



Enterprise Ebook

See more clearly into your business



For a growing multi-unit franchise, the twin goals of maximizing sales growth and optimizing a complex marketing spend often clash, especially when you lack a centralized, systematic platform to manage it all. Until now, you may have found yourself struggling with aging or mismatched hardware, managing multiple systems that don't communicate, and tracking offers, coupons, and even sales differently at each location. But what if you could monitor key metrics and report on all of your stores from anywhere?

Stop pulling your hair out. End your frustration with a POS system built for restaurant enterprises. You'll be able to use real-time information from your stores to scale operations and expand quickly. While basic POS systems may seem more affordable than systems built for enterprise, gaps in functionality can end up costing you far more in the long term. Instead of wasting costly labor hours consolidating data and trying to figure out why your food costs have suddenly spiked, your enterprise POS will do all this and more automatically, sending you alerts when values fall outside your specified thresholds, and displaying charts and graphs of key metrics.



Enterprise Reporting & Management

SpeedLine equips multi-unit restaurants of all sizes with enterprise reporting and management tools that help them stay competitive.

You will quickly learn how easy it can be to:

- Make sound decisions based on cloud reporting and analytics
- Manage a point-of-sale system centrally across multiple locations and regions
- Complete a multi-unit rollout efficiently
- Manage employees enterprise-wide
- Centrally manage menus for multiple locations
- Customize security settings for specific roles
- Increase profits





SpeedLine Analytics

Smarter Multi-Unit Management Through POS Analytics

Knowing your numbers is critical. Imagine how much more effective your business decisions would be if you had in-depth customer and business insights to rely on.

SpeedLine Cloud Reporting and Analytics gives you the real-time data you need to make informed decisions. With a continuous flow of store data from SpeedLine to the SpeedLine Cloud Reporting and Analytics database, you can feel confident that you're making decisions based on up-to-date conditions.

Access reporting dashboards from any web-enabled device, or directly within the POS. A subscription to SpeedLine Cloud Reporting and Analytics takes the guesswork out of managing your pizza operation.

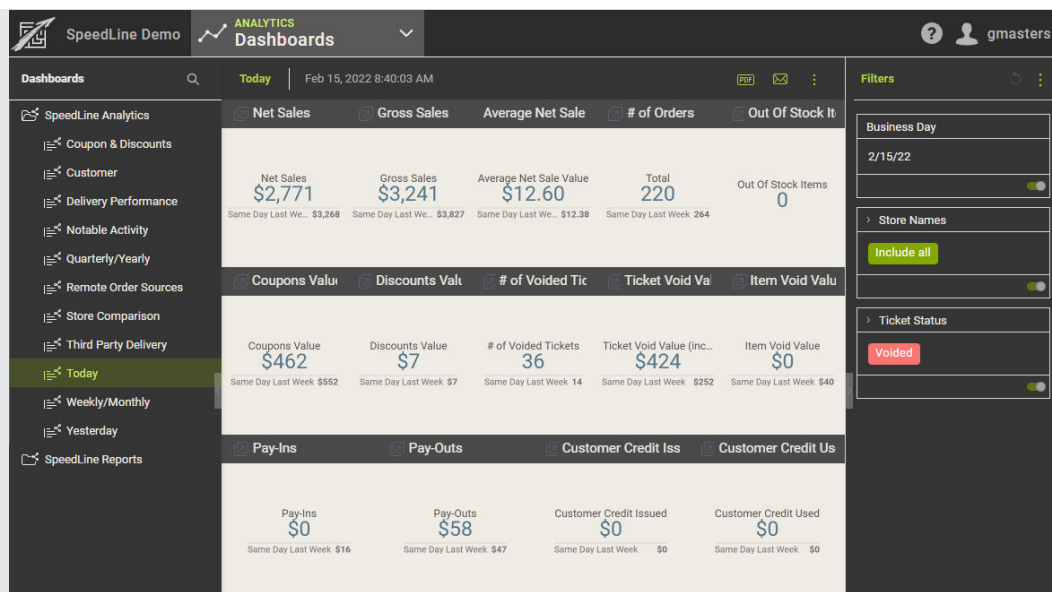
Dashboards

Analytics includes a full set of dashboards that summarize key metrics in chart format for easy at-a-glance analysis, plus a set of more conventional reports in tabular format. Compare performance between locations, or view chain-wide totals and averages. See current and previous time periods on the same chart, so you can gauge business growth. Need to see a figure in context? Click it to open the associated report.

