

Hospitality Point-of-Sale Buyer's Guide

Tips for successfully selecting and implementing POS technology for your restaurant, bar, nightclub, pub, café or club.



Cashing In On Technology:

What Point-of-Sale Can Do for You

In the hospitality business, the tools you use to drive business profitability are as varied as your menu. And one of the biggest investments in business technology most venue owners make is a point-of-sale system. More than just a cash register, today's POS systems are sophisticated management tools that can streamline your operation and help you manage many areas of your business. Knowing what a POS system can do for your specific business will guide your purchasing decision. Ask yourself some specific questions. Your answers can help

you evaluate what you want in a POS system. For instance:

- What is your sales volume? Do you want to grow your business, but not sure how? How would you manage the growth? A good POS system will help boost sales AND keep control of your business allowing you to hold your staff accountable.
- What's your management style? Are you hands-on, or do you prefer to stay in the background? Would you like

more time away from the store? Look for a system with remote access functionality, live web based reports designed specifically around hospitality.

- How many stores do you have? Are they corporate owned or franchisees? You need a system that can adequately report across all your stores in real time.

Perhaps the biggest question: Is a new POS system worth the expense? Here are a few ways a good POS system can ease your business headaches and put a few more dollars in the cash drawer:

POS Payback: The Bottom Line

Consider the following when comparing a state-of-the-art POS system with an inefficient system, or a cash register...

- Eliminate Errors: 2 orders/day x \$3, each error = **\$6**
- Ensure Everything is Paid For: 2 orders/day x \$3, each error = **\$6**
- Take Orders Faster: 2 extra orders/day x \$10 each = **\$20**
- Eliminate: Giveaways & Theft 2 per day x \$10 each = **\$20**
- Improve Labour Management: 1 hour labour savings/ day = **\$16**

• Total: \$68 per day in savings

And that is just off the back of a single terminal in a café that is open 6am to 4pm. The savings grow with the venue. This calculation excludes savings on stock variance that a good stock management system will give – generally 3% on purchases annually – if you plan on running stock.

Reduce Costs

Needless costs, such as food waste, overtime, theft, and order mistakes all erode the bottom line. A good POS system will reduce, even eliminate, much of this cost for you.

Order Taking

No one orders the same way and customers might change their mind mid order. A flexible system allows employees to “take it like they say it.” Pop-up boxes, reminders, and other features will ensure everything is charged for and the order is taken properly. The simple elimination of handwriting mistakes and math errors, along with the guarantee that all items are rung in and paid for, makes the investment in a good POS system a simple decision for most operators. Paybacks are typically as short as a year on these factors alone, compared to a manual order taking system.

Labor Costs

A good POS system significantly increases the speed of order taking, especially with phone orders. This can improve customer satisfaction and reduce labour costs, allowing you to staff less heavily during your quiet times. A reputable system will also give you up-to-the-minute labour data to spot problems such as overtime, put the brakes on time-clock abuses, and speed up end-of-day processes for servers and drivers. Not only that, modern



systems let you build a daily schedule based on system sales forecasts.

Inventory Tracking

Tracking inventory and food costs can be tricky. A thorough inventory tracking module that is integrated with your POS eases the process by helping you track the things you buy and sell, managing the purchasing process, and even simplifying physical inventory. Look for flexibility and accuracy here. A good module will provide accurate cost tracking using weighted average cost accounting principles, and detailed information like food cost analysis and variance reporting. A good inventory management package will automatically generate Purchase Order Lists based on par levels or can create Order Lists for you based on historical sales and will tell you instantly when costs rise — instead of waiting weeks or months.

Marketing

They say 80 percent of business comes from 20 percent of your customers. A good POS system can eliminate expensive marketing campaigns and allow you to focus on those customers who form the bulk of your business. Any decent POS system will have marketing module options with customer purchase history, addresses, and other information — all invaluable information in targeted, effective marketing campaigns. To get the most of your investment, look for marketing features that are easy to use, so you will be more likely to take advantage of them on a regular basis. You need to make it easy for your customers to sign up to your venue to keep up-to-date with your marketing offers so look for a system that can integrate with online sign up forms for your website and also Facebook page.

Superior Reports - Understand Your Business

On Demand When You Want

A good POS system will provide you with the reports that you need now and give you the option of many more reports that you will require as your business grows. Reporting allows you to track your business and make changes and adjustments as changes occur. Many large successful hospitality venues will utilise a variety of reports in various parts of their business. Ensure your POS has the capability to provide many varied reports that have been designed for hospitality. If the POS that you are looking at doesn't offer all these reports, then it will never allow you to fully understand and optimise your business. If you are going to compromise like this, you may as well stick with a cash register, as lacking analytical

information will not allow you to have control of your business. Mature POS platforms will have at least 50 separate reports available for you to help improve your business. All of these reports should export out in Excel and PDF.

You should be able to filter for any time or date range, allowing you to control your business like never before. The very best systems will allow you access to these reports whilst your staff are mid-trade, without anyone ever knowing.



Sample Web-Based Reports

A list of the major reports your POS should provide:

Payment Reports	
Account (COGS)	Shows the cost of goods sold (COGS) for accounts
Account transaction	Shows transactions broken down by accounts
Account transaction detailed	Shows transactions broken down by accounts with extra payment details
Cashier	Shows payment transactions broken down by staff and terminal
Cash in/Cash out	Shows petty cash transactions broken by terminal and staff
Check	Shows items based on any given check date and number
Float in/Float out	Shows the cash draw count broken down by staff and terminal
Cash drawer	Shows sales broken down by a selected payment type
Reversed Transactions	Shows reverse transactions broken by payment, terminal and staff
Transaction Reports	
Item sales	Shows transactions broken down by category and department
Item sales by specified time period	Shows transactions broken down by category and department based on specified time
Item sales by staff	Shows transactions broken down by staff
Item sales by terminal	Shows transactions broken down by terminal
VOID report	Shows voided transactions based on a give date time
Staff VOID report	Shows voided transactions broken down by staff
Terminal VOID report	Shows voided transactions broken down by terminal
Discount report	Shows discounts broken down by discount name, category and department
Staff discount breakdown	Shows discounts broken down by staff
Terminal discount breakdown	Shows discounts broken down by terminal
Outstanding	Shows outstanding unpaid or part-paid cheques
Closed tab breakdown	Shows a detailed breakdown of all closed tabs
Closed table breakdown	Shows a detailed breakdown of all closed tables
Complete breakdown	Shows the complete transaction history for a selected date and time
Refund	Shows refund transactions broken down by payment, terminal, staff and details
Staff sales by item	Show items sold broken down by staff member
Membership Reports	
Activity report break down	Shows detailed transaction information for the members based on the specified search criteria
Activity report summary	Shows summary information for the members based on the specified search criteria
Balance	Shows member balances broken down by card type
Purchases	Shows member purchases over a date range ordered by item quantity
Birthday list	Shows a list of members with a birthday in the specified month
Birthday list (Detailed)	Shows member's personal and membership details where the member has a birthday in the specified month
Member information	Shows a list of members with personal and membership information
Recharge	Shows card recharge information per member
Recharge (By ID)	Shows recharge information based on a member's card ID
Spenditure	Shows spenditure information per member
Spenditure (By ID)	Shows spenditure information based on a member's card ID
COGS	Shows cost of goods sold (COGS) for membership
Bump Screen (Coffee Display) Reports	
Average order time (3 Minutes)	Shows the average order completion time based on a 3 minute interval
Average order time (5 Minutes)	Shows the average order completion time based on a 5 minute interval

