

DATA BUSINESS
SYSTEMS
(800) 868-2323

POSi Talk

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QUARTERLY NEWSLETTER

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DATA
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WELCOMES
ALL NEW
POSITOUCH
CUSTOMERS

Saving Money with POSitouch

The news today is full of stories about how the tough economic times are affecting businesses. Everyone is trying to find new and productive ways to save money and increase profitability in order to thrive. Your POSitouch system has features that can help cut costs and increase profits. Additionally, we at Data Business Systems offer many money saving training classes and products that can help run your restaurant. How about adding Pay at the Table to your system which could lead to lower credit card fees... or cutting costs by taking one of the many classes we offer, such as Labor Scheduler or Inventory training... or ensuring the best performance from your equipment by learning how to care for it properly and having a cost saving maintenance plan. This newsletter focuses on just a few of the ways that your POSitouch system can help you run your restaurant efficiently and cost effectively. If you are interested in something not covered in this issue or want more information, please contact your sales representative.

Sincerely,
Tim Fogarty
Director of Support Services

Hard Facts: Caring for POSitouch Equipment

There are many simple steps that can increase the dependability of POS hardware and lengthen its lifespan. Here we will focus on some environmental items that can help ensure optimal performance. Making sure that your POSitouch equipment is properly cared for will help prevent unnecessary service calls and therefore help your restaurant save time and money.

One of the first things to consider is the placement of the POSitouch hardware. Adequate ventilation is required for all PC units and terminals. All units, regardless of whether or not they have fans, must dissipate the heat created by the central processor unit and the hard drives. There should always be at least two inches of space between computers and any surrounding materials. This allows for adequate air flow through the units with fans and adequate heat

dissipation for units without fans. Making sure that a computer has proper ventilation will increase the life span of the equipment.

In all environments there are lint, dirt and grease that will accumulate in cooling vents of POS hardware. At least twice per year all vents should be cleared of debris. This is easily done by using compressed air, which can be purchased at many electronics retailers or from Data Business Systems. Periodic cleaning of the exterior casing as well will help lengthen the life of your POS hardware. This should be done using a warm moist cloth.

It is also important to make sure that clean electrical circuits are provided for your POS hardware. When possible, all POSitouch equipment should be on a dedicated A/C circuit with the use of isolated ground wiring. This will prevent internal power surges or sags from damaging

equipment or interrupting POSitouch functions.

When using touch screens at your server and cashier stations, there are many ways to protect the computers. Do not use pencils, pens or any other sharp objects when touching the screen. One should always use a form of a stylus (available to purchase from DBS) or your finger tip to prevent touch glass damage. Repeated use of any other object can cause portions of the screen to stop responding to touch. It is also important that liquid is never sprayed directly on the screens. When cleaning the terminals make sure to wet the cloth, not the computer, to prevent leakage into the unit.

By keeping the POSitouch equipment clean and protecting it from overheating you will get better productivity from your equipment and a longer lifespan.

By Mark Tuttle

Moving Forward: Saving Money with Pay at the Table

Securing credit card data is one of the most important issues facing restaurants today. It's important to you and your guests. **Pay at the Table** not only offers you more security and peace of mind, but can actually help save money and increase profitability.

The Customer's Credit Card Never Leaves the Table, Reducing the Chance of Fraud.

Since the credit card will never leave the customer's table there is virtually no chance of an employee being involved in credit card theft. The customer is in total control of their card, choosing how much to authorize the card for and entering the tip themselves.

Servers Will Save Two Trips to the Touchscreen.

Pay at the Table can help increase the efficiency of the wait staff. The days of going to the terminal to swipe for authorization and then returning a second time to finalize the check are over.

Greater Efficiency and Accuracy when Splitting Checks. Party of 3 and they all want to pay separately? It's as easy as 1-2-3. Since each customer is able to enter the amount of their authorization and tip amount, there is less room for error.

Would You Like to Purchase a Gift Card?

Pay at the Table also handles gift card purchases, account inquiries and redemption. Can you imagine the increase in gift card sales when you can sell them right at the table?

Less Errors. Less Adjustments.

