# POSi Talk

**(800) 868-2323**

**DATA BUSINESS SYSTEMS WELCOMES ALL NEW POSITOUCH CUSTOMERS**

## Talk to Me!

Communication is a key factor in our business. At Data Business Systems our sales representatives and management team all have restaurant experience as do the majority of our software technicians. We have found that this allows for an easier flow of communication and it's that depth of knowledge that gives us an edge and allows us to set you up for success.

In the Hospitality industry we have seen the communication of data advance from cash registers in the 1970's to point of sale systems today. In the beginning, POS systems were glorified cash registers; now however, the field is full of rapidly evolving technology. With the improved flow of data, POSitouch can allow you to operate every facet of your business from viewing reports on-line to hand held devices to camera systems to kitchen display units and much much more.

In this issue you will find articles about how we at DBS communicate with our customers (Call Me!), ways to communicate with your staff (Talk to Me!), and methods to communicate with your customers (Check it out!). Better ways of sharing information can lead to a better experience for you, your staff and your guest; we hope some of the ideas presented here help you reach that goal.

Sincerely,
Mary Blanchard
Office Manager

## Hard Facts: Routers, Switches, & Modems

Communication within your computer network is handled by several types of devices; the most common of which are modems, routers and switches. Understanding the different devices can enable you to quickly diagnose issues or provide a better description of the problem to the support desk; either of which will lead to a faster resolution and a shorter period of interruption for your business.

A modem converts the analog signal of the phone line into a digital format that is usable by your computer. Ten years ago, a modem was well known as the device that dialed out over the phone line to connect to another system when needed. Today's modems are much faster, digital devices that maintain their connection 24 hours a day. They connect either through a high-speed DSL or through your cable company and are often supplied by your Internet service provider (ISP).

Routers separate multiple networks from each other. The router has a WAN (or Internet) port to which it connects either directly to the ISP or to a modem that provides the connection to the ISP. The device also has a LAN (Local) port which usually connects to the switch and provides a potential pathway to the Internet for all devices on the network. In larger systems that have office PCs unrelated to the POS, a router separates the two segments to cut down on network traffic and provide a layer of security. A PC that is used for checking E-mail and browsing the Internet is far more likely to get a virus. Viruses that spread across a network are unlikely to pass through a router. A router would also be used to separate the wireless network from the POS network if you offer wireless Internet access to your customers.

Switches connect all of the devices within the same network segment. They can range from 4 to 24 (or more) ports depending on the number of devices on your network. In a restaurant, all of your terminals, remote printers, and kitchen screens connect back to the switch. Consider the switch to be the central connecting point for the local network.

Knowing the roles of these devices helps us more quickly determine the source of connectivity issues. If none of your devices can talk to each other, the switch would likely be the problem. If your POS is functioning, but your credit cards are not authorizing, it may be that you've lost your connection to the Internet. In this case, the problem could be with your router or modem. These devices can run for years without rebooting, so sometimes simply unplugging a suspected device and plugging it back it can restore connectivity. Of course, if the issue is not quickly resolved by checking the appropriate devices, contact our team for assistance.

By Eric Denny

# Moving Forward: Software Maintenance

It's never too late to get a good deal on the support you need with a Software Maintenance Plan.  Keep your restaurant moving forward without delay.  We always offer Software Maintenance to our customers regardless of the age of the system.  How does this plan work you may ask?  Well, here is a clue…

Did you figure it out?  It's Time Block!  Data Business Systems offers the option to prepay for your helpdesk support by purchasing a block of hours at reduced rates with active Software Membership.  Don't dig into that wallet to find a credit card for the service you need.  Give yourself the ease of mind with a Time Block that works with your budget.

There are so many benefits with this plan.  You can expect priority response from our helpdesk.  Have new employees or need a program/feature refresher? Schedule a training session without concern of how to pay; it can be billed from the Time Block. Support is billed in 15 minute increments during business hours; 15 minute increments at time and a half after hours (5pm-Midnight); and 1 hour minimum at double time after midnight, on Sundays or holidays.  These are BIG SAVINGS from our standard billing policy!  With active membership, members are assured availability of the latest software service packs and the most recent version of POSitouch software* at no charge (excluding labor).  Last, but certainly not least, if you have multiple restaurants, they can ALL share from one Time Block (with active Membership per site).  So, don't delay, call today and get your quote for a Software Maintenance Plan!

*Software upgrades are applied dependent on the ability to be supported by the existing hardware and operating system.

By Lindsay Mosebach

# Inside DBS : Call Me

Service calls, supply orders, processor changes; Oh My!   Not sure who to call at Data Business Systems?  No need to worry, our automated phone system is easy to use and efficient.  However, if you are in a hurry, here is a quick guide to get to the correct DBS representative ASAP.