A few examples of the dashboards you'll find in SpeedLine Cloud Reporting and Analytics include:

Store Comparison Dashboard

See accurate sales values and interactive charts for order numbers, total net sales, sales by category, new and returning customer patterns, offer tracking, demographic data, and enhanced insights for each location and enterprise-wide.

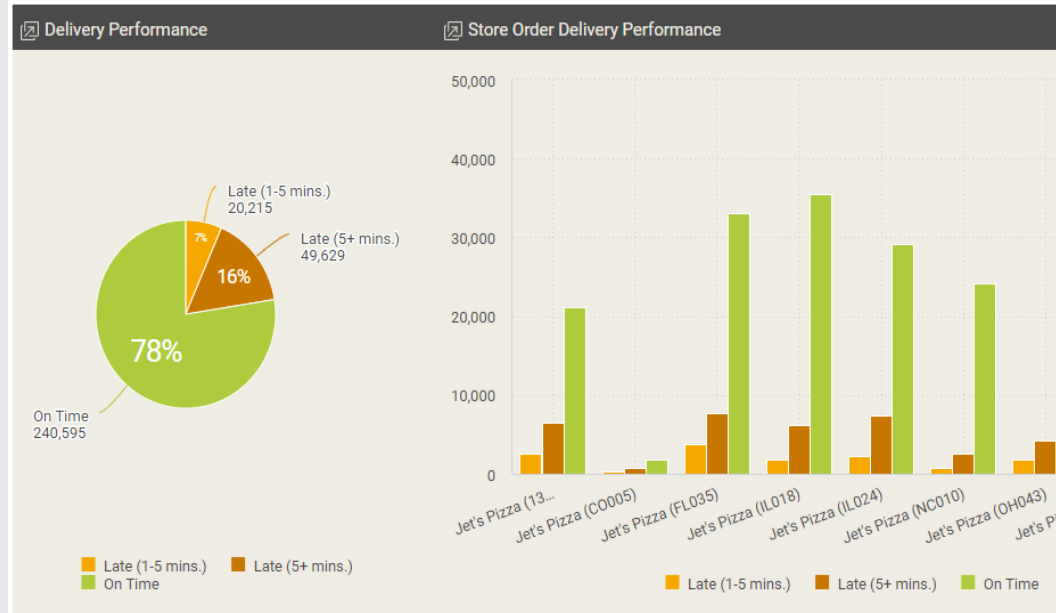


Daily Dashboard

See sales, labor, coupon, discount, voids, and delivery performance charts for the current day. Compare today's key figures to the same day last week. Use filters to quickly switch the time period to yesterday, or to your choice of past time periods.

Delivery Performance Dashboard

Running a profitable delivery operation requires your constant attention and monitoring. The Delivery Performance dashboard provides full visibility into your service, covering delivery counts per store, quoted times, dispatch and delivery minutes, late orders, trip sizes, orders per hour, and more. Graphs and charts show how figures change over the course of the day, and let you compare performance between drivers and between stores.