Stock Management Report

Adjustment	Shows information on adjustments to the current qtys of stock items
Converter	Shows information on quantities of stock items converted to other stock items (e.g. wine and juice to sangria)
Cost variance report	Shows information on cost changes of invoiced items
Item break-down details	Shows information on qtys of stock items assigned to menu items
Item break-down details (Modifiers)	Shows information on qtys of stock items assigned to menu items modifiers
Item recipe break-down details	Shows information on qtys of stock items assigned to recipe items
Order list	Shows all stock items which have fallen below the min levels (grouped by supplier)
Orders by supplier (history)	Shows information on invoice totals of stock arrivals (grouped by category/supplier)
Purchases (history)	Shows information on invoice totals of stock arrivals (grouped by stock item/date/invoice no)
Items in recipe	Shows information on the recipes which each stock item is allocated to
Stock items details	Shows information on the current stock levels of stock items
Sales margin	Shows information on the profit margin from the sale of stock items
Transfer	Shows information on the stock transferred over a specified date range
Stock take form	Shows a stock count sheet for the current stocktake
Stock take variance report	Shows information on the variance between system and actual qtys for a stocktake count
Stock items sold grouped by supplier	Shows the stock items qty on hand and qty decremented between the selected date range grouped by the supplier

Management Reports

COGS	Shows a summary of the cost of goods sold
Activity menu item details	Shows only active menu item costs and prices
All menu item details	Shows menu item costs and prices
All modifier details	Shows modifier costs and prices
No sales	Shows no sale information based on time, user and terminal
Staff attendance	Shows staff hours and labour costs
Staff details	Shows employee details
Staff timesheet MYOB (export)	Generates a staff hours list for export to the MYOB application

Sales Performance Reports

Staff sales breakdown	Shows staff sales
Hourly sales breakdown	Shows sales broken down by time of day, per category and department
Weekly Payment breakdown	Shows weekly revenue broken down by payment, cash in/out and department
Orders hourly	Shows volume of normal orders broken down by time of day
Gross profit	Shows gross profit based on selected category, department and price levels
Most and least popular selling items	Shows the most and least popular selling items filtered by category and department. It includes unpaid items
Top 20 sold items	Shows the top 20 sold items with ranking and quantity
Weekly revenue	Shows a weekly revenue based on a start date of the week

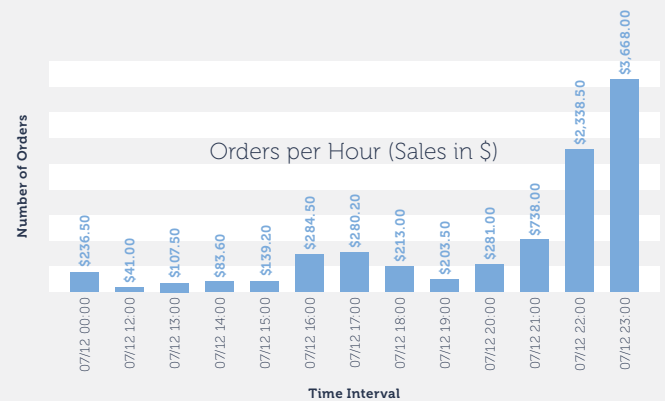
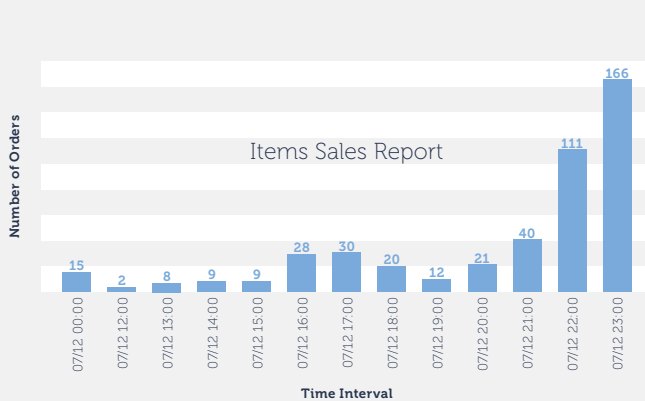
An Hourly Sales Report is a vital guide for staffing and ordering

Imagine you are trying to work out staffing for a major public holiday. In seconds you can bring up the hourly sales report for this day for the last few years. This will tell you when you got busy and how busy you actually were. With staff on double time and a half, you can't afford to have them standing around doing nothing. With high quality reports like Hourly Sales and others you can save tens of thousands of dollars per year.

Orders Hourly

Category	07/12 00:00	07/12 12:00	07/12 13:00	07/12 14:00	07/12 15:00	07/12 16:00	07/12 17:00	07/12 18:00	07/12 19:00	07/12 20:00	07/12 21:00	07/12 22:00	07/12 23:00	TOTAL
Alcohol	\$196.50	\$33.00	\$48.00	\$60.00	\$120.00	\$248.00	\$252.50	\$201.50	\$203.50	\$240.50	\$605.50	\$1,967.50	\$3,255.00	\$7,431.50
Beverage	\$40.00	\$8.00	\$59.50	\$23.60	\$19.20	\$36.50	\$23.70	\$11.50	\$0.00	\$40.50	\$123.50	\$371.00	\$413.00	\$1,170.00
Food	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4.00	\$0.00	\$0.00	\$0.00	\$9.00	\$0.00	\$0.00	\$13.00
Totals:	\$236.50	\$41.00	\$107.50	\$83.60	\$139.20	\$284.50	\$280.20	\$213.00	\$203.50	\$281.00	\$738.00	\$2,338.50	\$3,668.00	\$8,614.50

Type	07/12 00:00	07/12 12:00	07/12 13:00	07/12 14:00	07/12 15:00	07/12 16:00	07/12 17:00	07/12 18:00	07/12 19:00	07/12 20:00	07/12 21:00	07/12 22:00	07/12 23:00	Total
Qty	Sp/O Qty	Sp/O Qty	Sp/O Qty	Sp/O Qty	Sp/O Qty	Sp/O Qty	Sp/O Qty	Sp/O Qty	Sp/O Qty	Sp/O Qty	Sp/O Qty	Sp/O Qty	Sp/O Qty	Sp/O Qty
Order	\$1500 \$1577	\$200 \$2050	\$800 \$1344	\$900 \$929	\$900 \$1547	\$2800 \$1016	\$3000 \$934	\$2000 \$1065	\$1200 \$1696	\$2100 \$1338	\$4000 \$1845	\$11100 \$2107	\$16600 \$2210	\$47100 \$1829



Hourly Sales Breakdown

Category	Department	07/12 00:00	07/12 12:00	07/12 13:00	07/12 14:00	07/12 15:00	07/12 16:00	07/12 17:00	07/12 18:00	07/12 19:00	07/12 20:00	07/12 21:00	07/12 22:00	07/12 23:00	TOTAL
Alcohol	Bourbon	\$0.00	\$17.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5.00	\$0.00	\$0.00	\$9.00	\$8.50	\$139.50	\$219.50	\$398.50
Cider		\$24.00	\$0.00	\$16.00	\$32.00	\$8.00	\$32.00	\$16.00	\$0.00	\$60.00	\$18.00	\$50.00	\$184.00	\$206.00	\$646.00
Cocktail		\$71.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$68.00	\$161.00	\$211.00	\$530.50	\$1,042.00
Cognac		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$19.00	\$19.00
Gin		\$8.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5.00	\$0.00	\$9.00	\$33.00	\$104.50	\$82.00	\$241.50
Liqueurs		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$240.50	\$409.00	\$649.50
Local Beer		\$61.00	\$0.00	\$16.00	\$28.00	\$86.00	\$199.00	\$193.50	\$177.50	\$119.50	\$57.50	\$117.00	\$319.50	\$437.50	\$1,812.00
Red by glass		\$0.00	\$0.00	\$0.00	\$0.00	\$10.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$18.00	\$0.00	\$0.00	\$28.00
Red Wine		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$40.00	\$40.00	\$80.00
Rum		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$18.00	\$29.50	\$64.50	\$112.00
Scotch		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10.00	\$74.50	\$170.00	\$254.50
Sparkling		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$35.00	\$35.00
Sparkling by the glass		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$8.00	\$63.00	\$55.00	\$126.00
Tequila		\$0.00	\$0.00	\$8.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$8.00	\$72.00	\$117.00	\$205.00
Vodka		\$32.00	\$16.00	\$8.00	\$0.00	\$8.00	\$5.00	\$10.00	\$15.00	\$0.00	\$49.00	\$136.00	\$413.50	\$819.00	\$1,511.50
White By Glass		\$0.00	\$0.00	\$0.00	\$0.00	\$8.00	\$12.00	\$28.00	\$4.00	\$24.00	\$0.00	\$38.00	\$76.00	\$51.00	\$241.00
White Wine		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$30.00	\$0.00	\$0.00	\$0.00	\$30.00
Beverage	Hot Beverage	\$0.00	\$0.00	\$3.50	\$15.60	\$3.20	\$4.50	\$12.20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3.00	\$42.00
Imported Beer		\$40.00	\$8.00	\$56.00	\$8.00	\$16.00	\$16.00	\$8.00	\$8.00	\$0.00	\$32.00	\$113.00	\$360.00	\$396.00	\$1,061.00
Non Alcoholic		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$16.00	\$3.50	\$3.50	\$0.00	\$8.50	\$10.50	\$11.00	\$14.00	\$67.00
Food	Dessert	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4.00
Dinner		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$9.00	\$0.00	\$0.00	\$9.00
Totals:		\$236.50	\$41.00	\$107.50	\$83.60	\$139.20	\$284.50	\$280.20	\$213.00	\$203.50	\$281.00	\$738.00	\$2,338.50	\$3,668.00	\$8,614.50

