions

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MIRUS provides reporting, analysis, and dashboard solutions for the restaurant industry. Our solutions are easy to use, flexible enough to handle any data you want, and powerful enough to increase your profits now. You control your implementation so you can attack the issues you feel are most important. MIRUS gives your team the tools to take their execution to the next level and drive your profit.