TOUCH DYNAMIC

Up-and-Coming Chain Bolsters Accuracy, Efficiencies With Standardized Touch Dynamic Platform

From brand identity to the menus and from food quality to the point-of-sale, across-the-board consistency is the name of the game for restaurant chains. A desire to achieve such uniformity, as well as to reap additional benefits, recently led Tom+Chee, an up-and-coming multi-unit restaurant operation, to upgrade its point of sale system.

The Challenge:
Upgrade older point of sale system

Headquartered in Cincinnati, Ohio, Tom+Chee promotes itself as "the grilled cheese and tomato soup shop for the kid at heart, mixing classic comfort food with fresh ingredients, healthy alternatives, and a flair for the unexpected." Its menu encompasses more than 25 varieties of grilled cheese sandwiches – among them an offbeat Grilled Cheese Donut and the vegetarian Hippy Chee – plus fresh salads and three different tomato soups featured daily.

The business originated in a tiny food tent on a public square in Cincinnati and has become a rapidly expanding franchise empire, thanks to TV exposure and an investment deal on ABC's "*Shark Tank.*" The Grilled Cheese Donut has been featured on ABC's "*The Chew*" and Travel Channel's "*Man v. Food Nation*" and was named one of America's best new sandwiches by NBC's "*Today*" show. The 2013 Brand Innovators Made in America Summit named Tom+Chee one of "25 Brands to Watch."

Prior to the upgrade, Tom+Chee was using point of sale equipment from a variety of vendors. Management wanted to standardize its POS hardware and software platforms to position all stores for the success some units were having. The ability to store data throughout the chain and assess how each unit was performing was another imperative for the operator.

The Gringham Group/Gringham Technology, a restaurant point of sale solution provider and consulting company in Fort Wayne, Indiana, was chosen to help select the technology and to handle its deployment. To fit the bill, the firm recommended that the chain deploy a combination of Breeze Performance All-in-One touch terminals from Touch Dynamic and point of sale software from Point of Success in each store. The deployment is now underway, with two to three terminals installed per unit and rollout slated for a total of about 160 stores over the next few years.

"We knew that this bundle was the right choice for Tom+Chee, not only because it would deliver the desired benefits, but because installation could be completed remotely and in one day per location, which cuts costs and makes a large rollout more possible," said Ben Nighswander, president of The Gringham Group/Gringham Technology.

The Solution: Breeze Performance All-in-One point of sale terminals

The bundled solution specified by Nighswander's company handles order-taking, labor management, and inventory management. While it has yet to be installed in all stores, the chain is seeing marked improvements among those units that have it in place, Nighswander noted. The power and versatility of the Breeze Performance terminal, which can be configured to meet the needs of the most demanding applications, plays a key role here.

Available with a 15-inch or 17-inch touch display, the terminal offers up to 16GB of memory, an Intel chipset, and an i7 processor of up to 3.4Ghz. Enhanced product features include a 180W power supply, a new cable management feature, a 24V printer power port and the ability to be configured with dual RAID rackable hard drives. The Breeze

Customer
Tom+Chee

Objectives

• To standardize hardware and software platforms across approximately 160 units

• To increase the efficiency and accuracy of transaction processing, inventory management, and labor management

• To gain the ability to review the same data across the chains

Installation

• Touch Dynamic Breeze Performance All-in-One touch terminals, Point of Success software

Results

• Uniform hardware and software platform facilitates management and supports growth

• Increased efficiency and accuracy of transaction processing, labor management, and inventory management

Performance also boasts a variety of add-on options, including an integrated mag stripe reader, finger print biometrics, customer display, rear LCD displays, and an integrated barcode scanner.

"Efficiency and accuracy" have become the norm at Tom+Chee as a result of the upgrade, Nighswander stated. *"Originally, the chain was using cash drawers. Implementing an all-in-one point of sale system has sped up transaction completion time and increased the accuracy of customers' orders. It also ensures that customers are being charged the right amount of money for their orders and makes it easy to manage data across the chain."*

Even more importantly, he added, individual solution features—such as the all-in-one configuration of the terminals and the ease of use afforded by the touch interface—have paved the way for the standardization of menus, order-taking, and inventory. Such standardization is imperative to the growth of the rapidly expanding restaurant brand, and it allows for easy control over the way in which individual Tom+Chee stores operate.

"*All the necessary controls are in place, and with the standardization afforded by the solution, the chain is truly positioned for growth,*" he concluded.

Breeze Performance All-In-One

T UCH
DYNAMIC

About Touch Dynamic

Founded in August of 2001, Touch Dynamic is an ISO 9001:2008 certified, RSPA award-winning manufacturer of all-in-one touch terminals, small form factor PCs, touch screen monitors and mobile POS devices for a variety of industries. Touch Dynamic has leveraged its employee's extensive experience in these markets to develop a focused product line of unmatched quality and features. For more information, please visit **www.touchdynamic.com**.

TOUCH
DYNAMIC