

# Posi's Plate

## Seasonal Tips and Information from Your Point of Sale Specialists

### Notes from the Chef

Happy New Year to all of our partners! We hope that you had a great holiday season with your families and a prosperous time in your businesses. Holidays are always a great time to be with family, and frequently, family consists of co-workers with whom you spend so much time. That is no different here at DBS and we thought in this issue it would be a great time to share with you some insight into our family. In this issue you will get to know about our collective experiences in the hospitality industry, how we continue to stay informed with the hospitality industry, a glimpse into our kickoff meetings and even some of the staff's favorite features in the POSitouch system. We'll also share a peek into an exciting partnership we have with an analytics company since we believe knowing your customers is key to succeeding in business. We look forward to an exciting 2016 together and we thank you for allowing us the privilege of providing the very best support and service to you.

Tim Fogarty

Director of Hospitality Solutions



### Specials

#### STRENGTH IN NUMBERS

Just like you, the heart of our business is the employees. In addition to employing a highly trained technical staff, we have made it a practice in our hospitality division at DBS to hire people with hospitality experience. When we say we have walked in your shoes, we back it up with our expertise. We have worked in more than 93 restaurants (people keep remembering places they had forgotten) for a collective 305 years working in hospitality. We have knowledge in all facets of your business, from owning to hosting, serving, bartending, cooking and everything in between. We have been dishwashers, cashiers, event coordinators, caterers, GMs, AGMs, administrators, delivery drivers and every position vital to a successful restaurant. The best support we offer is that we come from the hospitality industry; you know there is always someone who has your back and can share some information to help you resolve any problem. Ask any one of us and we'll tell you, it's the people that make this industry great!

By Mary Blanchard

### Appetizers

We believe in working with "best in breed" businesses whether online ordering companies, payroll interfaces, accounting, etc. in order to offer as many options to you that may fit your business needs. The flexibility of your POSitouch system, with its open architecture structure is designed to make adding and running additional software components easy. In addition to continuing to create industry leading software tools, POSitouch works well with others that are truly best in breed in their specified field. With that in mind, we are excited to introduce a new partner to our family. Wouldn't it be helpful to you to know what drives your repeat business? Which marketing campaigns that you are using are actually working? Which of your staff members are contributing the most to your bottom line? What menu items are performing best or worst, is it time for a menu rewrite? Learn the answers to all of these questions and more! Contact your sales representative for a demonstration and additional information.

By Tim Fogarty



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# Entrees

## Staying Up To Date

Staying up to date is imperative when you're in the technology field. We at DBS stay up to date by communicating and sharing knowledge. We work hand in hand with the developers of the POSitouch software to provide you with the latest features and software upgrades available. We have monthly meetings where our team can brainstorm and round table ideas to best support you. Taking the time each month to share ideas and updates allows us to bring the most current information to you when you need it. We also have a yearly kickoff meeting so we can learn and share knowledge about new products and services that POSitouch offers. At these meetings we discuss an array of topics such as new products available, city changes that may affect your business (changes to taxes), opening of new businesses, etc. We also discuss what's new in the hospitality world so we can stay current with trends. We work with you to make sure you have the tools you need to succeed!

By Cliff Johnson



# Desserts

## Favorite Features

Typically in this section we highlight new features that have been added to keep you informed of what is available. With the start of the New Year, we thought it would be helpful to highlight a few of our favorite or recommended features instead. An underutilized feature is the ability to write about each menu item onscreen for your staff. Want to make sure all your bartenders are using the same recipe? How about putting the recipe in the info for that item? Want your servers to recommend wine pairings with entrees? Enter your wine suggestion in the info so staff can look it up onscreen. In the restaurant industry, sales contests amongst staff are a great way to motivate and educate your staff to promote products to your guests. As a manager, it can be tedious keeping track of items sold day by day. Instead, use a report that can be setup to calculate items sold or dollars sold for any item or category. The report can be set up before or after the contest runs and can tabulate the information retroactively. POSitouch is always updating and adding new features to the software to make running your business more efficient for you. If you would like information on how to use these features or on any other features available, please call the helpdesk at 703-573-2292 or 1-800-868-2323.

By Kara Lauro

## Your Point of Sale Specialists since 1977.

Current Versions:

POSitouch: 6.40

TransAction Plus: 7.5.1

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

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