Cash Tracking

Knowing where every penny goes is perhaps the most basic yet important way to reduce costs. Your POS system should provide detailed cash management reports, including register reports, cash in/cash out details and allow for simple things like Blind Balancing (so whoever is counting the cash doesn't even know how much there should be). Not only that, employees should be accountable for every sale, delivery, refund, discount, void... in short, every cent that passed through their hands. Detailed POS reports can give you that information, ensuring that your hard-earned profits don't walk out the door. And let's face it at the end of the day the Net Profit is a small percentage of the Gross Sales – so every penny counts!

Increase Sales

What about all the promises that a POS system can boost your sales? It's true. It all comes down to knowing your customers, their likes and dislikes, their ordering patterns – and with providing them the best service possible.

New Customers

New customers are potential profits. With a searchable customer database module in your POS system, you can connect up your clients via phone, email, SMS or socially using Twitter or Facebook.

Upselling Existing Customers

That same database module can tell you customers who haven't ordered in 30, 60, or 90 days. You can target a mailing to get them back in the door. With order history information on hand, you can cross-promote your dinner menu to your lunch customers. The possibilities only end with your imagination.

Service, Service, Service

Of course, the best way to boost sales is with unbeatable service. Your POS system can enhance the customer experience by speeding order taking, ensuring accurate orders, and personalising service with the customer database.

Managing Growth

Adding new stores? Your POS system can be a valuable partner in managing growth. From day one, you can have the technology in place to take orders efficiently, handle servers and host staff, control labour and inventory costs, start marketing, and manage cash flow.

Reduce Stress

The right POS system can be the best antidote to your business headaches.

Reduce Errors

Cut out the mistakes and your life is already easier. A POS system should foolproof the order taking process, eliminate order errors, and ensure the kitchen has the right information to make the orders correctly.

Simplify Training

The hospitality business has a notoriously high employee turnover rate. Frequently training new employees can be a pain. Your POS should have a graphical, easy-to-use interface that both video-game loving employees and computer illiterates can master quickly – a 30 to 60 min timeframe is more than enough if the POS system is the right one.

Remote Access

A good POS system is one that lets you manage your stores from anywhere. Modern tools and a web-based architecture will let you access reports, send e-mails, change menu items, even enter or void an order from home or elsewhere, making it easy to manage your operation even when you are not physically present

Managing Multiple Stores

If you have multiple locations, a POS system is not a luxury. You need a system that provides individual store information that is accessible remotely. It will also provide data for individual locations or regions. Modern systems which take advantage of the internet to take the hassle out of corporate reporting. For franchisors, consistent reporting from all franchisees is a must not only to guarantee compliance with franchisee agreements, but also to spot areas where certain franchisees may need assistance in better managing their operation. With access to information through technology, the franchisor can provide better value-added service to its partners.

Information When You Need It

All the information a POS system provides can be daunting. Your system should provide the most valuable information instantly, in a format that enables you to make good decisions based on real-time data. An up-to-the-minute view of your store with labour percentages, sales data, total voids, and other critical data lets you more effectively manage your business because you can decide to act immediately if and when a problem occurs.

A good POS system should help you analyse your business by letting you compare historical data quickly and easily. Your investment in technology will let you make better decisions about how to grow your business.

The Bottom Line

Investing in a POS system is, for many hospitality operators, not a matter of if, but when. Reduced costs, increased profits, and smoother operation make a good POS system a wise investment. And if you know in advance the specific benefits of a POS system for your business, the purchasing decision will be that much easier to make. An all too common thing we hear a day or two after installation is, '...I wish I had of installed this years ago!'

Freedom

A good POS system will give owners possibly the most important of all things – freedom. The freedom to take a week or two off but know everything that has been sold will end up as cash in the drawer and allow you to monitor (if you wish) the business from your getaway. Or even the luxury not to have to come into the venue on those slow days but still know what is going on. A good POS system = freedom AND control.



Choosing the Right POS System for you

Deciding to purchase a POS system is one thing. Selecting the right one for your business is another. Systems range from the most basic software to high-end "full-service" solutions and include everything in between.

.....

What Do You Need?

Pricing a POS System

Your sales volume will partially dictate the right price point for a POS system. A monthly investment of 1-1.5% is an industry average. For instance, if you do \$40,000 per month in sales this would dictate a \$400-\$600 per month budget for your POS system, including lease or loan payment. When budgeting for a POS system, don't forget ongoing support costs. Support is critical in maximising your POS investment. It is hard to over emphasise the importance of support side of the

equation. This is covered in more detail later in this booklet. The total cost of your system, including technical support, should be about the price of two main menu items per day. At this price level, you can be sure that your investment will pay off for you in increased profits.

Choosing a System

Like most things, you get what you pay for in a POS system. The degree of sophistication you select in a system depends on what you want and your level of involvement in system installation and maintenance. For the budget conscious "do-it-yourselfer," a lower-end system may be a good choice. In this case, the

POS system is simply software that you download onto your hardware. You provide all the equipment, often working with multiple vendors to get the system you want. You may be responsible for setting up the network so your computers talk to each other as well as for configuring the menu and software to your specific needs. It's a "learn-as-you-go" process. Technical support may be minimal, limited to e-mail, and only available during limited hours. For restaurant operators with less computer expertise or less time to dedicate to implementing a POS system, a "full service" solution may be the way to go. A single company typically provides all components

of the POS system: hardware, software, installation and training, and ongoing support. Instead of dealing with multiple vendors, you rely on a single supplier. With an on-site trainer/installer, a higher end system can be up and running in a few days. And you can expect full-service support at nearly any hour of the day or night.

Support

The first thing a prospective POS purchaser should check is the level of support provided. A POS system is not a POS system without, at the very least, business hours support. No matter how good the system, there can be hardware issues, even the most stable software can go awry at stages, but the most common issue is your staff doing something within the system they shouldn't. Or just simply not understanding how to use the system and getting frustrated – and desperately wanting to talk to someone. POS companies with good support are your knights in shining armour when you experience hardware issues during the busiest hours of service. For example one common issue is staff members disconnecting important components in order to plug their phones in to be charged. Don't laugh – it happens all too often.

You want your POS partner to take great pride in providing quality technical support and customer service. This will mean convenience

and peace of mind, allowing you to worry about your business not your POS.

The level of support that you choose will reflect your budget and business requirements. Premium level support may seem a waste of money at first glance but the moment you experience downtime during a busy service period you will be glad for the response.

Getting Orders Processed Quickly And Efficiently

One of the key factors in your decision should be the speed with which orders are handled by your POS – how long does it take to sell a coffee or a beer? How long does it take to put a 7 course degustation menu in the system? In all areas of hospitality – speed is everything. If it's not fast don't buy it. Nothing frustrates staff (or customers) more than a system which takes too long to process an order. Make sure the system you choose does not slow you down – it is an all too familiar lament in the industry.

Intuitive Interface

Having an interface that is simple and easy to understand means that orders are processed quickly and staff can be trained quickly and easily. An intuitive interface is considered to be another vital element of a good POS system. Less clicks, screens to scroll through and

buttons to get you and your staff where they need to be.

