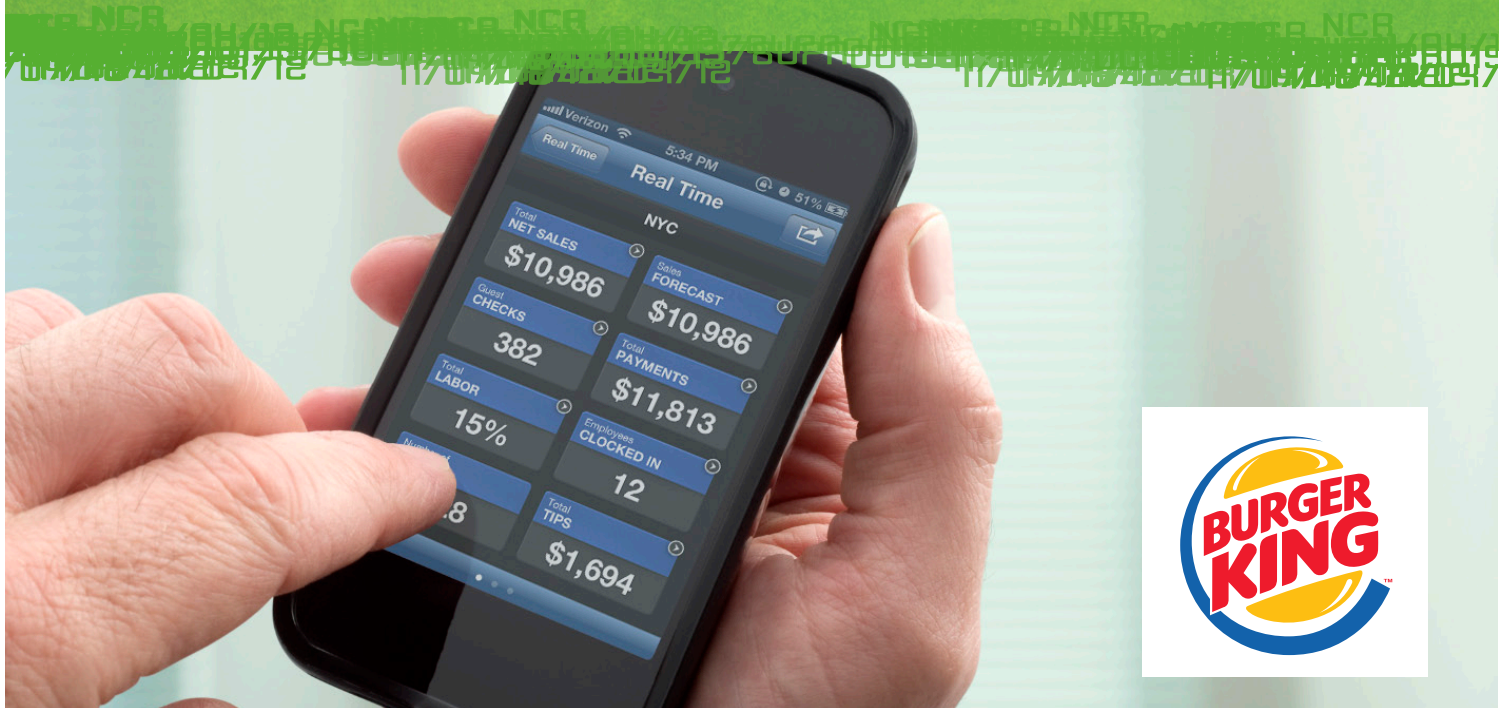


# NCR CASE STUDY

## Burger King



“Most of the operational changes we make in the restaurant are related to NCR Real-Time. The data I see through Pulse allows me to staff and prepare accordingly to meet the changing demands. NCR Real-Time helps me catch important operational information because I can see it all the time even when I’m not in the store or running reports.”

