



Maitre'D®

Software that serves you better

Maitre'D a Cornerstone of The Restaurant Company's Success

Arby's Franchisee Averages 2X Unit Volume

When the average unit volume at your 19 restaurant locations throughout Virginia has consistently been twice that of the rest of the Arby's chain, you're probably doing more than a few things right. "There are three major points to our approach," explains Bill Lowe, president of The Restaurant Company, which owns the 19 Arby's locations. "Number one is the food. You have to absolutely protect the integrity of the food. Number two is our people - the backbone of the business. Number three is our facilities."

On the surface, it may sound simple enough, but in practice there are multiple challenges. "Our food is prepared fresh," says Lowe. "Every sandwich is made to order. We do not have sandwiches made up before the next meal rush and sitting on a heated board."

CVM Keeps Food Fresh

But how do you do that in the fast food business when customers expect their orders immediately, if not sooner? "This is where Maitre'D has been a big part of our success," notes Lowe. "Their CVM Kitchen Video Display System has allowed us to fill orders on the fly, ensuring the freshness of our food."

He explains how it works. "As the customer is ordering in front, it is immediately showing up on the backline. Our kitchen staff is getting a jump on assembly, while the customer is still finalizing the order. By the time they finish ordering, their food is ready. Any special instructions for the customers' orders are color-coded on the backline monitor to increase accuracy. The system is easy to use. It's been a tremendous value to us."

Simplified Cooking

A cooking activity chart is another Maitre'D feature that is essential to the food quality at The Restaurant Company. "Maitre'D worked with us to develop an automated beef and rotisserie chicken cooking program specifically for our operations," says Lowe. "It forecasts and projects cooking times, which allows us to slow roast our beef and chicken continuously throughout the day. This way we can consistently provide our customers with a fresh roasted product and also maximize yield. There's no more guessing on the manager's part. That's been replaced by ongoing computer analysis. We've been able to reduce food waste and improve quality."

A Better Drive-up System

Maitre'D has also helped The Restaurant Company improve drive-up ordering and processing.

As orders are placed, the items are displayed to the customer using the CVM system, as they are being rung up by the cashier, which increases the accuracy. "Before we had the Maitre'D system in place, we were calling





Maitre'D®

Software that serves you better

The Restaurant Company

orders to the backline," explains Lowe. "There was a lot of yelling back and forth as orders were confirmed and prepared. There was all this stuff to remember. Once we had the system in place, it got pretty quiet. We were really busy, but we were working so much more efficiently. There was a whole lot less noise."

Managing Labor

Another critical factor in any business is the people - and it's no different at The Restaurant Company. "We hire the best that we can find in the quick service restaurant business," says Lowe. "We do criminal background checks, as well as drug and psychological testing. Over time this has helped us to attract and retain a better caliber of person. People hear this is a good, well-run place to work."

From scheduling to payroll, Maitre'D has been a big part of The Restaurant Company's approach to employee management. "We use the labor program with a fingerprint reader," notes Lowe. "We can lock in and lock out schedules to control who is actually clocking in and prevent anyone from clocking in early. These kinds of features help to keep everyone honest. Labor is one of the largest cost factors in any restaurant."

E Global Solutions

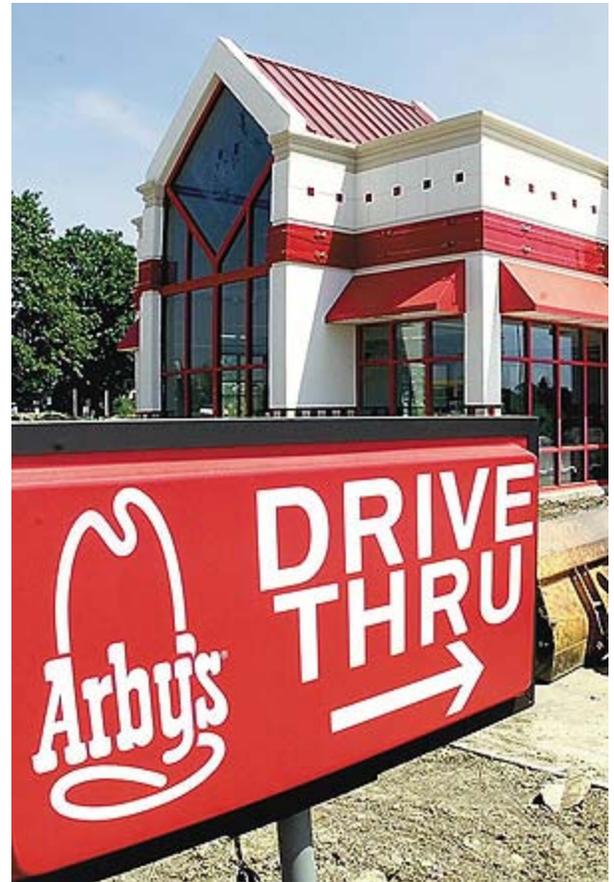
All labor information from the 19 locations is transmitted to the corporate office and interfaces with the ADP Payroll system. "In our corporate office we use the E Global Enterprise Solution to receive and send data such as payroll information, menu changes for the point of sale and daily sales back and forth to all of our restaurant locations," explains Lowe.

Other tools and features The Restaurant Company utilizes includes inventory, yields analysis, a gift card solution and reporting. The system also was set up to interface with Net-E Pays for credit card processing. "Maitre'd gives us everything we need to effectively manage all of our locations and make intelligent business decisions," says Lowe. "The system provides a wealth of valuable data and allows us to continuously improve everything we do."

When asked about the deployment process, Lowe indicates everything went smoothly. "We use IBM hardware for our POS system. The deployment was basically uneventful. There were no unexpected glitches."

What's on the horizon for The Restaurant Company? Lowe's response is relaxed. "We have no aggressive plans," he says. "If or when the timing and the economy are right, we may expand. But we don't like to rush things. We would rather grow a little slower and do things right."

Regardless of how the future shapes up for The Restaurant Company, Maitre'D will be a cornerstone of their ongoing success. "We've been using the Maitre'D system since 2003 - almost 10 years," says Lowe. "It's a great system with solid architecture, made by restaurant people for restaurant people. They understand our needs on every level. Maitre'D has done an exceptional job for our company."



"It's a great system with solid architecture, made by restaurant people for restaurant people. They understand our needs on every level."

- Bill Lowe, president of The Restaurant Company