

# POS REPORTING PLATFORM CUTS COSTS, RAISES REVENUE



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**NexDine**  
THE FRESH IDEA PEOPLE



## REAL-TIME ACCESS TO SALES TRANSACTIONS AND DETAILED FINANCIAL DATA HELP THIS FOOD-SERVICE MANAGEMENT COMPANY RETAIN ITS CLIENTELE AND INCREASE PROFITABILITY.

By Cindy Dubin, Contributor

Watch any restaurant reality television show and what quickly becomes apparent is that the dining area and kitchen cannot succeed without an efficient back office. And it seems that NexDine, understands this well.

NexDine is a food-service management company that provides customized dining and catering services to more than 60 businesses and institutions throughout the New England, Northeast, and Mid-Atlantic regions. Key to NexDine's business model are monthly meetings with clients to review operational and financial performance of the food service operation in their facility. Integral to these meetings are discussions regarding metric-based sales data.

According to David Lanci, CEO of NexDine, the company was not serving up quality data to its clients and was looking for a way to improve this area. Part of NexDine's business requires meeting with its clients monthly to justify the expense of running the food-service operation within the customer's location. This justification includes presenting sales data. "We had a rudimentary cash register that did not keep track of what products were selling well and which were not, so we were always second-guessing ourselves in these meetings," Lanci explains.



L-R is John Sylvester, District Manager and David Chechik, National Director of Sales

NexDine's managers and chefs were also second-guessing themselves. Without knowing what sandwiches were selling, for instance, they found it difficult to purchase the right amount and supply of ingredients, which ultimately resulted in certain items being wasted.

### A Less Expensive Platform

Lanci knew there had to be a better way, so he contacted MCR Technologies, Inc. a New England-based systems integrator that supplies POS systems for the retail and hospitality industries. George Speropolous, president of MCR, showed Lanci the Bridge Business Intelligence™ system from Sterling Payment Technologies. Bridge allows merchants to access real-time sales data on



The Bridge dashboard displays graphs of key data for at-a-glance viewing.

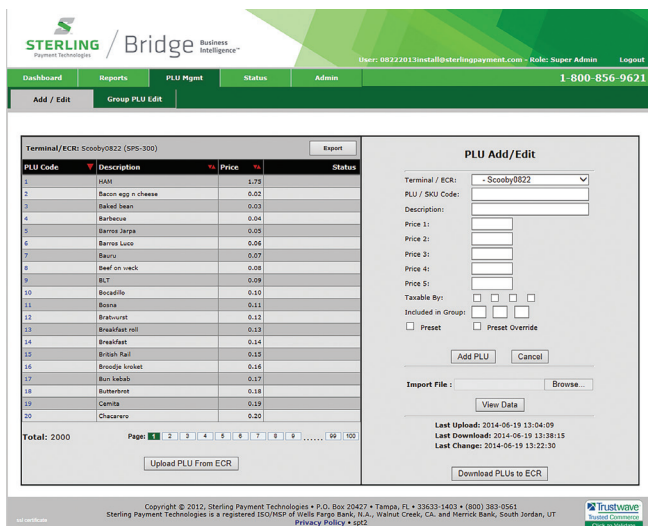
the web and print a variety of sales reports. The Bridge system also enables merchants to manage their cash registers from an Internet-connected PC, including updating multiple registers simultaneously and adding, changing, and deleting prices and PLUs.

"As an integrator, the challenge I faced was finding a solution that fit NexDine's price point," says Speropolous.

"Admittedly, we did consider some other restaurant register systems, but they had lots of bells and whistles that we don't need, and those features tend to be expensive," says Lanci. But when he found that he would pay \$15 per month, per location to be online with Bridge compared to upwards of \$150 for other POS reporting platforms, Lanci says the choice was easy.

