

THE BATTLE FOR ROI: KITCHEN DISPLAY SYSTEM VS. KITCHEN PRINTER



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Originally designed to handle QSR businesses, kitchen video display systems have become increasingly common fixtures in quick, casual and fine dining kitchens alike. Kitchen Display Systems eliminate steps, cut down on errors, improve productivity and speed of service, and drive increased guest satisfaction across all types and sizes of restaurants. Full color displays and multiple screen layouts make orders easy to read. The Bump Box is designed to make orders easy to control. And rich reporting keeps you on top of staff productivity at all times. With a Kitchen Display System, service is faster and more accurate, reports more detailed and complete, and end-of-day closings simplified: all at a significantly lower cost than printer, paper and ink.

The IT Perspective

Installation and configuration is typically very simple as everything is preconfigured, no matter how many controllers you run. Every network address, device ID, wireless connection—all the technical settings—are preset, or are configured automatically on initial startup: including integration with Maitre'D or other POS systems. You can modify any or all of these settings—from changing the IP address of the network adapter to changing the color displayed for soft drinks—from the most familiar of interfaces.

The Financial Perspective

Kitchen Display Systems have a lower Total Cost of Ownership (TCO) than Kitchen Printers

For example, Posera's KDS, there are two cost elements: all one-time, fixed costs.

1. A perpetual license.
2. Flat screen monitor(s).

With printers, there are three costs: two of them go on forever.

1. The cost of the printer.
2. Annual cost of paper: \$1,000
3. Annual cost of ribbons: \$100

After four years, the cost of printing can be more than triple the cost of a kitchen display system.

	Initial cost	Operating cost per month	Costs Year 1	Costs Year 2	Costs Year 3	TCO 3 years
3 KDSs with monitors	\$4,500.00	-	\$4,500.00	\$0.00	\$0.00	\$4,500.00
3 Network printers Average scenario*	\$1,425.00	\$258.00 / for paper and ribbon	\$4,521.00	\$3,096.00	\$3,096.00	\$10,713.00

*Assuming average business usage of 1 case of paper and 1 ribbon per month per printer.

Assumptions and average costs:

Cost of KDS Kitchen Video Display System

MSRP.....	\$ 1,350.00
<i>includes KDS, Bump Box and Software</i>	
Other KDS costs:	about \$ 150.00 for 1 LCD monitor (includes typical 17" or 19" sized screen, plus a wall mount)
Average number of KDS monitors in a restaurant:3

Cost of Printers

Retail price for Impact Network printer	\$ 475.00
Case of paper*	\$ 80.00 for 50 rolls
Ribbon.....	\$ 6.00 per ribbon

Operations' Point of View

A busy kitchen can struggle to maintain control in an environment driven by slips of paper. With a kitchen display system, the operational inefficiencies of the "enter-print-post" method of placing orders, fighting for a spin of the order wheels, expediting, and quality control are eliminated. The endless stream of orders coming out of paper printers—and the problems of backlog when paper runs out unnoticed—is ended. In its place: a simple, direct connection from the point of sale to the place of preparation. It makes the last steps easier and more correct, providing both chefs and expeditors with pictures of the complete meal for garnishing and presentation control.

Bill Lowe, president of The Restaurant Company, which owns the 19 Arby's locations, explains how Posera's KDS system helps them ensure the freshness of their food: "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."

A Kitchen Display System can also be used to streamline order processing at the drive-thru window. The Restaurant Company improved drive-up ordering and processing by displaying items ordered to the customer using the KDS 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 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."

Quality control: Present full color imagery of your menu, along with the recipe, so that chefs, servers, expeditors and others can know how to best present the meal.

Security: Establish unique system settings and configurations for each employee category. Each employee configuration establishes permissions, enables or disables functionality, permits or prohibits report generation, and more.

Documentation: User's Manuals and/or context-aware help system.

Reporting and Back-Office

Kitchen Display System Reports deliver the information you need to track, manage and improve productivity. Look at Service Speed, including Over/Under statistics; view transactions by Revenue Center; and probe sales on a transaction-by-transaction basis. Every report is presented as text, or in clear and accurate graphs and charts. Often, you will have full control of your reporting, including how often you create reports, when you restart the reporting period, what happens to previous information on restart, which printer to use, and more.

The back office typically provides control over monitors, controllers and Bump Boxes—no matter where your system is located. Operate Bump Boxes remotely, from redirecting monitors to highlighting orders to overriding settings set at the Bump Box itself. Upload training videos, send instant messages to any or all monitors, upload recipes with visuals that show presentation, test the configuration, control reporting, manage monitor redirection—and more.

For example, Posera's KDS provides a same tabbed interface, like you use every day with virtually every Windows application to manage, modify and save hundreds of settings. It's even easier than it sounds, since, with very few exceptions, you'll never have to "enter" information: every setting is made from list box and check box selections.

A Checklist of Features to Look For Productivity:

- Control on which monitors items should appear. This is useful when there are multiple cooking stations (for instance, Cold and Hot) during peak times, but only one during slow periods.
- Manage and monitor kitchen productivity by setting a Target Time for order preparation and flashing an alert when an order goes beyond its target.
- Transmit items, one by one, as they're entered, or wait until the entire order is placed. Here's another feature designed initially for QSR that has found wide use in fine dining (for instance, for items that need extra time to prep or cook).
- Ability to add new items to an existing order—useful for both changing an order at the pickup window and for adding items when a new guest joins a table.
- Real time service speed reporting, programming, re-direction and screen mode selections.

At the end of the day, a Kitchen Display System makes every aspect of ordering, preparing and serving easier for every kind of restaurant. For QSR, where speed is of the essence, it tracks who's ordering, who's waiting—and how long they've been there. For table service, it distributes orders to each station, ensuring they're complete and on time. For fine dining, where presentation is critical, it helps expeditors garnish and quality-check the meals. For every type restaurant, managing, monitoring and reporting is made simpler and automatic. All of which, at the end of the day, lowers your costs, streamlines operations and increases diner delight.

For more information about how Posera's KDS can work in your kitchens, contact us today.

www.posera.com/kds

Learn more about the KDS Solution.

Posera offers a kitchen video display system that is fully integrated with many point-of-sale systems. For more information, visit www.posera.com/kds

To learn more about selecting the right kitchen technology for your business, call us on 1-800-465-2400 or visit www.posera.com.