The check amount, the tip and total are more accurate with less chance of server errors. The credit card is always with the right owner with the correct check amount

charged. Managers and servers no longer have to spend time fixing credit card errors and can focus more time and energy on the customer's needs.



Debit or Credit? You can now take debit cards. This offers a convenience to the guest and possibly more to your bottom line due to lower fees on debit transactions. Consult your credit card processor to see if you could benefit.

One Investment, Big Returns! Just offering Pay at the Table will increase repeat business. You are giving the guest the peace of mind that other restaurants are not and eliminating the possibility of

internal credit card theft! In addition, your guests will know that you care about their credit card security and they will know that they can trust you with this important information.

Interested in how Pay at the Table can help increase your restaurant's profitability and keep your customers' credit card data secure?

Contact Michelle MacKeith at 703-584-9700 for more information and pricing.

Software Byte: Labor Distribution & Overtime Prediction Reports

For most restaurants, labor is one of the largest costs of doing business. Positouch has several reports that can help you as a restaurant owner or general manager to control your labor cost. Here we will focus on using the Labor Distribution and the Overtime Prediction reports to monitor labor cost.

Labor Distribution Report

The Labor Distribution report can be accessed via the *Time and Attendance* module –*Reports*. You can run the report for the current week, last week or an arbitrary period. Make sure to check on full detail, this option will show the hours worked by each employee for each day, and the total hours worked for each

employee for the selected time frame. This report includes total sales for each employee, all credit card tips, any additional declared tips and labor percentage for each employee. The end of the report will list the total labor hours, labor dollars, sales and labor percentage for the entire restaurant in the selected time frame. When analyzing this report, make sure to look for trends including which departments are costing the most and which employees are going into overtime. You can then adjust your schedule accordingly to save labor money.

Overtime Prediction Report

The Overtime Prediction report can help you prevent employees from going into

overtime. To access this report, go to *Time and Attendance – Reports* menu. This report will list any employees that have worked more than the threshold set in Time and Attendance, usually 25 or 30 hours. Additionally, if you use the Labor Scheduler you can set an option that will combine worked hours plus scheduled hours left to work. This report will allow you to monitor overtime and control labor cost by proactively making appropriate scheduling changes to employees who are approaching overtime.

By Firmus Conte

For more information about using POSitouch to control labor cost call (800) 868-2323.

Meet Our Staff: Lindsay Mosebach



Lindsay Mosebach handles all Maintenance Contracts.

How long have you worked for Data Business Systems? *[Lindsay Mosebach]*
7 years and 3 months

What is your position at Data Business Systems? *[Lindsay Mosebach]* Maintenance Coordinator and Senior Service Dispatcher

What is your favorite thing about working at Data Business Systems? *[Lindsay Mosebach]*
My favorite thing about working at Data Business Systems is how much I have learned from my co-workers through the years. With their continued support, I have a better understanding of the programs and services we provide and in turn, this allows me to provide better service to our customers.

What is one thing you would like customers to know? *[Lindsay Mosebach]* Data Business Systems is always trying to provide the best service to our customers. Over the past year, we have made several improvements within our Dispatch Center and Service Department that have allowed us to better work as a team. With these improvements we have better organization and communication which allows us to provide faster more efficient service to our customers.

What is your favorite type of restaurant and what are you most likely to order? *[Lindsay Mosebach]* My favorite would be a seafood restaurant. I love shrimp and crab legs.

Inside DBS: How POSitouch System Maintenance Contracts Work

In the challenging times we are living in an unexpected expense can be devastating to anyone. Whether your tire goes flat, a home repair is needed, or a terminal at your restaurant goes down, all of these can be costly. Never has there been a greater need to be able to take control of an unforeseen situation before it may arise. We at Data Business Systems completely understand this and want to help you take care of one of your greatest assets, your restaurant.

Even after your initial contract warranty expires on your POSitouch System we propose many valuable Maintenance Contracts. These contracts not only allow for ease of budgeting your POSitouch needs, but leave you confident knowing that your system will be properly maintained. We offer Software Support Time Block, Hardware Maintenance and Full Maintenance contracts.