Software Improvements and Upgrades

You need to know that your POS company is continuing to improve its software, by utilising the latest technologies. This means that your business will be at the cutting edge of the industry. You need to know that you will receive updates that are important to not just you but features requested from others in the hospitality space.

Adjustable And Editable In Seconds

Your POS system needs to do what you want it to do. And it needs to do it now. As an example, let's say you have just got a last minute booking for 14 people that requires completely rearranging your table layout. You want to be able to change your table layout plan in seconds, preferably by dragging and dropping tables with a flick of your finger. You want to be able to do this from any terminal.

You need to have flexible printing options to the kitchen, including grouping and sorting dishes - keeping your chef happy. Ability to adjust course groupings for individual dishes and the simplicity of splitting bills – keeping your customers happy.

Which POS Company Should You Select?

Knowing the kind of system you want and can afford will narrow down the list of vendors significantly. Don't skimp on this process as literally every single transaction is going to go through your POS system. Make a wise choice that you won't regret. Many systems are developed AND supported overseas or maybe have local support but there is only one person on the ground who is responsible for all sales and support and thus can't support your business. There are many tales from the industry where POS companies 'offering' Premium 24/7 Support, actually only provide 8am to 8pm support. You need to

get in writing that someone will answer the phone at 2am every day of the year. Still, the market is full of POS offerings, and making the right choice can be tricky. Here are a few things to look for;

Features

Comparing features between systems can be overwhelming. To simplify the process, make a list of the top three problems you want the system to solve for you, and get specifics on how that system will help. You'll quickly discover if the POS vendor really understands your business or is just full of "techies"

who understand computers. Another way to find the right vendor is to get specific. If you have a unique coupon, pricing, or complex menu, or other unusual feature, ask how the system will handle that.

References

Talk to references. They'll give you a realistic picture of how the system works in a restaurant environment. Be sure to ask about the system and the company itself. Support should be reliable and the company should be easy to work with. Make sure you ask the POS company to tell you who their customers are.

POS Purchase Checklist

Don't forget these essentials!

- POS Software for each terminal
- Dedicated Server (main computer if required)
- Server Software
- Workstation Terminals
- Keyboards
- Mouse
- Touch Monitors
- Cash Drawers
- Kitchen printers or monitors
- Receipt printers
- Report printer
- Card Readers
- Employee swipe cards
- Network router
- Battery back-up
- Surge protectors
- Data back-up
- Communications tools
- Virus protection
- Data conversion
- Customer Database
- Menu setup
- On Site Installation
- Comprehensive Training
- Support
- Software Maintenance (updates)
- Hardware Maintenance
- Hardware warranty



The Big Picture

Remember the Long-term Relationship

When evaluating POS systems, keep in mind that this is not a one-time transaction with your systems vendor. It's a long-term relationship, so choose a vendor with whom you feel comfortable and with whom you'll be able to work for the next 5 to 10 years as your needs and their systems evolve.

Don't Skimp on Training

You are paying a lot for your new POS system. It's worth a few extra dollars to get thorough training and to ensure your system is set up right the first time. The investment in training will go a long way to easing your staff's stress about the transition. You also will get the most out of your purchase, because you'll understand how to use your new system's many features.

Understand the Nature of Technology

Software by its nature is complicated. The best of systems may have a few bugs. And unfortunately, computer hardware is not getting any easier to manage. That's why it is critical to choose a vendor that will support you, be available on Friday night, and

continue to develop the software. When choosing your hardware provider, especially if you are considering a general market provider rather than the same company providing your software, make sure that they are equipped to support you long term. It doesn't do any good to get a computer part replaced overnight if the result is that your hard drive is wiped clean and your POS software is no longer configured as it should be.

Be especially careful of off the shelf consumer options such as mass market products. They are not designed to be used in a hot, wet hospitality environment. And your POS company often won't support these options. They can be cheaper up front but the downtime you will experience plus the performance and reliability issues mean that you should think long and hard before looking at consumer grade hardware.

Choose a Company That Understands Your Business

We can't say it enough. It's difficult to find someone who understands hospitality AND computers/software, but it's critical that you do so. It seems that every year there is a new



vendor that is really just a couple of food-loving programmers who thought it would be cool to develop hospitality software. But do they really understand the restaurant business, or do they just talk "tech talk" that you can't relate to? Remember Why You Bought the System! Don't just use your new system for mere order taking. After the installer leaves and you've mastered the basics, take the time to learn and set up the system's advanced features such as marketing and inventory. You want to get your money's worth.

Using the system to its fullest potential is the best way to do that.



What Features Should You Look For?

Trying to compare features between systems is almost impossible. But at some point, you're going to have to decide which system you like best. Look at a few key, specific features to help you make the right choice. For instance: How flexible is the order taking? Can customers change their order midstream, or do you have to start over? What if you want to modify what is on an item? Think of how your customers order and make sure that will be easy on the system. How easy is it to find and recall a past ticket? What are the steps you have to do to close your day? Can every setting be defined per terminal thus reducing the number of clicks based on the type of terminal you are using, e.g. bar / restaurant / café / waiter stations and different areas of the business. How are reports archived? That is, what are the steps to find specific data from a previous day? Last month? Last year? What is the back-up routine to ensure your data is never lost? Configuration: How difficult or easy will it be to manage your own menu and pricing? Is this something you can do on the fly, or will you have to call for assistance? Remote access: What is involved if you want to see your system remotely? What functions can you do or not do remotely? Does remote access require an additional terminal license and/ or tie up a terminal in the restaurant? Does it require a third party company to set

up? Will restaurant personnel be aware that you are on the system remotely? What features are integrated, and which ones cost extra? What other third-party software is used or incorporated into this package: payroll, inventory, mapping, customer marketing, credit card processing, on-line ordering? Will you be referred to that vendor for support? If you are purchasing hardware and software from the same vendor: How do their warranty policies work? If equipment has to be replaced under warranty, will the new equipment come configured for the software, or what will the steps be to get the software reloaded? Does the vendor provide "cross-ship" replacement to ensure you are up and running as soon as possible? Does your POS vendor make the software themselves: If they don't how can they guarantee certain features and technologies can be implemented? What is the process for software updates? How does the vendor priorities which features to update? Are updates included in your initial purchase, and for how long? What is the update process: Will they be sent automatically or do you have to request them? How often do updates come out?

The Bottom Line

No single POS system is right for every restaurant. Determining the right choice

for you takes perseverance, some hard questions, and a little research. But if you know beforehand what you need, you'll save untold time and money. And that's what successful business is all about.

Hardware

The Highest Quality Hardware – Means More Reliable Systems

Your POS vendor should offer a range of hardware. It should be touch-screen and it should suit a range of different requirements. Hardware will range in price on performance and life expectancy. Don't settle for second best or buy off the shelf consumer grade hardware. It is simply not designed for a hospitality environment. Your hardware needs to keep you running – day and night, 365 days of the year. Ensure the hardware warranty on the premium range is at least two years, preferably three. All touch screen terminals supplied should utilise fanless technology and have an IP rating (waterproofness) of at least 54 (out of 68). Great POS Suppliers will provide you with Commercial Grade Equipment that you can't purchase online and can also provide you with Consumer Grade equipment such as iPad or Tablet based units.

Fan-Less Operation

Heat is the single biggest cause of PC system breakdowns. Your commercial grade POS hardware models should be fanless. They will dissipate heat more effectively meaning a longer and healthier life. They do this by being coupled with a smart design system that allows heat to dissipate away from the system.

Lower Power Consumption

Proper commercial grade hardware will use less power. They lead the way in power saving technology development. These systems draw as little as 10% of the power of a traditional desktop computer. This is vital in keeping the running costs of your business to a minimum.

Ease Of Maintenance

Your hardware should be built to be modular. Each component, be it the motherboard, hard disk, touch screen etc should be able to be removed and replaced quickly and cost effectively. This flexibility provides enormous benefits in providing efficient on-site support, serviceability and ease of maintenance. This all works to get your business up and running before hardware downtime starts to cost you money.

Software Modules

Front Office

Every POS system will, of course, have a front office. The most important aspect here is speed and then ease of use.