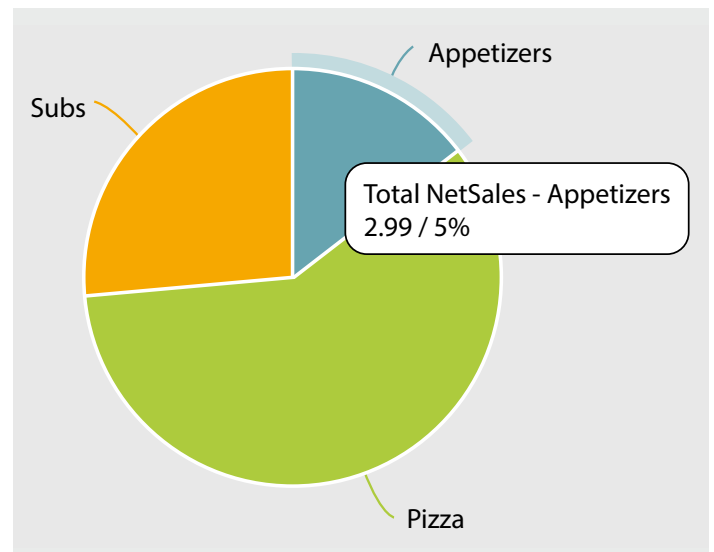
Coupons & Discounts Dashboard

Refine your marketing campaigns for greater effectiveness with charts and key metrics for coupon quantities, gross sales, average coupon value, and top-performing discounts. View a heat map that shows where your coupons are used, and track the number of customer credits and voids, and the top reasons for them.

Analyze Data

SpeedLine Cloud Reporting and Analytics includes advanced tools that help you analyze your data by filtering and forecasting future trends. Additionally, you can add trend lines to provide insight and clarity in charts and to highlight meaningful patterns.

Use filters on a dashboard to focus on specific time frames, locations, and key figures to help you manage your business. When a question arises or you want to dig deeper, simply click on the dashboard to see the detailed data behind each metric.





"I've been a SpeedLine user for 20 years - highly recommend the system. It's great for pickup and delivery in a pizzeria and has a dine-in feature. And also, it's got a great online presence with SpeedDine. I encourage you to just give it a shot."

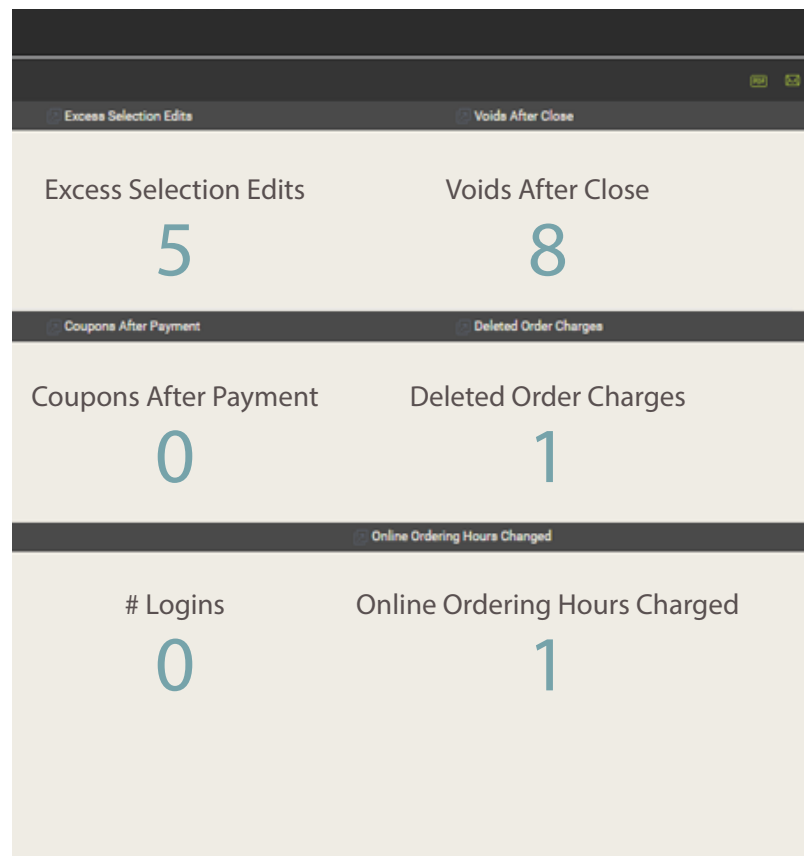
- Lenny Rago, Panino's Pizza

Download Dashboards and Reports

Download a dashboard in PDF or image format to share your information with others or to save it for later reference. You can download reports as CSV, PDF, or image files. These flexible options make it easy to distribute insights and keep records in the format that works best for you.

Pulse Alerts

SpeedLine Cloud Reporting and Analytics can automatically send you a pulse alert when the conditions you set are met. For example, create an alert that emails you when voids exceed a certain threshold. These alerts help you respond quickly to issues and keep your operations running smoothly.



