

DATA BUSINESS
SYSTEMS
(800) 868-2323

POSi Talk

VOLUME 14

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DATA
BUSINESS
SYSTEMS
WELCOMES
ALL NEW
POSITOUCH
CUSTOMERS

Back to School!

Back to school is an occasion for preparation; a moment to take stock and to lay the groundwork for the upcoming season. This is a great time for you to evaluate your system setup and policies. Do you keep a list of menu changes you have been meaning to make? Need some help or want to learn something new? As an alternative to calling in, you can quickly open a support call on line. Check out the Inside DBS section for how to do so.

My favorite thing about going back to school is meeting new people and making friends; what better way to do that at your restaurant than offering a coupon or discount. But how do you know if those customer incentives are paying off? The POSireport offers an option to show you coupon and discount information, take a look at the Big Tip to see what it has to offer.

And perhaps the universal favorite thing about going back to school is getting new clothes and supplies. How about some exciting new tools to set your restaurant up for success? Everyone is talking about them..... Tablets are here! Read the Moving Forward section and find out if they can be one of your solutions. All this and more can be found in our latest edition of POSi Talk.

Sincerely,
Mary Blanchard
Office Manager

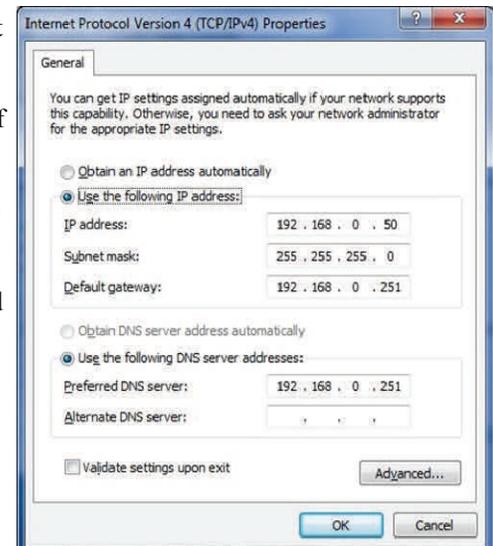
Hard Facts: Please don't touch my Internal Protocol

Internet Protocol (IP) is the specific address of the computer on the network which connects all of your POSitouch computers. Think of it like the postal address of your house. That address gives your house a distinct number, street name, city and state information and it pinpoints your house to a specifically known location.

The POSitouch BackOffice computer's IP address is configured prior to installation at your site. This address is recognized by all the other POSi computers on your network as the BackOffice PC. It is understood by the other computers as the address to send the credit card requests to so that the BackOffice PC can send the inquiry for approval by the credit card processor.

When the internet connection is lost and you contact the Internet Service Provider (ISP), the ISP may ask you to change the IP address from the already established address to a different address or to obtain automatically. Do not do either of these. If the IP address is changed, the other POSitouch network computers will not be able to communicate with the BackOffice PC. Havoc results since credit cards can't be processed because the other computers are not able to find the BackOffice PC. Errors will also occur if you try to access the POSitouch BackOffice icon as it will no longer be able to access the needed data on your POSdriver. Please note, this information applies any time an ISP is working on your system including changing your provider or the replacement of ISP provided equipment.

What should you do? If the internet stops working, call your ISP to verify if there is an outage in the area. If they verify that there is not an outage, please contact Data Business Systems for assistance in troubleshooting the issue. But whatever you do, please Don't Change the IP.



By Randy Burn

Moving Forward: Tablets

One of the most exciting aspects of our business is seeing the development of new technology and how these advances can be incorporated into the hospitality industry. Who would have guessed what the iPad, introduced to the marketplace just two short years ago, would become. It truly has everyone talking and competitors playing catch up.

Is a tablet the right solution for your restaurant? There are many factors to determine if a tablet device would be a good return on investment for you and your restaurant. There are opinions on both sides of this subject; some saying the device is not designed for commercial use while others tout the extended service it can provide.

POSitouch will work on a variety of the tablets currently available. Our role at DBS is to survey what your goal is and help you come up with the best solution to meet that goal. We want to assist you with making the decision that is right for you. It may be a tablet is in order or possibly a smaller handheld device.

If a tablet is something you are considering, give us a call and we will be happy to discuss your ideas and options as well as what would be needed to deploy this solution.