– Roger Simer, Owner of ROBO Foods LLC

### The customer

Owner of ROBO Foods LLC, Roger Simer is the franchisee of four Burger King locations in the New Mexico area. Simer believes in the importance of staying up-to-date and involved at each location in order to successfully operate the business and cohesively work together with all stores as a team.

### The challenge

Running a successful operation requires Simer to be responsible for maintaining strong performance and managing critical assets including labor, inventory and transactional activity. Monitoring and implementing brand consistency and franchise standards from new promotions to employee training is not easy. Combining those responsibilities with four different stores located several miles apart required Simer to

spend a significant amount of time driving from location to location and managing four different sets of store data.

### The solution

Simer needed a solution that would allow him to stay connected with each store’s operations, its employees and the performance whether he was on site or not. He turned to the NCR Real-Time application, which provided Simer with actionable information delivered to his smartphone in real time. NCR Real-Time could deliver important data to Simer

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# Key highlights

immediately, including net sales by hour, day part, category and order mode; staff costs and percentage by job code; comps and voids; employee performance; payment details and much more. The solution was easily implemented into the four franchise locations.

NCR Real-Time could also help Simer truly understand the performance of each store and distinguish the high and low points of the day. With Pulse Real-Time's forecast capabilities, Simer can properly schedule shifts by setting appropriate staffing levels based on historical data collected for each location, ensuring the right employees will be in the store at the right time.

## The results

After only a few months of use, NCR Real-Time provided valuable information regarding Simer's business, enabling decisions that resulted in a 1.8 percent reduction in labor costs. Additionally, the boost in impactful and immediate information has allowed the franchise to pick up on operational trends that had previously gone unnoticed. With instant access to store data, Simer can be up at five o'clock in the morning in his own home receiving updates, checking sales numbers and reviewing time clocks, something he was never able to do before. Simer is also better prepared for his visits to each store, knowing exactly how an individual store is performing at that moment prior to walking through the door.

The addition of NCR Real-Time has made it easier for his four locations to work together successfully as one team as well. With NCR Real-Time's news feed providing push updates for all of his locations, Simer and his managers could easily stay connected to what was happening in their stores—anywhere, anytime. All management could now supervise on-the-clock labor and view sales reports at any time from their phones.

Additionally, Simer's managers can now spend more time at the front of the store monitoring activity and engaging with customers and less time pulling reports from their computers. All levels of management have been transformed by the technology and have a better overall awareness of what's going on with their employees and stores.

Simer states, "NCR Real-Time has changed my business, enabled me to be more comfortable with my operation and pick up on trends I wouldn't be able to notice before using it. There is no reason why anyone wouldn't want this solution."

## Location

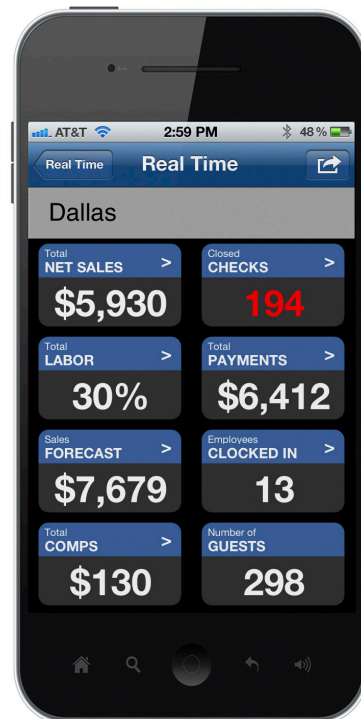
New Mexico

## NCR Technology Solution:

- NCR Real-Time application
- Point-of-sale hardware
- Aloha Quick Service POS software
- Reporting and analytics application
- Sites and system management
- Inventory and labor management

## Results

- Reduced labor costs by 1.8 percent within the first two months
- Enhanced store performance through improved coaching opportunities
- Increased awareness of overall store operations due to real time news feed



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