Enterprise Analytics

- ☐ Ingest data from each location automatically into a central data cube for analysis
- ☐ See data presented in an easy-to-use chart format and click to see the related report in table format
- ☐ Get alerts when key numbers rise above or fall below what you specify
- ☐ Email dashboards to yourself or download them to share
- ☐ Filter, drill down, view general trends, get explanations, and forecast future directions



Centralized Control

Managing Point-of-Sale Across Multiple Locations & Regions

One of the first challenges you face as a multi-unit operator is maintaining control. Since you can't be in every location at once, you need tools that allow you to manage and report centrally.

Having centralized control allows you to administer your restaurants and point-of-sale systems from head office and maintain brand consistency.

Imagine being able to see data from all your stores in one place and access graphical dashboards and analytics anytime, from anywhere, to compare locations, correct problems quickly, and support the expansion of your operation. This level of visibility empowers you to make faster, smarter decisions that drive growth.

It's what the largest pizza and delivery chains do to stay ahead of their competition and remain connected, so why shouldn't you take advantage of the same POS technology?



"SpeedLine has helped us grow in every single way possible. The ease of use, table service, and delivery capabilities are a perfect match for our restaurants."

- Pete Caruso, Pasta Mia

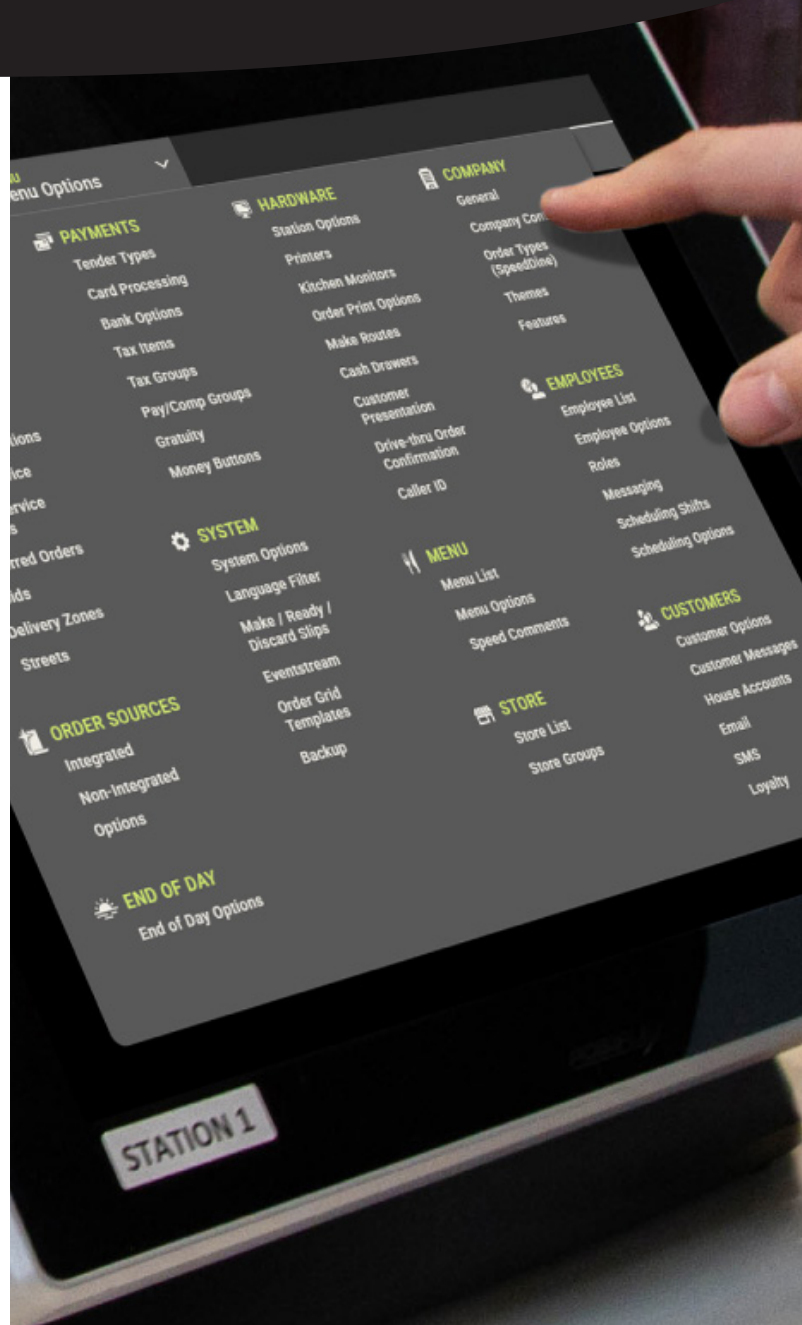


Administer POS Settings From Head Office

Easily manage and troubleshoot POS settings for a particular store or a group of stores. Save a copy of the complete point-of-sale configuration for each region or location as a profile, and instantly switch profiles to manage and test the impact when settings are changed.

SpeedLink Enterprise gives you the freedom to easily manage store menus, POS settings, and promotions across multiple locations and regions. It also gives you the flexibility to push POS coupons, price changes, schedules, and setting updates down to stores. This kind of centralized control saves you hours in store management chain-wide.

Do you have above-store systems you'd like to integrate with your POS? The SpeedLink File API creates a strong connection between your head office and restaurant locations and uses your existing accounting, purchasing, marketing, and business intelligence systems. SpeedLink automatically connects detailed sales, inventory, and payroll data from each restaurant directly to existing systems at head office, substantially reducing your administration costs. With this level of integration, you can streamline operations and focus more on growth rather than routine administration.



Effective Central Management

With SpeedLink you can:

- ☐ Efficiently manage database marketing from a central office
- ☐ Compare employee training records across all locations