By Tim Fogarty

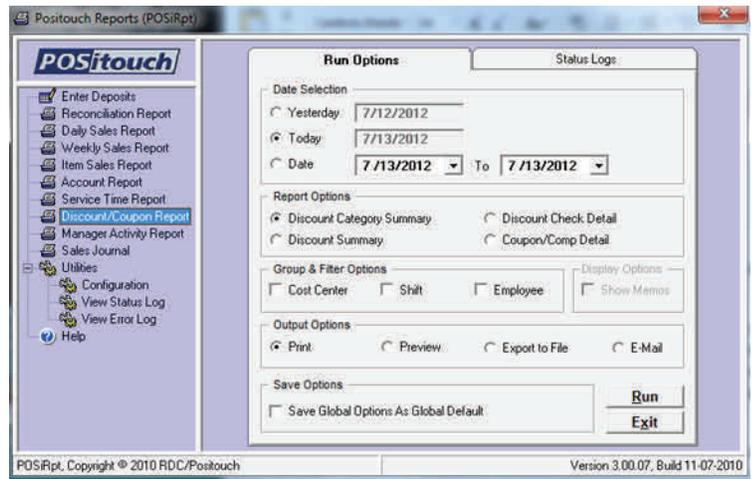
A Big Tip: POSireport Discount/Coupon Report

As students return to school and summer vacations come to an end, it is important that you remind your past, present, and future customers about your presence in the community. Coupons and discounts are a great way to generate revenue during shifts and days that are typically slow. Using promotions to fill your restaurant when it is not as busy as you would desire can make a critical difference between failure and success.

The advent of Groupon and other internet and social networking promotions, combined with more traditional methods such as mailers and media outlets, make it critically important to monitor and track the success of your promotions. Focusing your efforts on the most successful campaigns can generate a much higher return on your advertising and promotional investments.

POSitouch reporting gives you essential information that will enable you to monitor all of your discounts, coupons, and promotions. The POSireport offers several tracking options, one of which is the Discount/Coupon Report. As with all of the reporting offered by POSitouch, there are multiple options for generating this report. Try it a few times, experimenting with your selections. Do you prefer summary or detail; to view, print, export or email? You can filter the report as well and sort by different cost centers and shifts.

As always, your DBS technical support professional can work with you and your management staff to put together an effective plan to build your discount/coupon program from development in your database to tracking in your daily/weekly reports. Contact our helpdesk for assistance today!



Discount Type	Check Qty	Item Qty	Gross Amount	Disc Amount	Net Amount
Discount 03: EMPLOYEE 50%					
EMPLOYEE 50%	8	13	108.25	54.13	54.12
Total:	6	13	108.25	54.13	54.12
Discount 04: OPEN DOLLAR					
OPEN DOLLAR	7	4	232.75	13.75	219.00
Total:	7	4	232.75	13.75	219.00

By Brett Gaines

Meet Our Staff: Firmus Conte

How long have you been at DBS?

[Firmus Conte] 5Yrs 4Months

What is one thing you would like customers to know?

[Firmus Conte] I have worked in the restaurant/hospitality industry for over 23 years; my first job was with McDonald's Restaurant back in 1989.

What is your favorite thing about working at DBS?

[Firmus Conte] Helping out our DBS customers.



What is your position with DBS?

[Firmus Conte] Installer, trainer, and support.

What is/was your favorite subject in school?

[Firmus Conte] Geography in high school, Computer Forensics in grad school.

What is your favorite football team?

[Firmus Conte] REDSKINS, Super Bowls XVII, XXII and XXVI

Firmus has worked in the hospitality industry for 23 years!

Inside DBS: Opening a Service Call

Ever wonder what happens when you need to open a service call and how to do so? Then this is the article for you. We currently offer two ways to open a service call for support. One is to place a phone call to your area DBS support number (703-573-2292 or 800-868-2323). The other is to open a call online at <http://www.1dbs.com/support-possolutions.aspx>.

When calling in you will be routed to our call center in Virginia Beach where we have dispatch employees available to speak with you. In the event you are asked to leave a message due to a high volume of calls, please leave a voicemail, and your call will be handled in the order in which it was received. The call then gets assigned to the appropriate department.

The screenshot shows the DBS website's support page. The header includes the DBS logo and the tagline "Solutions for retail and restaurant". The navigation menu has links for HOME, PRODUCTS AND SOLUTIONS, PARTNERS, SUPPORT, and COMPANY. The main content area is titled "Point Of Sale Solutions Support" and includes a "Before requesting support..." section with a list of troubleshooting steps:

- Check to make sure all cables are properly connected
- Check to make sure power is on or you have electricity at the outlet
- Reset the device with the problem
- Collect serial and model numbers of any equipment involved

 Below this is a "SUPPORT REQUEST FORM" with fields for:

- Company or School Name
- City, County, or School District
- State
- Country
- Contact Name
- Phone Number (Area Code First)
- Email Address
- Product (with a dropdown menu)
- Issue Type (with a dropdown menu)

 A "CONTACT US" sidebar on the right provides the toll-free number (800) 868-2323, the address (156 Business Park Dr, Virginia Beach, VA 23462), and a "Send us a message" link with a "map" button.

