

PAR InFusion™ software's Flexibility and Ease of Use Help Buffalo Wild Wings Franchisee Fly High

The atmosphere at Buffalo Wild Wings sports bars/restaurants is fun, fast-moving, and requires a high degree of flexibility. Customers can place orders at the bar and then add to the orders when they're seated, and they're encouraged to rearrange tables as needed if more people join their party. The restaurants also offer more than food: in addition to a full-service menu, they sell clothing and other items in their gift shops.

Keeping all these elements in balance while making it all look easy is the challenge for BWW franchisees like Bobby Pancake, Owner/Operator of High 5 LLC in Wilmington, Del. Pancake has relied on PAR's Gemini™ point-of-sale system and its InFusion™ software suite to provide reliable, user-friendly support and flexible applications in his three current locations, with plans for a fourth opening in fall 2008.

Centralized Price Management Saves Time

"Now that we're going into a fourth restaurant, I'll be using the InSynch™ enterprise tool to manage price changes," says Pancake. "This way I can make the changes and the tool will download them to all four restaurants. As a company, we're not in a position to have a dedicated information systems person, so I'm doing all this stuff myself, and it will be a whole lot easier to do it one time versus four times."

Pancake admits that he hasn't yet taken advantage of the many applications available in the InFusion suite, such as its ability to calculate food costs for menu items that are under consideration.

"A lot of that stuff is already there for those organizations that want it, need it and can manage it," he says. "In fact, I think PAR's technology is a little bit ahead of us—we need to grow to catch up to what they offer!" says Pancake.

Pancake became a Buffalo Wild Wings franchisee in 2004, moving from a BWW corporate position as senior director of company operations. A 25-year restaurant industry veteran, Pancake was already familiar with PAR's offerings, and liked that its solution was easy to use for both front-of-house and back-of-house employees.

Adapting to Buffalo Wild Wings' Requirements

Because of BWW's unique format and service offerings, Pancake and PAR did have to make some adjustments to the solution. "When we began, our



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menu didn't work the same way a normal full-service restaurant did," he explains. "For example, people could order at the front counter and then do additional orders on the floor. We had to develop our own menu and our own system, so we used the PAR InFusion software to make sure the keystrokes matched the way our menu worked." He credits PAR's people with helping achieve the flexibility that his restaurants required.

"They listened and tried to make the system work for us, rather than try to make us adjust to it," says Pancake. "There are additional things we'd like to see the system do for us that PAR is working to provide, but I'm confident that these changes will happen." As a company, PAR often works with customers to create solutions that will meet their specific business needs.

Along with flexibility PAR offers reliability. PAR's durable technology products are supported through a direct service model, providing customers with a single source of accountability. Key elements include a 24-hour Call Center staffed by 125 full-time PAR direct employees, and a nationwide network of PAR direct field support employees who offer a 95% first-time fix rate, "PAR's round-the-clock support model reduces operator stress, knowing that service is available any time," says Pancake.

Most of all, Pancake appreciates PAR's ability to handle the basics of restaurant technology well. "What we really need a POS system for is to get the information from the guest into the kitchen, and then get the food back to the guest. The PAR POS system is easy for our employees to use, the Gemini hardware has been good, and the reports that the InFusion software provides are easy to read and understand," says Pancake. "PAR gives us everything we need to operate our business efficiently."



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