

INDUSTRY: Brewpub & Restaurant



The Challenge: POS System Upgrade

Size isn't everything, but the larger a hospitality operation becomes, the more operational challenges it faces. The owners of the Horny Goat Hideaway, a brewpub, restaurant, and live music venue in Milwaukee, successfully handle these challenges with a mobile technology solution comprised of Touch Dynamic WF35 mobile point of sale terminals that run Digital Dining software.

One of several brewpubs scheduled to be opened by the local Horny Goat Brewing Company; the first Horny Goat Hideaway is housed in a converted water pumping station. When a large outside bar and several hundred seats for food and cocktail service were added in the spring of 2010, it became clear that the original point of sale system was failing and would need to be replaced. Horny Goat management called on their contacts at SYSCO Foods, and SYSCO recommended TransformPOS, a Madison, Wisconsin-based VAR founded by Bret Gundlach, with technical and sales support operations in Madison, Milwaukee, and Chicago, for help.

The solution specified by TransformPOS - which works with hundreds of clients throughout the Midwest -- includes eight Touch Dynamic WF35 handhelds, nine all-in-one point of sale terminals, a tablet PC for the hostess and 18 Digital Dining POS licenses. TransformPOS chose the WF35s because they are specifically engineered to meet the needs of the hospitality industry, delivering such features as enhanced Wi-Fi reliability, power-saving technology, automatic signal drop reconnection, and single/locked SSID for seamless roaming across multiple access points. The Digital Dining user interface on the handhelds is the same as for the point of sale terminals, making training on the mobile units a matter of a few minutes.

OBJECTIVE

- To use mobile technology to increase operational efficiency and customer service for new outdoor seating area

INSTALLATION

- WF35 Handhelds
- Digital Dining POS
- A Tablet PC
- Point of Sale Terminals

RESULTS

- Streamline Order Taking - Servers can now take the order at the table and wirelessly transmit it to the kitchen in real-time.
- Reduced Losses - Improved order taking accuracy by enabling wait staff to take orders at the table which eliminates lost, partial and incorrect orders.
- Lines move quickly & customer wait times have been reduced

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The Solution: *Horny Goat Hideaway turned to Touch Dynamic for a Mobile Solution...*

The Horny Goat Hideaway has seen marked change since the Touch Dynamic mobile POS devices were implemented. Its original handheld point of sale devices, from another vendor, was so unreliable that servers had avoided using them. However, the Touch Dynamic models quickly proved to be quite the opposite, and servers began begging to use them because they quickly realized they could make more money in tips by utilizing mobile POS technology.

Additionally, while the brewpub is more spread out and has a greater number of tables than ever before, operational efficiencies and customer service have improved significantly because the Touch Dynamic WF35 mobile POS units afford servers and managers full point of sale functionality.

They can place orders; accept credit, gift, and loyalty cards; and perform management functions, all at the table. The ability to transmit orders from the table to the kitchen—which is small in relation to the number of diners it can simultaneously serve—lets staff better accommodate order “flow”. Orders arrive at tables faster, leading to increased customer satisfaction.

In fact, Mr. Gundlach says the Horny Goat Hideaway’s profits and sales “are through the roof” since the solution was implemented. Sales during the busy summer months have increased from \$200,000 per month in 2009 to more than \$800,000 in 2011.

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Contact

17 Camptown Rd.
Irvington, NJ 07111

sales@touchdynamic.com

www.touchdynamic.com

1-888-508-6824