When opening a call online during business hours, the dispatch team receives an email once you have submitted your request. The dispatcher will route your call to the needed department and if you have provided your email address, they will send you a return message including the call id for your issue.

If the problem is hardware related, it will be transferred to the hardware division at which point it will be dispatched to the most well-located and available technician. Shortly after the call is dispatched, you will receive a phone call from a hardware technician with an estimated time of arrival.

If the issue is software related, it will be transferred to the software division. In this situation dispatch will convey the provided information to the helpdesk technicians. On average, you should expect a call from a technician within fifteen minutes from when the call was placed. You will then be greeted by an experienced technician with a restaurant background. The technician will work with you to resolve the issue. If the issue cannot be resolved remotely, a hardware technician will be contacted to go on site and assist with the issue as soon as possible.

Please note, emergency calls related to inoperable system issues including credit cards not authorizing or not being able to take sales will take priority. The goal of all our employees is to handle each and every call in a timely manner. Calls that are opened online will be handled on the current business day if opened during normal business hours. If after hours or over the weekend, calls opened online will be addressed on the next business day. Please provide all requested information to ensure the quickest response.

By Cliff Johnson



Data Business Systems

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Fairfax, VA 22031

(703) 573-2292

Fax (703) 573-4769

156 Business Park Dr

Virginia Beach, VA 23462

(757) 490-1294

Fax (757) 456-1115

Solutions for retail and restaurant

Innovative Solutions and a Customer-First Commitment

Since 1977, 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.

Please note, charges may apply for calls to our support center.

Software Byte: Tipshare

POSitouch's Tipshare program is another tool which restaurants can use to fine-tune employee tips. It is designed so that employees receiving money from a tip pool, defined in POSitouch, will have their share determined by the number of hours worked and the volume of business that occurs during their shift.

In my example, Servers will tip out 3% of all alcohol sales to the Bartenders, 1% of all food sales to Food Runners, and 1.5% of total sales to the Bussers. This example is based on the tip pools already being setup in POSitouch.

Marlene's cashout on the top right shows an example of a server report. She owes \$7.56 to the bartenders, \$2.20 to the food runner, and \$8.97 to the busser.

Kristen's cashout on the bottom right is a bartender cashout. Based on the tip pool setup, she only owes \$1.60 which will go to the food runners since she does not tip out the busser or bartender.

Tipshare will show all contributions from all user types to all tip pools

Employee	Tip Pool 1 Contribution	Tip Pool 2 Contribution	Tip Pool 3 Contribution	Tot
PAIGE KRISTEN	0	1.60	0	
KEY CEVIN	0	0.72	0	
KELLY MARLENE	7.56	2.20	8.97	
Total	\$7.56	\$4.52	\$8.97	

In the example on the right, both Kristen and Cevin are bartenders yet Kristen will receive more in tip out distribution because she worked for more hours and was on a busier shift. Amanda, who was the only food runner, reviewed the total Tip Pool 2 contributions of \$4.52. Chelsea receives the entire busser tip out that Marlene paid into the pool.

If you think that Tipshare can help your restaurant, contact the DBS helpdesk to set up an appointment to learn more or have it

CATEGORY	SALES (PAID+OPEN)	# SOLD	SALES	PERCENT
FOOD	63.00	220.29	36.83	
WINE	14.00	377.86	63.17	
ALL ALC	14.00	377.86	63.17	
MEMO: TIP ALLOC.				
TIP FACTOR (10.00%)				59.82
Tip Share (2%)		1		7.56
(1%)		2		2.20
(1.5%)		3		8.97
TOTAL CASH TO REMIT				646.79

CATEGORY	SALES (PAID+OPEN)	# SOLD	SALES	PERCENT
FOOD	33.00	159.84	60.35	
LIQUOR	31.00	105.00	39.65	
ALL ALC	31.00	105.00	39.65	
MEMO: TIP ALLOC.				
TIP FACTOR (10.00%)				26.48
Tip Share (1%)		2		1.60
TOTAL CASH TO REMIT				279.68

...as well as how much should be distributed to each employee who receives a portion of the tippool.

Employee	Tip Distribution
PAIGE, KRISTEN	6.02
KEY, CEVIN	1.54
BENKOWSKI, AMANDA	4.52
HAIR, CHELSEA	8.97
Total	\$21.05

By Michael Wallace