POSi Talk

DATA BUSINESS SYSTEMS WELCOMES ALL NEW POSITOUCH CUSTOMERS

POSi Talk Greatest Hits 2009-2013

As we start 2014, I wanted to take a moment to celebrate 5 years of the POSi Talk newsletter. Our goal with the newsletter has always been to increase your knowledge of how DBS and POSitouch can help you run a more efficient and cost effective restaurant. Starting with the first volume in January 2009, we have strived to share new and changing technology from both the hardware and software sectors.

So what better time than now to release our "Greatest Hits". Much like your favorite musical group, we have culled the past volumes to find our favorite articles. The pages that follow are a compilation of some of the items that got the most feedback from you as well as being areas where we receive the most inquiries. The essays gathered here are as relevant today as they were at the time they were first written.

It has been my pleasure to be the editor of this newsletter for the past 4 years. I personally hope that you have found some interesting items as well as ways to cut costs in your establishment. Remember that you can always view past volumes on our website. Your feedback helps us make a better product so please share your comments and suggestions. Here's to the next 5 years of POSi Talk!

Sincerely,
Nancy Fritz
Helpdesk Manager and Quality Assurance Analyst

Hard Facts: Yikes… My Antivirus is expired!

You've been working 50-60 hours a week running your business. You keep seeing a message on your computer warning you that your antivirus software has expired or is about to expire. It is easy to keep going about your routine and close the warnings. Your PC is running fine, doing everything you need it to do. You think to yourself, this can wait. I will take care of this later when I have some down time. Maybe I will get to this next week. What could happen, right??

Wrong! I too have been a victim of this logic. My daughter's antivirus had expired and she did the right thing and told me about it. Between work, soccer practice, and all that goes into raising two children it fell through the cracks. Two weeks later she was unable to use her pc at all. I knew when she handed it to me that her pc had become infected. Sure enough she had a few viruses and malware on her PC. I spent the next two evenings cleaning up the viruses and repairing Windows. In the end, I had to completely reload Windows. What would have taken me a few minutes to renew ended up taking me 3 nights to recover from.

I see this happening to customers all the time. These types of calls are the most expensive and easily avoidable calls that I run. Your office PC is critical to your business. Many customers use the office pc not only for credit cards and POSitouch functions, but also for email, ordering, internet browsing and menu publishing. Repairing this pc can cause a major disruption to your business. To effectively remove viruses and malware after the infection is a lengthy process that requires the entire system being down while it is completed. Depending on what type of infection you have, Windows may need to be repaired after the infection has been removed. Many experts agree that once infected, the only way to truly recover is to reload Windows and start clean but this approach has pitfalls as well. Has the data on your old hard drive been compromised? Can we move the data from your old drive without bringing the same issues to the new drive? All of these questions add time and expense to getting your computer fixed.

New systems that we build have Norton Internet Security installed. This gives you a one year subscription to one of the best antivirus software's on the market today. When it expires please take the time to renew your subscription; contact our helpdesk for assistance if needed.

By Jay Skaggs

Moving Forward: POSi VDUs

A POSitouch VDU is a video display unit that uses a computer monitor to display orders sent to the kitchen from the POSitouch point of sale system.   The POSitouch VDU can be used in any restaurant environment that would like to have a visual display of orders sent to the kitchen or bar.

The POSitouch VDUs can provide the following benefits:

1. No more paper. The VDUs usually replace the remote printers but also have the capability to work with them if you prefer.
2. No more lost order chits. Orders can be bumped, recalled and browsed from the monitors. Mistakes no longer mean searching through handfuls of prep tickets.
3. Menu items can be color coded to display on the VDU screen, making it easier for prep and cooks to identify.
4. Menu item routing can be easily accomplished.
5.   The VDUs enable you to quickly see the time an order was sent.
6. A cleaner display makes for easier preparation. The POSitouch VDUs have the ability to put a course break line on the monitor to easily distinguish what is needed when.
7. The POSitouch VDUs offer a great tool to manage food and labor costs with a summary of items that have been ordered for the current day and the average time it took to prepare the item.
8. The VDU can be configured to display order items per order or per line item.
9. Items can be deleted on the fly (disappear from the screen) or show up as a different color when deleted.
10. POSitouch VDUs can be configured with either an 8 or 10 order format, allowing you to see up to 10 orders at a time.

Above is a screen capture of a POSitouch VDU unit that shows a heading with table numbers and times. Please note they can also be configured to show other information like server name and revenue center. Contact your sales person to learn more about POSitouch VDUs and how they can make an impact with your restaurant.

By Firmus Conte

Point to Point Encryption

It is impossible to miss the recent security breach at a large retailer where in excess of 100 million customers personal data was compromised. How are you protecting your customers data? Point to Point Encryption (P2PE) is today's best defense. Contact your salesperson to learn more about getting this incredibly valuable tool installed at your establishment.

A Big Tip: Using Plate Cost to Monitor Food Cost

P A G E 3

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 food cost in order to make price adjustments where needed.

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.

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

By Michael Wallace

Meet Our Staff: Brandon Post

How long have you worked for DBS?
[Brandon Post] About 4 years total.

What is your position?
[Brandon Post] Field Technician.

What is your favorite thing about working at DBS?
[Brandon Post] Helping people.

What is one thing you would like customers to know?
[Brandon Post] We truly want to resolve every issue in a timely manner.

This volume of the newsletter is our "Greatest Hits". What musical album do you consider to be a Greatest Hits?
[Brandon Post] Stone Sour - Audio Secrecy

What is your favorite wintertime activity?
[Brandon Post] Playing Video Games

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 upgrade files 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

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.

Are you up on the latest PCI standards? It is imperative that you maintain your system security and we highly recommend that you visit: **https://www.pcisecuritystandards.org/** to stay current on these ever changing regulations.

Software Byte : Credit Card Tip Discount

POSitouch software allows your restaurant to share or pass the charges that are levied by the credit card companies to employees who are receiving credit card tips directly. The defined percent will be deducted automatically from tips that were received from credit cards for that employee and will increase the amount to be remitted to the house. The defined percentage rate can be set to a different amount for each card if your processor charges differently based on card type. The picture to the right shows an example.

The percentage rate is also used on the Sales Journal to correctly split the credit card debits between the actual receivables and the fees collected from your servers and bartenders. This POSitouch feature helps you share this cost of doing business with your employees. You pay the fees applied to the sales; the employee pays the fees applied to their tips.

Feel free to contact our helpdesk at 1-800-868-2323 for more information about this feature (charges will apply for assistance provided). Please note that the credit card tip discount might not be on your current version of software and an upgrade may be needed to be able to utilize this feature.

By Firmus Conte

TYPE	%RATE	DEDUCT FROM TIPS
HOUSE CHG	0.00	☐
VISA	2.10	☑
MASTERCARD	2.10	☑
DINERS CLB	0.00	☐
AMEX	3.00	☑
SMART CARD	0.00	☐
HOUSE CHRG	0.00	☐
GIFT CARD	0.00	☐
DISCOVER	2.10	☑

Ok

The Daylight Savings Time change occurs on Sunday March 9th!
We recommend ringing in a test sale before you open on that day.
Print the check and confirm the date and time information.

This document is printed on recycled paper.