The Software Support Time Block Contract will allow you to prepay for your Helpdesk Support so that your employees can call as needed without concern of how to pay at the time of service. Also, purchased time block hours never expire! Data Business Systems will let you know when your funds are running low and that it is time to renew.

Another benefit to this contract is the Positouch Membership Fee (PMF). This is an annual fee which allows for purchasing Time Blocks (ranging from 10 to 50 hours) at a reduced rate. It also includes support billed in reduced increments, waived fees for updated POSitouch Software files and upgrades, at no additional charge (excluding labor and travel fees.) In addition, if you have multiple restaurants they can share the Time Block.

The Hardware Maintenance Contract allows you priority service when onsite or depot service is needed. This contract includes labor, travel and parts required to complete the repairs needed. You are assured of parts availability for any repairs to your POSitouch System. Also included is one annual preventative maintenance inspection on all equipment covered by the contract. This contract is offered in quarterly, semi-annual, or annual billing increments to help budget your needs even more (surcharges may apply).

If you want to alleviate any concerns over non-budgeted expenses, a Full Maintenance Contract is for you. Get all of the benefits from the Software Support Time Block Contract and the Hardware Maintenance Contract in one. Since both the hardware and software aspects of your POSitouch System are covered with this contract, you will have nothing to worry about.

For more information contact your Data Business Systems Maintenance Coordinator at (800) 868-2323 x3570.

By Lindsay Mosebach

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Solutions for retail and restaurant



Innovative Solutions and a Customer-First Commitment

From our beginning 32 years ago, DBS has been guided by several key principles: We focus on our customers. We value our employees. And we deliver state-of-the-art, affordable point-of-sale and IT solutions for growing retailers.

Today, with more than 2,000 customers, DBS is one of the most successful POS solution providers in the United States. We take the time to listen to our customers and understand their business needs, with the idea that we are developing customers for life. Our growth is fueled by word-of-mouth from successful customers in:

- Specialty Retail
- Table Service and Quick Service Restaurants
- School Districts

DBS employees are the foundation for our success. We consistently attract and retain motivated, highly skilled professionals who thrive on challenges and are passionate about customer satisfaction.

DBS is headquartered in Virginia Beach, VA, with additional offices in the metropolitan Washington, D.C. area and Raleigh, NC.

Expand your POSi Knowledge, Take a Class at Data Business Systems

Make sure that your restaurant is taking full advantage of all POSitouch features by participating in a training class. Customers have recently participated in classes focusing on management functions, menu work, reports, labor scheduler and inventory.

Call your local office for more information on available classes and scheduling.

A Big Tip: Using Plate Cost to Monitor Food Cost

Maintaining a targeted food cost is very important in the restaurant industry and is essential for monitoring profits and losses. Is your cheeseburger running at a 16% food cost or at 44%? POSitouch has a built-in, easy to use feature that helps to analyze foodcosts in order to make price adjustments where needed.

Item #:	24	Descr:	ANGUS BURGER
Price 1:	5.00	2:	5.00
		3:	5.00
Major Cat.:	SANDWICHES	Minor Cat.:	ALL
Barcode:		Food cost from recipe?	<input type="checkbox"/>
Batch Multipl.:	0.000	Food Cost :	2.8500
Report Sequence :	0	Food Cost%:	57.0000

Image of Menu Item and Recipes.

To set this up, go into *Menu Items and Recipes* and fill in the *Food Cost* data with the plate cost of this item. Leave the *Food cost from recipe?* box unchecked as this is for customers using the Inventory Module.

The same Angus Burger, which costs 2.85 to make, results in a 57% food cost if you charge the customer \$5.00 and a 35.6% food cost if you charge \$8.00.

Once all the *Plate Costs* are inputted into the system, run the *Food Cost Analysis* report to analyze the prices and costs. Simply click on *Reports and Batches – Food Cost Analysis* and input the desired dates for the data.

POSitouch has the ability to provide more precise analysis with the Inventory Module, allowing you to build ingredients and recipes for items you wish to track. Please contact your local office to schedule a training class or to obtain more information.

By Michael Wallace