Speed is so important we need to say it again – make sure the system you purchase is fast.

Back Office

After front office, you will need back office. This is what makes the lives of owners and managers a breeze. You want drag and drop features and instant search text searches so that administering your venue is simple. You need to be able to select what you want with your finger and drag to where you would like it positioned. Multiple screen designs should be able to be managed from the one back office program ensuring speed from each and every terminal. Searching for items is easiest if done by using the smart search features that look through the database instantly for matching characters. Make sure your system has these features.

Stock - Inventory Management

Advanced reporting capabilities and calculations are essential for any stock program, where most stock programs are lacking is ease of use. Make sure that the POS system you choose has simple but powerful stock and reporting capabilities. Stock doesn't manage itself, it has to be managed and it should be easy to manage. Some systems are so complex to use that you need a degree in accounting just to open the program. Once past this issue the stock module needs the ability to export invoice details to

accounting packages. This will result in a decrease of administration work. Stock should also come complete with an extremely advanced yet easy to use purchase ordering system, allowing you to effortlessly create purchase orders based on minimum / par stock levels or create purchase orders based on previous sales history. Purchase orders should be able to be sent directly to the supplier via excel or PDF and when the stock arrives in store you should be able to 'tick' it all off in seconds!

Membership/Loyalty

Make sure that your membership / loyalty module is designed for hospitality – not something adopted from another industry. It needs to be flexible enough to manage a variety of membership/loyalty schemes and most of all, needs to be able to be managed with ease.

Marketing

You want to market to your clients based on spend, what they have purchased and when they have purchased. This should be done via smart e-newsletters, SMS smart e-newsletters, SMS, Social Media, Twitter – the list goes on. Make sure that your POS system has a fully integrated marketing platform that allows you to communicate with your customers in a targeted fashion. Your customers should be able to sign up online, through Facebook or an iPad application that is free to download or if you have them at the bar then make sure you can sign them up directly through your POS.

Now or Later?

When to Replace Your POS System

It's happened again. Your hard drive has crashed. What do you do? Call technical support? Replace the hard drive? Throw the computer in the trash and look for a new system? How do you know when it's time to replace your existing POS system? The answer depends on a number of factors, such as the age of the hardware and software and the system's functionality. Financial considerations and availability of parts and technical support can also influence your decision.

Current System Limitations

Is there a newer system that offers features your current system doesn't...features that could really improve your business? Many older systems are no longer being enhanced and may not have the features that newer technology offers. Maybe you're used to living with these limitations, but newer features could really save you time and money. Imagine how inventory, caller ID, scheduling, and alerts could benefit your business. Many advanced systems also offer remote access to system features, instant access to data, and better

communication for multi-stores. Make sure your POS company is constantly innovating and improving – otherwise you'll be left behind.

System Breakdowns

Is your current system breaking down on a regular basis? It might just be a printer or monitor. But these constant minor hardware failures are annoying and cost you money in lost business and replacement parts. Even worse, these breakdowns could be a sign that the whole system is about to go. Plan ahead before a major system shutdown forces you to move quickly.

Parts Availability

Are you still able to acquire needed parts for your system? Advancing technology makes obsolete older operating systems, networking technologies, peripherals, and other hardware parts. These parts may no longer be supported. And the older a system gets, the harder it is to find replacement parts. Because of limited parts availability, you may be working with fewer stations than you need. Or maybe you can't

perform certain functions such as restoring and backing up data. Either way, you may be at risk for a major system failure.

Technical Support Availability

Is technical support for your current system still available? Even if you know your system inside and out, what would happen if a major issue such as database corruption or loss of data occurred? Are there experts available to help out?

Ease of Use on Newer Systems

It's true your staff may be used to your old system and that adjustment to new technology takes time. But newer systems are often easier to use. They usually offer a graphical interface that simplifies training for both employees and managers. Within a few sessions most employees are comfortable with the newer technology. Important features like inventory and marketing are also more accessible and easier to learn on newer systems. That means that you are more likely to use them and get more out of your

investment. If your new system offers remote access to system features, you can even use them at home or your office.

Financial Considerations

Financially, it may be a good time to update your equipment now. If your current system is fully depreciated a new system may cost less than you think when you consider the tax savings. And if you can reuse some of your current system's components such as printers, cash drawers, touch screens and more, then updating your software may be one of the best investments you ever make.

A Good POS Will Give You The Greatest Gift Of All - TIME!

.....

The most precious commodity for any owner or manager in hospitality is time.

If you skimp on POS you will be spending more hours in the office instead of at the beach or with family.

Is your lease recently up or about to be up? Nowadays it is practical to consider technology as a regular, ongoing expense for a business.

With a lease, you can pay about the same amount each month for a new system as you are for your older one. The benefit is that you keep up on technology instead of letting your investment deteriorate with an out-of-date system.

When Shopping for a New System...

When you do decide to finally invest in a new system, keep in mind the following:

- Can the new POS system provider convert customer data from your old system?
- How similar is the front-end flow so that employees will easily adapt?

- How similar are the features; does the new system have all the features your old system does?
- Can your menu be set up in a similar way so that training is easier? How will the trainer do this? Can the company look at your old system to make sure everything is set up the same?

The Bottom Line

As technology advances, older systems become obsolete. Breakdowns, irreplaceable parts, and limited features can make your old POS system more trouble than it's probably worth. Newer systems have up-to-date features that can save you time and money. Their ease of use will ensure a smoother transition for your employees. And today's flexible leasing options make a new system affordable for just about everyone.



The Transaction:

How to Buy Your New POS System

It's a fact. The larger the purchase, the more complicated the transaction. A POS system is a major investment, so once you've chosen the right system for you, it's important to plan carefully for the transaction, installation, and training processes. Here's how to ease into a new system.

The Transaction

Get all your costs in writing. Ask for a breakdown of specific costs, so you know exactly what you are getting – and what you are paying for. This includes making sure there are no additional unexpected costs. Costs such as cabling, training, or travel expenses are a fact of life with POS and you need to make sure you understand exactly what is involved with them. Also be sure you understand what warranties are included with each piece of equipment and how that warranty will be serviced. Will you be without that piece of equipment while it is repaired, or does the vendor offer provisions for loaners or replacements and if so what's the cost for these? Every now and then, brand new equipment simply is DOA (Dead on Arrival). This happens with 1% - 2% of all electrical based

equipment – make sure your POS company offers loan equipment free of charge should you be one of the unlucky ones.

Before you sign on the dotted line, there are a couple of things to check. Make sure the system you're buying uses a currently supported operating system. For instance, Microsoft no longer sells DOS or Windows NT®, but some systems still rely on these. Windows XP is about to be the next non-supported operating system (April 8th 2014). How are the vendors obtaining this software, and are they providing you with a legal copy? Also look into technical support and software updates. What level of technical support does your POS Company provide? Do you go straight through to Technical Support or a messaging based service? Do you have a guarantee of when your call will be answered and your problems fixed?

Payment Options

One of the smartest things any prospective purchaser can do is know the finance and tax rules and regulations – inside and out – getting this right will allow you to buy the best system possible and

save money at the same time...

There are several ways to pay for your system: cash, credit cards, bank loans, leasing, rental and Saas. If you're paying by credit card, use one that will earn you miles or rewards for the purchase. Don't rule out leasing as an option. Using your own or the POS company's leasing sources, you can work out an affordable lease-to-own program. Since a lease is considered an operating expense, it is fully tax deductible as long as you pay your monthly payment. Another advantage of a lease is that it preserves your cash savings and does not tie up your credit. Leases do not even report as outstanding credit on your credit report. If you purchase your system outright, the ATO enables you to deduct all or a large portion of your equipment purchase this year. If you expect to have to pay taxes on your company's profits, keep these savings in mind.