Service Calls –
> Is your system down?  Do you have an error on a terminal or VDU?  Or how about if you need help making a menu or tax change?  Sounds like you need support from our helpdesk.  Call your local office and choose option 1 for software support.  A service dispatcher will answer and log your call for a helpdesk representative during normal business hours.  Call the same phone number after hours and decide which option is right for you.  Is it an emergency call, in which case the software technician will be paged or would you like assistance on the next business day?

> Is there a noise coming from your terminal?  Do you have a printer that won't feed the paper?  Or perhaps it is time for your annual preventative system maintenance.  Sounds like a hardware technician is needed.  Call your local office and choose option 2 for hardware support. Again, a service dispatcher will answer and log your call to send a tech on site.  If calling outside of business hours, determine if you want assistance right away or the next business day.

> Don't forget about our great online feature to turn in service requests.  Go to our website at www.1dbs.com during normal business hours; choose the Support tab then fill out an online request form.  Once submitted our service dispatch center will automatically get your request.  You will receive a response from one of our dispatchers acknowledging the inquiry.

Supply Orders –
> Is your printer low on ink?  Do you need more manager cards?  Or how about restocking on paper and labels? DBS carries all of these. Call 1-800-868-2323 and choose option 4 to reach Patricia and she will be happy to assist in filling your supply order.

Credit Card Changes  –
> Thinking about changing processors?  Don't sign that dotted    line too fast.  Call 1-703-573-2292 and dial extension 3309; you will reach Mary.  She will get verification that your Trans action+ and POSitouch versions are up to date for PCI compliance, address with you any needed upgrades, and then write up a contract for your review and approval.  DBS will then work with your credit card processing company to build the new setup.

By Lindsay Mosebach

# Meet Our Staff: Jon Capparelli

**How long have you been at DBS?**
*[Jon Capparelli]* I have been working at DBS for 5 years.

**What is your position & what positions have you held with DBS?** *[Jon Capparelli]* When I started I repaired all of the computers and printers that were brought in by the field technicians. Since then I moved over to our main office in Virginia Beach and still repair equipment in the office but with the added benefit of going on site and helping customers with their problems face to face as a field tech.

**You name it Jon can fix it!**

**What is your favorite thing about working at DBS?** *[Jon Capparelli]* Hands down it's the people. Both my co-workers and the customers we service are great. The people I work with include some of my best friends and some of the nicest people I've ever known. Our customers are wonderful, they are understanding, reasonable and willing to work with us and it makes for a very enjoyable career.

**How will you be spending your Labor Day?** *[Jon Capparelli]* Most likely nothing...and enjoying every bit of it. I tend to not plan very far ahead in life. You never know what today holds and what will be right around the corner so I just roll with it as it comes.

# A Big Tip : Check It Out

There are many factors that contribute to the overall customer experience in your establishment including the quality of food, the level of service, and the comfort of the dining room, just to name a few. When the customer leaves, they take with them not only the sum total of their experience, but also a RECEIPT! The receipt, in its most basic form itemizes purchases and provides proof of tender, but it can also be used as a marketing tool to advertise upcoming events and to request customer feedback. POSitouch provides an easy and flexible tool that allows you to customize your receipts so that you can continue to improve the guest experience, even after they leave the restaurant.

From the POSitouch BackOffice Navigator, select BACK OFFICE SETUP – HARDWARE – GUEST CHECK HEADINGS.

There are three pages where the Headers and Footers can be edited. HEADINGS 1 provides quick access to the top 2 lines of the Check Header and the first 8 lines of the Check Footer. HEADINGS 2 and HEADINGS 3 provide an additional 30 lines that can be used either as headers or footers.

