

POS X

POINT OF SALE
PERFECTED



All successful restaurants have one thing in common: great customer service. The customer is the lifeblood of a restaurant and without them the restaurant would fail. Improving the quality of customer service is something every restaurant should strive for, especially considering today's economic climate.

An exciting offshoot of the trend towards computerized point of sale (POS) systems is the development of mobile POS devices that allow your staff to conduct transactions wherever they are. There are without a doubt several benefits for mobile POS devices in the restaurant industry. No matter how the information is entered, each wireless POS terminal transmits orders back to a base station as they're entered. This provides a distinct advantage for restaurants: they increase the amount of time your servers spend on the floor taking orders and interacting with customers, because they never have to go back to a terminal.

With a mobile POS computer, like the Fuzion, the service levels and staff productivity for restaurants can be increased by processing orders and payments at the table. This paper will outline the benefits of handheld devices and the technology used to deliver these benefits.

There are several benefits for restaurants to implement mobile POS devices, such as streamline order taking, where servers take the order at the table and wirelessly transmit it to the kitchen in real-time. No need to wait for the server to enter the order at the POS station. Another benefit would be reduced losses, where there would be a distinct improvement in order taking accuracy by enabling wait staff to take orders at the table which reduces lost, partial and incorrect orders. Other benefits include:

- Up sell/Cross-sell – Increased productivity of wait staff enables them to focus more on customer services. This helps to eliminate missed opportunities to sell extra drinks, sides and desserts
- Better customer throughput – improved operational productivity leads to increased table turns and the ability to serve more patrons, faster
- Expandable seating/new venues – ability to process orders from outside the restaurant or from a remote location
- Customer checkout experience (future release of Fuzion) – process payments at the table avoiding delays when servers are waiting in line to cash out customers at the POS station

These added benefits will help any restaurant flourish if implemented properly. There are back-end requirements for implementing this mobile POS technology, which will be explained next.

Two layers of technology are required to implement the mobile POS solution. The first layer is the hardware; those devices required to get full functionality of the wireless POS device. First and foremost, you will need to have a network, both wireless (wifi) and wired, setup in your restaurant. The second part of the hardware that you will need is the base (server) station. This station runs the POS software and acts as a server to your mobile POS device to communicate with your kitchen, bar or base station printers.

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The software solution for the Fuzion currently (as of Oct 2010) allows for two options, Dinerware® (<http://www.dinerware.com/>) and Aldelo® (<http://www.aldelo.com/>). Both are excellent restaurant POS software brands that provide streamlined solutions for your restaurant needs. The software works as follows: when the order is placed at the table, the Fuzion communicates with the wireless router and then the software on the base station syncs with the handheld and those orders are printed at the proper area (kitchen, bar, etc). For the Aldelo software, the restaurant will need at least one dedicated base station that will not be in use and a separate license for it. With previous versions of Aldelo, you were required to have a secondary wireless module and a computer running Microsoft Terminal Services®, which would cost upwards of \$3,000. This current solution is much more cost effective and user friendly, benefiting the restaurant in many ways. With the Dinerware software, you can use the server station and the Fuzion devices under the same Dinerware license.

There are two options when purchasing the Fuzion mobile computer. They are:

- Fuzion Mobile Computer
- Fuzion for Aldelo

The Fuzion uses Intel XScale Technology, which is designed to optimize low-power consumption and high-performance processing for a wide range of wireless and networking applications and rich services. The Li-ion battery life of the Fuzion device can last upwards of 8 hours with the WiFi always on.

To summarize, when restaurants embrace a wireless POS system, they immediately benefit from faster order processing. The servers enter the order into the system right at the table. There is no double entry associated with writing orders onto a pad, and then transferring the order to a standalone POS terminal. Furthermore, the chance of wait staff forgetting the details of an order when they try and retain it in memory will also be cut down. When it is time to pay, the customer, can swipe their own credit card on the side of the wireless terminal. Since they do not surrender their card, many potential opportunities for credit card / identity theft are eliminated. Most importantly, patrons at a wireless enabled restaurant will obtain better service while the restaurant enjoys tables turning over faster with less effort.

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