Most companies will require a deposit or "pre-fund" from your leasing company before scheduling your install. Depending on your lease terms, your payments may begin at this time. Final payment is usually due upon completion of the installation. Renting the equipment:

Don't want to tie up your cash flow? Has your accountant advised not to have IT Equipment on your balance sheet? Rental may be the option for you. Rental terms range from a few days to a few years and usually offer you the option to buy out the hardware at the end of the agreed term. The clear advantage with Rental is that all equipment remains ownership of the POS company until the end of the rental period – this means that any equipment failures or faults during the normal course of use are covered by them. One of the most common ways to purchase these days is SaaS (Software as a Service). This is paying for the software on a monthly or weekly basis without the long-term commitment of purchasing or leasing the software. It allows you to test the software and the flexibility to change to a different POS provider if you feel that your current one is not keeping up with technologies. It is now one of the most common ways to purchase software.

Chattel Mortgage (commonly known as financing)

This is the only finance facility where the goods are in the clients name, Rental and Lease the goods are in the financiers name:

- Claim 100% of interest if goods are used for 100% business use purposes
- Claim GST on invoice as goods are owned by the client
- Claim depreciation (POS has effective life of 6 years so normally the client claims 33% of amount each year as depreciation)

* Note if you are a SME and the individual items on the invoice fall under \$6,500 you qualify to write each item off straight away in this financial year rather than having to depreciate for the 6 year period

Operating Lease / Rental

Goods are in the financiers name until fully paid out. To acquire ownership at end of term, a further one off repayment may be required:

- Claim 100% of installments
- Claim GST on installments

* Ability to write asset and interest off in selected term, no depreciation required

Timing is Everything!

A POS system is not an impulse purchase. Plan on the entire research and purchase process to take quite a while— and plan ahead if you are trying to meet a store opening deadline!

- **2 weeks**—Initial research online to select top 3-4 companies to contact
 - **2 weeks**—Wait for demo info & materials to arrive.
 - **1 weeks**—Follow up, review pricing, etc.
 - **1 weeks**—Call references on top 2 companies, make final decision.
 - **1 week**—Complete final paperwork & obtain lease approval
 - **3 weeks**—Typical POS company lead time to order equipment, build menu & schedule installer
 - **1 week**—Install
- Grand Total: 11 weeks—nearly 3 months!**

The Timing

Timing your system installation is critical. Allow plenty of time for evaluating systems, getting on the POS company's installation calendar, and for training. You should plan on 3 to 4 weeks to evaluate POS companies and make your decision. After signing a contract, it will take 2 to 4 weeks before your system will be delivered (this applies to full-service systems that include hardware, software, and on-site training). If you are planning a grand opening, time the system delivery so that the trainer/installer will be there during your opening to support you "going live." This will help you get more out of the training than if the installer was there before your store was open.

Finance Matrix

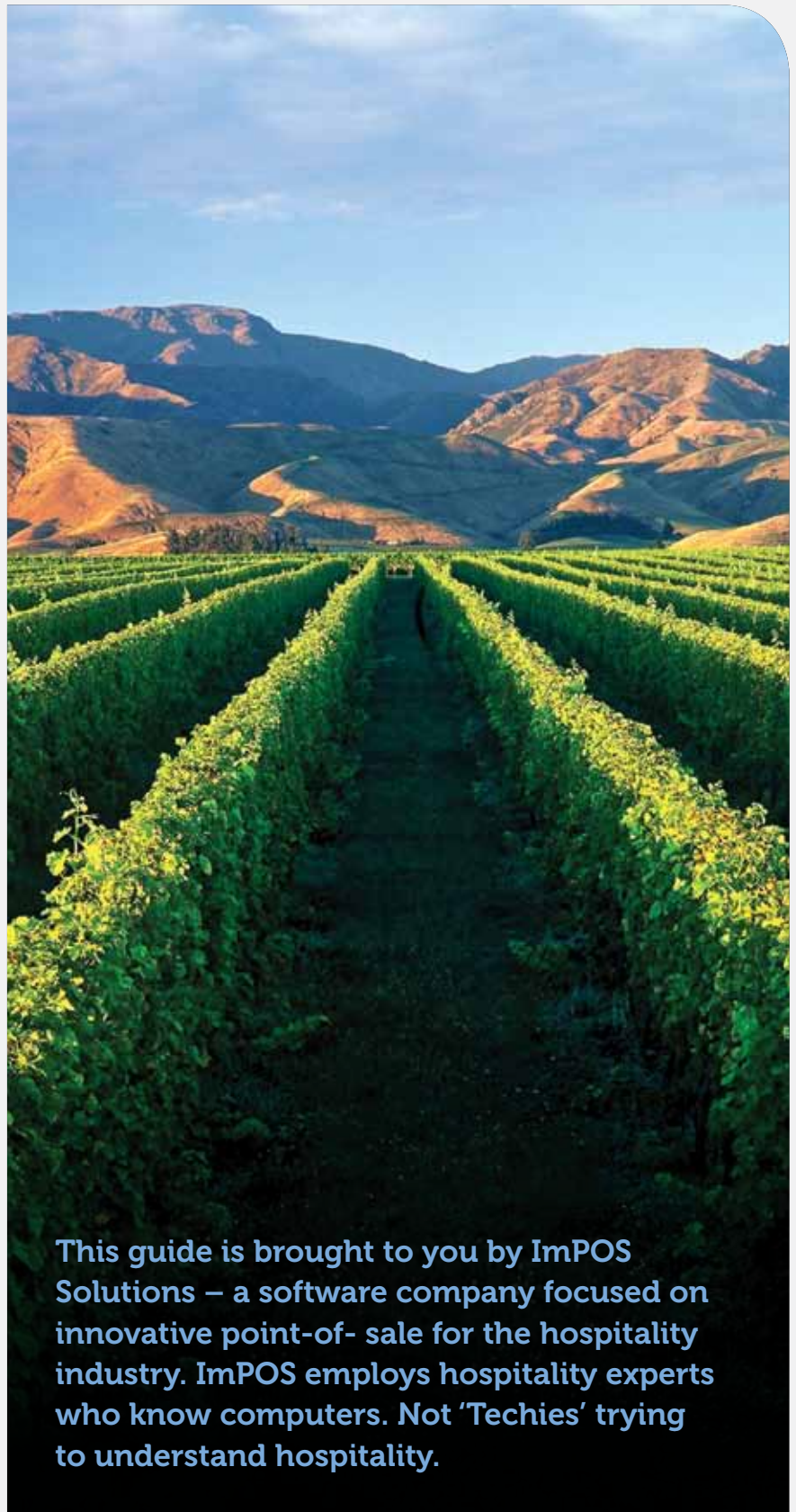
	Outright Purchase	SaaS (Software as a Service)	Rental	Finance
Flexibility	Not flexible at all	The most flexible option	Highly Flexible – easy to add on equipment at any time with a simple contract variation	Less Flexible – can only upgrade by paying out the old contract and starting a new one
Tax Treatment	Fully deductible as per ATO Guidelines	Monthly payments are tax deductible	Monthly payments 100% tax deductible with business use	Interest, GST and depreciation are deductible as per ATO guidelines
Residual Risk	Zero	Zero	No residual risk obligation	You can choose to have a final balloon payment or not
Ownership	Lies with you at all times	Ownership remains with the POS company	One last repayment after the rental term is finished and you own it	Lies with you from the start to the end – no further repayments once term of contract finishes
Accounting Treatment	Noted as capital expenditure	Treated as an operating expense	Rental / Operating Lease payments should be treated as an operating expense and do not appear on the balance sheet as a financial liability	Chattel Mortgage commitments are noted down on the balance sheet as capital expenditure
GST Treatment	Payment is GST inclusive with the GST able to be claimed back	Payments are calculated on the GST exclusive price. Payments then have GST added which you account for on your BAS	Payments are calculated on the GST exclusive price. Payments then have GST added which you account for on your BAS and claim as an Input Tax Credit	Payments are calculated on the GST inclusive price. No GST is applicable to the repayment.

*We advise that you seek professional accountancy advice before making any financial decision of this nature.

Getting Ready!

You've made your decision, sent in your deposit, and you have your installation scheduled. Time to sit back and relax while waiting for technology to transform your life? Not quite! You still have some work to do to prepare your restaurant.

