

## PAR's InFusion™ Software Brings Top-to-Bottom Time Savings to Arby's Operator

Businesses that can save time on everyday tasks without cutting corners are well-positioned to gain a strong competitive advantage. With its adoption of PAR products, Arby's franchisee Leray Beef LLP has really been able to sharpen its competitive edge: it's accomplishing more than ever before, and taking less time to do it.

At Leray Beef, efficiencies facilitated by PAR's technology extend from its restaurants' front counters to their back offices, and all the way up to headquarters. The Watertown, NY company uses PAR's ViGo™ point-of-sale terminals in the five Arby's locations it operates, as well as the InForm™, InQuire™ and InTouch™ modules of PAR's InFusion™ enterprise software suite. Owner Carl Lofberg and Area Manager Richard Mackey use PAR's In-Synch™ enterprise software to centrally manage the restaurants' technology and to monitor key business indicators at each location.

"Richard and I look at InQuire and we can get everything in a snapshot—all the controllables like sales, counts, labor percentages and shortages," says Lofberg. "We can do this very quickly, and if something is out of line, we can immediately call or email the store to see why it's out of line. It's very fast and efficient, and we don't have to look through mounds of data or paperwork, because it's all electronic."

Mackey agrees, estimating that using InQuire and other PAR software has cut the amount of time he used to spend doing paperwork—about two hours each day—by an impressive 80 percent. Many basic processes have been simplified, both for him and for Leray's managers.

"For scheduling, we used to spend hours each week working out our labor percentages and all that," says Mackey. "With the PAR system it provides your projections, you approve them, and it puts them into your schedule. As you start putting in people's hours, it will tell you your exact running labor percentage at every second, and it's to the penny because you put everybody's pay rate in when you set their files up. So if you look at your labor and it's 25 percent over, and you subtract 15 minutes off one lunch shift, the system automatically updates both the day and the week."

Inventory, another crucial area, has also been made more efficient. "You just need to count the inventory and put the numbers into the computer, and it gives you your efficiencies and tells you your usage—everything," he notes. "We just had to put the recipes in at the beginning, and then that's it."



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*Carl Lofberg,  
Owner, Leray Beef LLP*

Nor do Leray's executives need to be at headquarters to check on the lunch shift at one of their stores. With Internet access, "I could be in Europe on vacation, log in and see how my business is doing," says Lofberg.

## Efficiency Becoming a Business Necessity

Time savings, process efficiencies and remote monitoring are more than just nice-to-have benefits at Leray Beef, which uses a small staff to manage its restaurants; they have become business basics. "PAR helps us run our five stores very efficiently with only three people," says Lofberg. "In this day and age, you just can't be 'sloppy and fat' any more. Labor is tight, and money is tight, so you need to be very efficient, particularly if you want to try to beat out your competition."

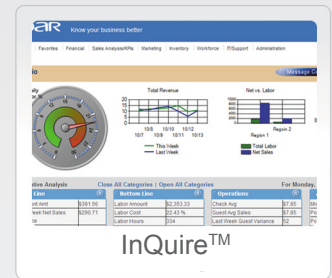
PAR's products have also speeded things up in the restaurants themselves. Credit, debit and gift cards were already becoming a bigger part of Leray's business prior to its adoption of the PAR ViGo hardware in 2006. However, with its previous POS technology, cashiers needed to scan different types of cards through different stand-alone terminals. "There would sometimes be a line of two or three cashiers behind the terminals, waiting to put a card in them," says Mackey. "It was terrible. But with ViGo, it's all incorporated into the one terminal with an integrated card reader."

All these non-cash transactions are faster now, he added. "Credit cards are scanned through the computer and are approved or turned down virtually instantly," he says. "Because each terminal has the integrated card reader, these transactions are just like taking cash. In fact they're faster than cash, because we don't need to count change. The system also does a batch report each night, so it's no work on our part at all," says Mackey.

These card transactions are not only faster, they are more secure. Leray uses PAR's InFusion Version 3.5, which is validated for heightened credit card security in the restaurant environment. The software meets the standards of the Cardholder Information Security Program (CISP) and the Payment Application Best Practices (PABP), important element of Payment Card Industry (PCI) data security compliance.

## In-Store Computers Cut Paper Use and Simplify Managers' Tasks

By adding back-office computers that run PAR's software to each restaurant, Leray has improved operational efficiencies in a number of ways. Rather than multiple scheduling applications, such as paper or Excel spreadsheets, all the restaurants use the same electronic labor scheduling solution. Operating standard manuals are stored electronically, saving paper. Managers can also place electronic orders with vendors, saving time and reducing errors.



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*Richard Mackey,  
Area Manager,  
Leray Beef LLP*

“Use of the PAR system, along with Internet and email access, has completely changed what a manager’s job is in this company,” says Mackey. But while the job now involves more technology, the PAR products’ ease of use has made both cashier and manager training easier, and yes, faster.

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“It’s very user-friendly at the cashier level, the manager level, and at Richard’s level for programming,” adds Lofberg.

### **PAR’s Direct Approach Preferred**

That ease of use is a welcome change from a competitive technology that Leray had used in a location that the company built in 1999. (Lofberg had been using a previous generation PAR POS hardware since 1986.) Not only was programming the competing technology difficult, but annual repair costs for the one store using competitive technology “were more than the four other stores using PAR,” according to Lofberg. This negative experience was part of what encouraged Leray to install PAR’s ViGo terminals in all its stores in 2006.

With the competing technology, programming of even basic functions was difficult, requiring Mackey to make multiple calls to their technicians and help desk. In addition, a number of reports had to be custom-created. All these issues were further complicated by the fact that the technology was offered through a dealership rather than directly from the technology vendor.

PAR’s solution offers a large number of built-in reports. In addition, when Leray does need service support or technical help, PAR has taken steps to make these processes more efficient. For example, PAR’s Help Desk technicians can now remotely work on a restaurant’s system themselves, versus having Leray’s people follow instructions on the phone to try and address the issue. “We can stay on the restaurant floor while they’re fixing the problem, so that’s a big help,” says Lofberg.

PAR’s direct sales and service model, and its focus on the QSR industry, have been decisive factors for Lofberg. “One of my big reasons for liking PAR is that you’re dealing with them directly, and it’s all they do,” he says. “This is their baby, versus a distributor that has two different objectives. We’ve found PAR to be very professional and helpful, no matter what we need.”



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