In the example below, on HEADINGS 1, the name and phone number will print at the top of the check and a message about an upcoming Labor Day event will print at the bottom of the check. Putting a check mark under "DOUBLE" will make that line print double wide.
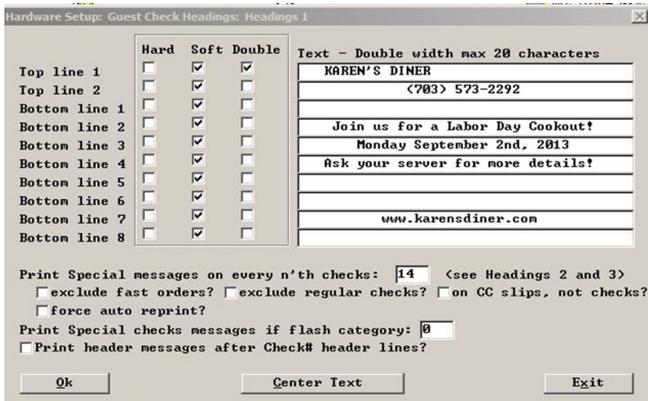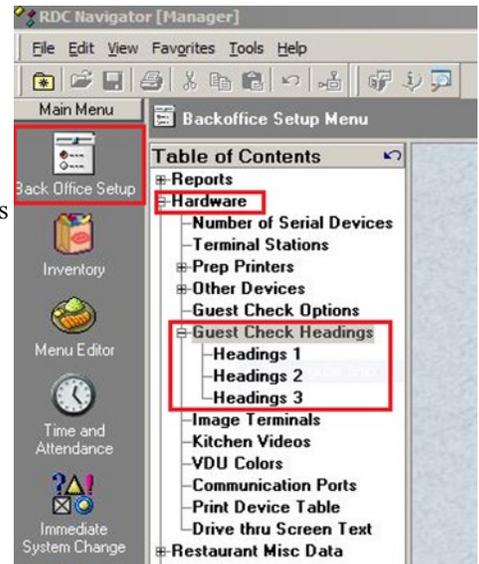
In addition to the standard Restaurant Name, Phone Number, and Web Address, you can configure SPECIAL MESSAGES to print. In the example, there is a Guest Survey request that prints on every 14th receipt in the Bar Cost Center. On HEADINGS 2, the Special Message has been configured to direct guests to an online survey.
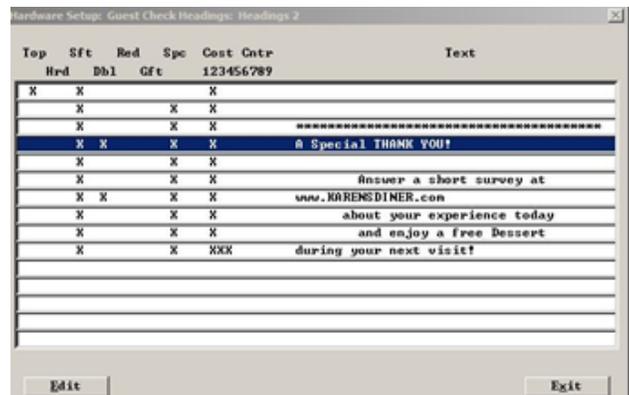
Changing the information on the Guest Receipt Headers and Footers is a quick and easy way to communicate news and information with your guests and to give them a way to communicate with you about their overall experience. If you would like assistance configuring your Guest Receipt Headers and Footers, feel free to contact the Help Desk and we will be happy to help.

By Karen Cantor

**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: On Screen Messages
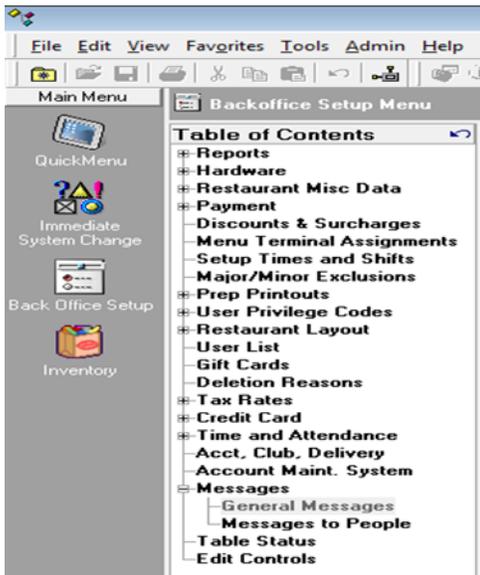


Twitter feeds, Facebook updates and breaking news on our mobile devices are just a few examples of the technology we have come to depend on in our daily lives. Each new form of communication we find tends to make us hungry for more; we want and need to be informed and updated at all times. This extends to your staff and restaurant. Smooth operations are only achieved when everyone is on the same page and communicating with staff member plays a vital role.

POSitouch helps make this easier with "Messages". These messages are customizable and can be function and/or employee specific. This gives the management team the flexibility to communicate a wide array of messages with team members in just a few simple mouse clicks. This can be used for day to day operation messages, one time instructions or generic message reminders. With On Screen Messages you get it all!

How can you use this feature to your advantage? How about if you want your team members to check their name tag to ensure they are wearing one and looking sharp; you can set up a reminder for when they punch in. Do you want to assign a specific side work to a specific team member for a shift? You can set this up to show on the screen when they run their cash out report. There are many options for when the message can show on the screen; when a team member logs in, opens a new check, accesses Take Payment and more.



Want to get started using On Screen Messages? Simply navigate to the Messages tab under BackOffice Setup from within your POSitouch BackOffice. Select General Messages to have it show for everyone using particular functions; select Messages to People to communicate with particular employees. Take a look and see what works best for you and your team. And as always, please contact our helpdesk if there is anything we can assist you with.

By Nirmal Amatya

*This document is printed on recycled paper.*