- Cabling—most POS companies require that you have the building pre-cabled with CAT 5 network cable to all computer & printer locations.
- Electrical—make sure your systems are up to par for sensitive computer equipment by installing 'central / powerboard-based surge protection. Preferably a UPS for every GPO that services your equipment.
- Internet—If your system takes advantage of broadband internet, schedule your install right away— this can take up to 28 days.
- We can't emphasise enough how important it is for your ongoing support / upgrades and maintenance that you have high quality reliable internet.



This guide is brought to you by ImPOS Solutions – a software company focused on innovative point-of-sale for the hospitality industry. ImPOS employs hospitality experts who know computers. Not 'Techies' trying to understand hospitality.

The Installation

System Replacement

Replacing your old system raises different issues than if you are buying a new system for the first time. If you are replacing a system, ask the POS vendor how they plan to transition from one system to the other. For instance, is there space in your restaurant to set up both systems side by side? How will the installer train on the new system before the old one is removed? Will you need to close business to make the transition? What data will be converted from your old system to your new one? And the most important question – will my old hardware be able to run the new, more powerful software?

During the Install

The time your installer is on site is valuable. Staff heavily during the installer's visit to allow for training, and make yourself available to answer questions or resolve issues. Keep in mind that this transition may affect your bookkeeper and payroll staff as well; plan for extra time as they learn the new system.

Getting the Most Out of Your System

Because a POS system is such a major purchase, you want to get the most out of your investment.

Here are a few tips:

- Invest in training and support. Trainers will teach you the system's basics up front. Support provides a safety net for any questions or issues that arise. Both are well worth the expense.
- Take the time to get to know your system. Read the manual, talk to support, explore the system's many features. You'll be pleasantly surprised at how much time and money a POS system can save you.
- Expect some employee fallout. Adjusting to a new system takes time, but they'll soon be navigating the system like pros.
- Be patient while the bugs are worked out. No system or installation is perfect, and it takes time to iron out the wrinkles. Technical support can be an invaluable aid in getting things just the way you want it.

- Be realistic. A lower-end system will require more ongoing maintenance from you than will a full-service solution. You get what you pay for.
- Take advantage of any user training, conferences, training videos, or other tools your vendor may offer. Ask if they have additional manuals, documentation, or training materials.
- Don't forget, once the dust settles, to take advantage of some of the more advanced features you purchased the system for, such as marketing, inventory, employee scheduling, and remote access. Set a goal to learn one new feature each month until you are fully using all that your system has to offer.

The Bottom Line

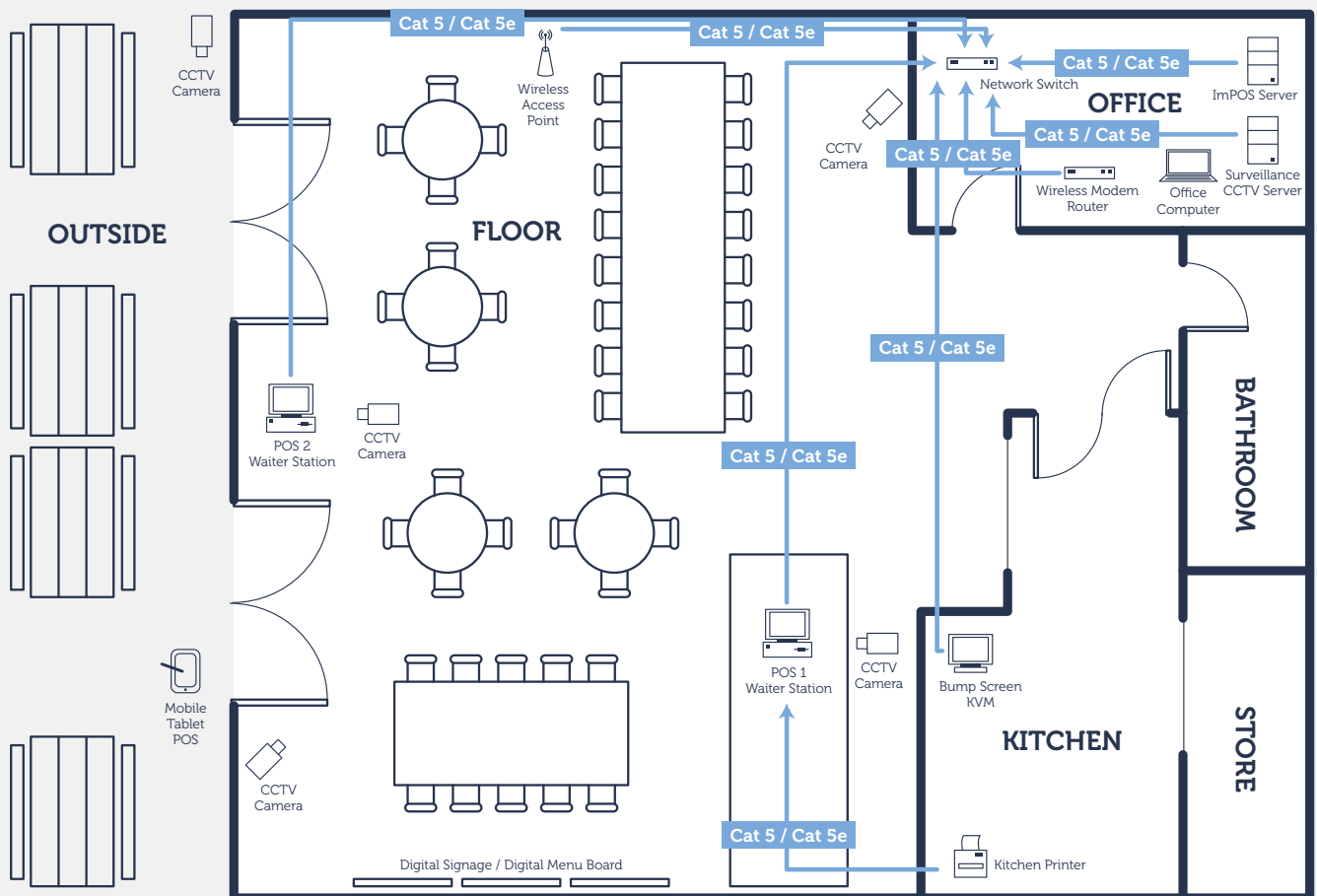
Selecting, buying, and installing a POS system is a major process. But with careful evaluation of your needs and the POS market, you can find a system that's just right for you.

Restaurant / Café setup

Some of the options

Ever wondered what a server is or been too scared to ask for an explanation of what the switch or wireless access point actually do? Below and over the next couple of pages you'll find the answers.

This set-up below shows the approximate position of hardware, what the hardware looks like and the name and function of the hardware.



Bar Area (POS 1) – this is your main POS station

(example right)

- Counter Mounted Terminal – Splash proof and dust-proof, the POS 1 terminal should be a commercial grade product designed specifically for the hospitality environment.
- Thermal Printer – Thermal printers use heat to print rather than ink, meaning you do not have to buy print cartridges, you do not have to wait for ink to dry and there is no smudging. It is also faster and quieter, ideal for a busy counter environment.
- Cash Drawer – Cash drawers typically come in four or five note configurations – we recommend five in all instances.



Waiter Station / Floor Area (POS 2) – secondary POS station

- Pole/Wall Mounted POS – Pole or wall mounted terminals are ideal for areas with not much room. They are often used as a waiter station for entering orders.
- Thermal Printer
- Flip Top Cash Drawer – Small and light this type cash drawer can sit on top of benches without taking too much room.



Tablets

- iPads (above) and Windows based tablets can be used as mobile ordering devices or as mobile terminals, that can be moved around depending on time of day.



Kitchen

- Kitchen Printer – usually a dot matrix printer (above), these robust machines are perfect for the kitchen environment. They do make a lot of noise but this is generally seen as desirable as it alerts the chef a docket is in. They also use ribbon paper which (unlike a thermal printer) won't turn black in the hot kitchen environment.
- Kitchen Bump Screen See your dockets on a screen (left) rather than printed. One click highlights, a second click bumps it off the screen. Can be faster and more reliable than printed dockets.





