



Maitre'D®

Software that serves you better

HDOS uses Maitre'D restaurant management software to simplify its operations for a food-court setting

The workforce is young, the pace is fast and the footprint is small. That's life behind the counter at Hot Dog on a Stick (HDOS), which operates 108 stores in shopping malls across 13 western states, with annual revenue of \$45 million dollars.

When the 62-year old California-based chain decided to install its first-ever computer based POS system, the technology had to be tailored to its unique food court operation.

"We have a very young workforce and, for most, it is their first job," said Bruce Kowallis, HDOS' Director of Information Technology. "Combine that with the often hectic pace of a food court, and our POS system had to be straightforward and easy to learn."

Turning this need into reality was Maitre'D POS restaurant management software from Posera Software, Inc., a provider of software solutions for the hospitality industry. With this software in place, even the newest HDOS counter employees were easily ringing up sales, while efficiency also increased on many levels at headquarters and in the field.

Versatility Is Key to Maitre'D

"Our first Maitre'D system was installed in March 2004," Kowallis explains, who has been with HDOS for 20 years. He says, "The beauty of Maitre'D is its versatility, which is a function of its open architecture."

With over 100 locations to poll on a daily basis, HDOS found this open architecture particularly valuable in designing a system that would support its needs. As Kowallis puts it, "The freedom to customize back of house and enterprise architecture as needed was a key aspect of our decision to go with Maitre'D."

Easily capable of handling multiple tasks like table service and online ordering for very large restaurants, Maitre'D's versatility was on display at HDOS. "This system brings the terminal operation down to just a few items that we sell," Kowallis says. "It gives us the simplicity and functionality we need so even the newest employee can quickly master the register position in a busy store."

With Maitre'D in place, HDOS has been experiencing new levels of productivity thanks to the software's ability to deliver data to headquarters, which helps increase efficiency in ordering and inventory. "All data is consolidated back to corporate through timely corporate reports, which is very big for us," Kowallis says.





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Hot Dog on a Stick (HDOS)

File Exports a Plus

"Maitre'D's interfaces and integrations, and the ability to export data, makes it easy to transport into our third party applications, including Great Plains for accounting and ADP for payroll," Kowallis explains.

Data transport is also effective with eTime, he adds. "When we do punches at the register, eTime automatically applies labor laws and overtime for different states. This data gets batched into our ADP for the paychecks."

Asked to describe other Maitre'D software features that are being effectively used at the headquarters and unit levels, Kowallis mentioned e-Global enterprise solution including a broadcaster and multi-unit report center.

"With these features, we have been able to manipulate applications so our regional managers can connect to corporate headquarters and use the reporting tools for their specific stores to make timely decisions based off of very useful reports," he explains.



Hands-on Service From Posera

With over 20,000 customers worldwide, Posera is a powerful international supplier of restaurant software solutions. Although the company operates globally, it was Posera's hands-on service that helped land the hot dog business.

"From an information technology perspective, we really appreciated the personal touch and availability of top notch support personnel at Posera headquarters," says Kowallis. "There has never been an issue that hasn't been resolved either by direct support or requests sent to Product Management for future implementation."

The Hot Dog on a Stick and Maitre 'D partnership is strong today and will only continue to grow stronger. As Kowallis notes, "With Maitre'D's new release, we look forward to an even more open architecture and the implementation of SQL-based data. This falls right in line with how we store data at corporate. "

The screenshot shows a table within the Maitre'D interface. The table has the following columns: Item, Region, Description, Units, Price, Inventory, and Assigned To/Status. The data rows include items like 'HOT DOG', 'HOT DOG', 'HOT DOG', 'HOT DOG', 'HOT DOG', and 'HOT DOG' with corresponding values for each column.

Item	Region	Description	Units	Price	Inventory	Assigned To/Status
HOT DOG	ALABAMA	HOT DOG	5	2.50	1000	ALABAMA 01 001
HOT DOG	ALABAMA	HOT DOG	5	2.50	1000	ALABAMA 01 001
HOT DOG	ALABAMA	HOT DOG	5	2.50	1000	ALABAMA 01 001
HOT DOG	ALABAMA	HOT DOG	5	2.50	1000	ALABAMA 01 001
HOT DOG	ALABAMA	HOT DOG	5	2.50	1000	ALABAMA 01 001
HOT DOG	ALABAMA	HOT DOG	5	2.50	1000	ALABAMA 01 001

- Bruce Kowallis, Director of Information Technology