



HARBORTOUCH

Case Study: Bata-Tech POS

*VAR addresses bar and grill's need for fixed and mobile
POS through Harbortouch.*

While many restaurants have been using POS systems for years, there are plenty that still do things with a cash register. Take, for instance, PY's Saloon and Grill in Osceola, WI. Nestled along the St. Croix River, the bar and restaurant relied on an antiquated electronic cash register for years. Unfortunately, without the capabilities of a POS system, PY's owner was experiencing a multitude of problems. Ticket-related challenges included a wait staff that was charging different prices for the same item (often guessing prices), checks were handwritten and prone to errors, extras weren't added to tickets so customers weren't charged, tax wasn't being added, and incomplete tickets were given to the cook, requiring follow-up questions before food could be prepared. Additionally, tabs were manually recorded on paper and frequently lost. Finally, without having a modern POS system, PY's owner was unable to track menu items, sales information, and the hours of employees.

Scott Barta, owner of restaurant and retail IT solutions provider Bata-Tech POS, recalls that PY's management spent years looking for a POS system that fit their needs at the right price. "In trying out POS systems, they found many wasted steps in software applications, and many complicated features they didn't need," says Barta. "The owner was also turned off by the high initial costs for a new system and the on-going service contract it would require." After some urging, Barta was able to present PY's owner with a unique alternative to what he'd been seeing in the POS marketplace — a Harbortouch Elite hospitality system.

During Barta's demonstration of the Harbortouch system, the restaurant's owner began ringing up items on the terminal and exclaimed to his staff, "This is what we are looking for!" He proceeded to show his staff how easy and simple it was to ring up a bar tab, add drinks, and close the tab thanks to the intuitive nature of the Harbortouch software. Additionally, Barta says the owner was pleasantly surprised with the affordable cost of the system being broken up into monthly payments and the quality and durability of the hardware. What made the deal even sweeter was that training and 24/7 service and support were included in the monthly fee along with free receipt paper.

Initially, Barta recommended and sold PY's a single 15-inch Harbortouch Elite hospitality system, cash drawer, receipt printer, and kitchen printer. After a month of using the POS system, the results were so good, the owner sought a second terminal. The cost of the solution to PY's is \$69 per terminal per month, for 36 months. An additional \$20 per terminal per month is for support and service. The kitchen printer costs an additional \$12 per month. All of this equipment is fully warranted as long as PY's is processing their credit card transactions with Harbortouch.

Today, thanks to the Harbortouch Elite hospitality system, PY's previous issues are a thing of the past. Table turns are much faster and customer satisfaction has increased. Additionally, by simply including tax as part of the POS checkout process, the restaurant increased revenue by 5.5 percent. Management was also able to use hourly sales data to analyze optimum staffing levels for days and times of the week, thus increasing profits.

Also, the owner could identify which items were selling and which weren't and calculate the profitability of menu items. Those that weren't as profitable could be removed, saving the restaurant money.

Finally, under the old cash register system, PY's didn't accept credit cards. By accepting credit cards via the new Harbortouch system, PY's saw their monthly sales increase by thousands of dollars.

Mobile POS Made Easy

In the summers, PY's opens an outdoor eating area. To extend POS functionality to this remote area, Barta recommended Harbortouch's iPad app, Tableside. This app gives PY's all the functionality of its indoor POS terminals in a mobile form factor. iPad functionality costs \$19.95 per month (additional iPads are \$14.95 per month). "What's great about the app is that you simply install it from the iTunes store, activate it with your Harbortouch information, and it syncs the menus and other data wirelessly from your other Harbortouch products," says Barta. "Also, PY's is only charged for the months that they use the app. So, in the winter when the patio's closed they can avoid an unnecessary expense."

A Future-Proof POS Investment

Thanks in part to its new operating efficiency, PY's is on a path of growth. With a recent patio remodel, PY's added a third Harbortouch terminal, printer, and cash drawer to its outside bar and plans to add another iPad unit. Barta says that Harbortouch's technology makes it easy to quickly add products to the restaurant's POS system.

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Scott Barta,
owner, Bata-Tech POS

In addition, Barta says that PY's is interested in implementing Harbortouch's online ordering add-on in the near future.

Also, whereas PY's used to be behind in technology, only accepting cash, the Harbortouch platform has placed the restaurant ahead of its competition concerning the latest payments innovations. "The most significant mobile wallet advancement is Apple Pay," says Barta. "The Harbortouch platform can accept Apple Pay, in addition to other mobile wallets, so PY's is now on the cutting edge." Perhaps even more exciting are innovations that aren't even available today. "With Harbortouch, customers feel safe knowing that upcoming features will be available without having to toss out their entire system."

The Benefits of Being A Harbortouch Reseller

Having satisfied customers is one thing; making a living is another. Barta says that for each terminal he sells, he's compensated by Harbortouch upon installation. "When I worked for another VAR, I sold \$1 million a year, which was great," Barta recalls. "However, at the beginning of each year I started back at zero and had to earn my salary from the ground up again." Under the Harbortouch system, Barta receives residual income on a monthly basis based on his customer's merchant processing. This residual income lasts as long as the customer is with Harbortouch (a minimum three-year commitment is required). Additionally, Barta gets a percentage of the monthly fee of all options sold to customers. "I see my portfolio growing and it's really exciting," he says. "Not only do I have a successful business, but when it's time to retire or pass this on to my children, my portfolio will be valuable. Many dealers get to retirement age and discover their business isn't worth much because there's no recurring revenue. With Harbortouch, the value of my business continues to grow."

About Harbortouch

Harbortouch is a leading national provider of touch screen point of sale (POS) systems and payment processing services. As pioneers of the "as-a-Service" model, Harbortouch offers an unprecedented "free" POS program that allows the company's sales partners to offer a full-featured POS system with no up-front costs. For more information about Harbortouch, visit www.isoprogram.com.