Back Office

- **Server (above)** – The brain of the POS system. A server is basically a powerful computer, it provides more grunt to your POS terminals and iPads as well as storing all the data centrally for you.
- **SQL Database** (not shown on the diagram) is the database that lives on the server. It stores all of your transactional information.
- **Switch** – A switch is a networking device which basically works as a hub for your network cables, allowing all devices to communicate on the same network.
- **Modem Router**- Similar to a switch, a router will allow you to manage your network communications. Routers have another few tricks up their sleeves though, they will also let you connect to the internet and usually have wireless (WIFI) capabilities.



- **Wireless Access Point (below)** – This device wirelessly connects all your iPads, tablets and PDA's to the POS network.



- **Office computer** – Most laptops and desktops less than 2 years old will function extremely well as your office computer. This is where you run 'Back Office' 'Stock' and 'Web-Reports' from.

CCTV

One camera over each till plus one camera over each entry/exit door. You should be able to monitor cameras via your office computer or remotely out of office (see page 29 for more information).

Digital Signage

Digital Menu Boards consist of commercial grade display screens along with a server that controls the display. By auto-updating your menu depending on the time of day, day of the week or time of year – you can target specific subsets of customers, increasing turnover (see page 28 for more information).

How Many Terminals Do I Need?

The number of terminals you have will determine the total number of simultaneous orders that can be entered into the system. Think about order-entry terminals in the following locations:

- **Front Counter**—how many customers do you serve at once?
- **Phone Stations**—how many incoming phone lines can you answer at once?
- **Servers**—pending on requirements you will require a server (a powerful central computer) for fitouts in excess of three terminals BUT you can require a server for one terminal setups; for example if you plan on using many wireless devices such as iPads, PDAs or Tablet based terminals.
- **Waiter Stations**—As a general rule of thumb you will require one terminal per 50 covers, this largely depends on your venue layout of course.

Digital Signage and Menu Boards

One of the best ways to jazz up your venue and increase turnover, digital signage is increasingly used by cutting edge hospitality operators. If you own or manage a QSR, take-away, fast food franchise or café, then digital menu boards and signage are the highest ROI method, increasing revenue and engaging your customers. Having your menu auto-update for breakfast, lunch, after school, after work and dinner trade will save you time, money and increase revenue – all without relying on staff to make the changes. This can save on staffing costs and increase revenue at the same time – every owner or manager's dream.

By auto-updating your menu depending on the time of day or day of the week or time of year – you can target specific subsets of customers, increasing turnover.

Your POS company should be able to provide you with a comprehensive suite of digital signage options. These include assisting you in creating compelling digital menu boards and promotions to upsell to queuing customers:

Checklist for digital signage:

- Allow for 'day parting' – auto changing your menu at set times of day
- Easily implement scrolling text
- Show weather, news or sport updates
- Promote upcoming events
- Create in-house ads
- Mix with live TV
- Display your Facebook or twitter feeds
- Promote your latest specials

Consumer vs Commercial Grade Panels

Commercial grade panels are designed to survive the rigorous of life in your venue. They are tougher, last longer and using them in a hospitality environment will not void the warranty as it does with consumer grade TVs. Designed to withstand extended operating hours, they can be left running hours continuously, day after day without issue. Being able to be hung vertically allows more flexibility with menu design and the ability to be controlled via third party devices means simple, hassle free menu and signage updates. Importantly they can be colour calibrated to match the exact Pantone colour of your logo.





CCTV and Security Cameras

No matter if you own or manage a restaurant, pub, nightclub or café, you have a duty of care to ensure your guests, staff, customers and facilities are secure. For every owner and manager, this duty of care should be one of your highest priorities.

This is where Closed Circuit Television (CCTV) can help. There are many benefits to CCTV:

- **Deterrence** – It is widely accepted that visible CCTV cameras act as a strong deterrent against both staff and customer theft and damage. So even if you're not actively monitoring your CCTV feed, you can rest assured that your staff, guests and property are being protected.
- **Assurance** – Installing CCTV can save you and your staff from costly lawsuits. Having a record of incidents, whether they are between staff and customers or between clients themselves can provide crucial evidence in court cases.
- **Confidence** – Video monitoring has become an important

part of the business world and the hospitality industry is no exception. The constant presence of technology portrayed in media depicting sophisticated monitoring equipment has lead a large portion of the public to believe that CCTV exists in every venue. It is something we have come to take for granted, and your customers will expect it of your business.

- **Management** – As sophisticated CCTV systems continue to evolve, demand for access to these systems drives remote viewing solutions. Real-time monitoring of a surveillance system can be done from a general manager's laptop virtually anywhere in the world. This means that business owners and managers can have unprecedented presence and connection to their business no matter where they are.
- **Monitoring** – Many venues find that CCTV reduces staff theft and stock variance. By integrating your POS with CCTV, you can see what transactions

are happening on the machine, overlaid right onto the CCTV feed. This way you can make sure what's going over the counter is the same as what's being recorded on your POS machine! Managers and owners are often surprised to find that the cost of installing CCTV is covered in the first year by this reduction in system abuse.

CCTV is a rapidly expanding market, and the industry is responding with impressive analytics and capabilities for all environments. As facial recognition and intelligent monitoring software becomes the norm, these capabilities are only going to increase.

Venue owners should have security cameras installed, no matter the size or scale of the business.

Your POS company should understand your business and be able to tailor a CCTV solution to your needs. They should also be able to clearly explain why the option they have recommended is right for your business.

11 Questions every venue should be asking of their POS company

1 How fast is your POS system?

If you're not buying one of the fastest POS systems on the market – then you shouldn't be buying. The latency of some slower systems will slow down your business and reduce profitability during the times when you should be making the most. A good indication of how fast the system is, can be garnered by finding out how prevalent the system is in the nightclub and bar scene – this is the environment where speed matters most.

2 Does the POS system allow for pre - ordering and simple online reservations?

The system you're buying needs to utilise the latest reservations systems to allow your business to function at its optimum. They should offer everything from pre-order, reservation and paging systems to latest generation mobile payment apps. All of this is designed to shorten the queues and increase revenue at your venue.

3 Does your POS company offer CCTV?

Any tech / software company worth their salt will have an advanced CCTV security option. This allows you to capture activity throughout your venue, ensuring you can keep an eye on staff and patrons with ease.

4 What about Loyalty?

Keep punters returning to your venue again with various quality loyalty options. Your POS system should offer their own membership and loyalty modules plus popular third party options.

5 How can you ensure accurate pricing?

All prices should be able to be preset by management, eliminating over and under charging. All your discounting or price changing should be done via manager login and should be fully trackable.

6 What about minimising mix-ups and incorrect orders?

Your POS software should do the heavy lifting for you by ensuring no order is sent to the kitchen until a table or bar tab number has been assigned to it, allowing staff to deliver the orders accurately.

7 I want low stock variance – how good is the stock module?

This is a vital aspect to any serious hospitality venue. You want your POS system to be the king of low stock variance. If you can't say with confidence that your stock module is an industry leading piece of software that rules the roost in this area – then you are cutting

corners. Quality stock control modules will allow your venue to run at stock variance rates hovering around 1%.

8 How does the POS system help me track my staff?

Your POS system should allow you to track all staff activity with unique logins. Comprehensive activity reports can be used to run incentive programs for staff. This means they will become more conscious of their work and time management when they know their performance is being monitored, measured and rewarded. Before you buy – ask your sales rep about staff tracking.

9 Do you offer digital menu board / signage options?

State-of-the-art digital signage system is an ideal tool to better promote, inform, educate and entertain your patrons. It should be able to not only display your menu but be scalable to allow for promotions and live TV and the showcasing of specials and menu changes.

10 Does my POS system integrate with EFTPOS?

With Integrated EFTPOS, the POS system talks to the EFTPOS terminal, helping to turn over tables faster and increasing staff's productivity. Full integration means there's no messing around re-keying sales into your terminals or getting frustrated when tills don't balance.

11 How good is your customer service – really?

This is probably the most important question – which is why we have left it for last. You should be able to access a real live human, any day of the week, any week of the year, even Christmas day. The call should be answered by a technical support person – not an answering service – and the person answering should know your system and your venue and have the ability to get you up and running in no time.





.....

impos.com.au

1300 308 615