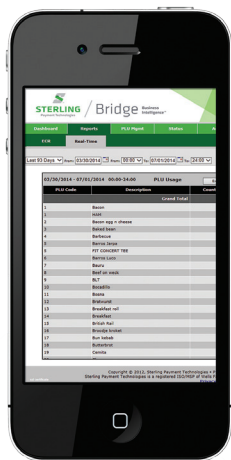
### A Change For The Better

He purchased just one register, a Samsung ER 900 Series, and began a pilot program with Bridge at one of NexDine's Lexington, MA locations. "Everyone at the above-store level immediately saw the benefits of a PLU report, time reports, and financial summaries," he says.



Improve efficiency by adding, deleting or modifying prices and PLUs for all ECRs in one or multiple locations through Bridge.

The decision was quickly made to use Bridge at each location. While some locations use the Samsung ER 900 Series, others use the ER 500 Series. Lanci explains that some sites were already using the 500 Series before Bridge was even installed. While standard Internet is used to upload sales transaction data from the registers to Bridge, Lanci says some locations will begin using Sterling mBox™ wireless credit card modems to upload sales data to Bridge via either a wired or, in this case, a cellular connection.



Busy owners and managers can see what's happening at their restaurant or business from their PC, smart phone or tablet.

Thanksgiving 2013. "This gives my managers and chefs the historical data they need to make more informed purchasing and preparation decisions," says Lanci.

Lanci requested some modifications be made to Bridge, which Sterling accommodated. First, rather than logging in to view information, he wanted Bridge to automatically send him and his restaurant managers an email report to their iPhone or iPad at the end of each day. "Viewing this information on our iPads daily kept us very close to the business, where previously we could only rely on verbal feedback [and not always accurate], from the onsite staff."

Second, Lanci wanted Bridge to provide same-day-last-year historical data. For example, if a site manager wanted to plan meals for the Wednesday before Thanksgiving 2014, he could view sales for the Wednesday before

## Sophisticated Reporting

Since installing the registers and Bridge about one month ago, Lanci is better prepared to justify his costs for those monthly client meetings. NexDine and its management team are better prepared to review the financial performance of each café with clients and on-site managers, says Lanci. "This has clearly added a whole new layer of transparency and awareness for our managers, chefs, and clients."

Bridge enables NexDine chefs to see what items are selling and what items are moving slowly and make adjustments regarding menu changes. They can decide to offer popular items again. They can also view quantities sold compared to what was prepared and notate for future reference.

To date, 40 of NexDine's 60 client locations are online with Bridge. The remainder will be converted by the end of October. Since installing Bridge, Lanci says sales revenue has increased close to 3 percent because of more targeted offerings and singling out the best-selling items. Costs have decreased about .5 percent because less food is wasted, and labor has gone down as well. "By tracking transaction times within Bridge, we have been able to determine when locations are most crowded and have determined that it just doesn't pay to be open at certain times of the day, which has resulted in relying on less labor," says Lanci. "There is no doubt that Bridge has shined a light on our business, and we are now reaping the benefits of sophisticated reporting."

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David Lanci,  
CEO, NexDine



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## About Sterling Payment Technologies

Sterling is one of the most customer-focused payment processors in the industry, recognized for bringing the latest payment technologies to all types of businesses, quickly and affordably. Sterling offers a complete range of payment services, including credit, debit, PIN debit, fleet, gift card, and EBT. Sterling's 13-year focus on payment integration has made it a market leader in combining point of sale (POS) technology and value-added business benefits, including custom integrations, high speed wireless connectivity and online management tools, to provide merchants with the industry's most innovative payment solutions. These include mobile payments, unique financing products for POS purchase, and cloud based POS sales reporting such as the proprietary Bridge Business Intelligence™ platform. Today, Sterling has connectivity to more than 1,000 different POS systems, including proprietary technology and middleware for numerous POS applications in hospitals, restaurants, retail, medical, automotive, and business-to-business management systems. For additional details about Sterling's products and services, visit [www.SterlingPayment.com](http://www.SterlingPayment.com)

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