

PAR's InFusion™ Software Speeds and Simplifies Operations, From the Restaurant Floor to Corporate HQ for Buffalo Wild Wings

At the 13 restaurants operated by ThreeWitt Enterprises, PAR products have streamlined and simplified the jobs of servers taking orders, cashiers performing credit and gift card transactions, and managers doing the nightly bookkeeping required to close each restaurant. ThreeWitt's company-wide adoption of PAR's point-of-sale hardware, software and its InFusion back office and enterprise-level applications has also brought benefits to the corporate level. Now, payroll data is automatically integrated with ThreeWitt's payroll processor, eliminating the need to manually key in time sheets for the company's 800-plus employees.

The move to providing time sheet information electronically was a "big win, and a significant leverage of technology," according to Seth Garrison, Controller at the Dayton, OH-based ThreeWitt Enterprises. The operator is a franchisee of 10 Buffalo Wild Wings restaurants; its other three restaurants are ThreeWitt's own concept, Milano's Atlantic City Subs. Most of the restaurants are in the Dayton area, although the company recently opened a store in Richmond, IN, and Garrison says ThreeWitt is planning further growth.

ThreeWitt began converting to PAR's products in June 2006, replacing its existing technology systems. ThreeWitt was seeking more simplified, user-friendly interfaces along with greater functionality in order-taking and customer transactions, and PAR was able to provide this combination.

PAR POS Integrates Credit and Debit Transactions

"The primary reason for making the move was to integrate credit cards and gift cards within the POS system, which we've been able to do with PAR," says Garrison. "Previously with our former system, everything settled to cash, and then you had to reconcile cash to credit cards through external terminals, and gift cards through external terminals."

Another important operational benefit from PAR is simplified ordering. "We were looking for a touchscreen that was intuitive, that followed the pattern of the menu and was more conversational in terms of the way people interact with customers," says Garrison. "Our former technology was very limiting with regard to order entry—it involved a lot of memorization of Product Look-Up (PLU) numbers. This was great for long-time servers and cashiers, but it meant a pretty high learning curve to get a new person functional on those old registers."



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Garrison terms the move to PAR in this area “very successful. The amount of time it takes to get someone functional on these registers versus the old ones is dramatically lower,” he notes, adding that much of the credit goes to the pre-deployment work of both ThreeWitt’s people and PAR’s professional services staff. “We spent a lot of time before we deployed the system building the database, because the screens, menu and order entry are only as good as the efforts you put in at the front end of it,” he says. “Those guys worked diligently and did a great job.”

Streamlining Nightly Closing Procedures

The integration of credit and gift card transactions, along with the sophistication of PAR’s back-office software, has created additional efficiencies off the restaurant floor. Garrison reports that in general, managers at ThreeWitt’s restaurants find their end-of-the-night bookkeeping much simpler with the PAR system, especially compared to the previous technology’s procedures—what Garrison half-jokingly refers to as the “mind-numbingly excruciating exercise of balancing register systems to credit card terminals.”

At its corporate headquarters, in addition to using PAR to automate the handoff of its payroll data, ThreeWitt has made use of InFusion’s Inquire ASP function to gather other types of data from its individual stores. This has proven to be more reliable than the ftp protocol polling method available with its previous software. In the future, Garrison would like to do even more with the data that’s available. “We’re exploring the possibilities of directly grabbing XML file exports out of the stores, and then coming up with some sort of data warehousing mechanisms that would allow us a better means of manipulating the data and actually analyzing it,” he says. Until ThreeWitt undertakes this more ambitious project, it’s making use of the Inquire module’s capabilities, which Garrison terms a good value for the price.

Looking ahead, ThreeWitt “absolutely intends to grow—it’s really a matter of finding the right growth vehicle,” says Garrison. PAR will be part of that growth, both because of the operational benefits it provides and because of the simplicity of running technology on a single platform. “One thing we’ll never do is run multiple platforms,” says Garrison. “They’re either all in with us or all out with us.”



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