- ☐ Save hours of POS administration by automating updates across all restaurant locations
- ☐ Push menus, upgrades, and configuration changes to keep every store up to date
- ☐ Integrate your POS with existing above-store payroll, sales, or inventory systems

Multi-Unit Rollouts

An Integration Strategy

Whether opening a second location or overseeing a chain rollout, you need a special kind of POS system: one with the flexibility, scalability, and enterprise capabilities to manage your restaurant or chain's growth.

In a larger multi-unit operation, you may need to manage POS systems across multiple regions.

If you are a multi-unit restaurant company that's been in business for some time, you may relate to some of the following issues:

- A mix of POS applications
- Aging or mismatched hardware
- Outdated network and security infrastructure
- Systems that don't communicate
- Ongoing maintenance requirements

In this kind of environment, a POS rollout can be a delicate process. Luckily, when you decide to deploy SpeedLine across your chain, you're not left to handle it alone.



Planning Your Rollout

SpeedLine works with you to design a system migration plan for your company that fully equips you to:

- Provide an attractive and affordable upgrade path for franchisees
- Ensure you maintain high-level operational efficiency throughout the migration. System installation and staff training help avoid interruptions to everyday operations

Since a new point-of-sale rollout for any multi-unit operation can be complicated, SpeedLine pays special attention to completing it without disrupting operations or management functions.

Even with a mix of POS systems in place, reporting and business analytics across locations are prioritized so that business can continue uninterrupted.





Connecting with Existing Systems

Most chain restaurants rely on existing technology systems that help run their operations. A chain-wide POS rollout must maintain that infrastructure by connecting the POS with external systems.



POS Installation Process

Once you have agreed on a rollout schedule and everything is in place, the POS installation process in your restaurants may begin.

1. A SpeedLine Certified Installation and Training Specialist will travel to the store, install or upgrade the point-of-sale system, and train the franchisee, managers, and staff. If you prefer, you can certify your own staff to handle installation and training instead.
2. When installation is done, SpeedLine remains by your side. The SpeedLine installation planning team will track the success of your implementation, monitor support calls, and stay in touch.



“We are constantly tweaking the process and measures and measuring the conversion rates that we see from them, and it’s a never ending process. So something like the SpeedLine Analytics platform can let us see before we make a change and after we make a change, what kind of results we are seeing from those products.”

- Jacqueline Keena, CTO of Jet’s Pizza



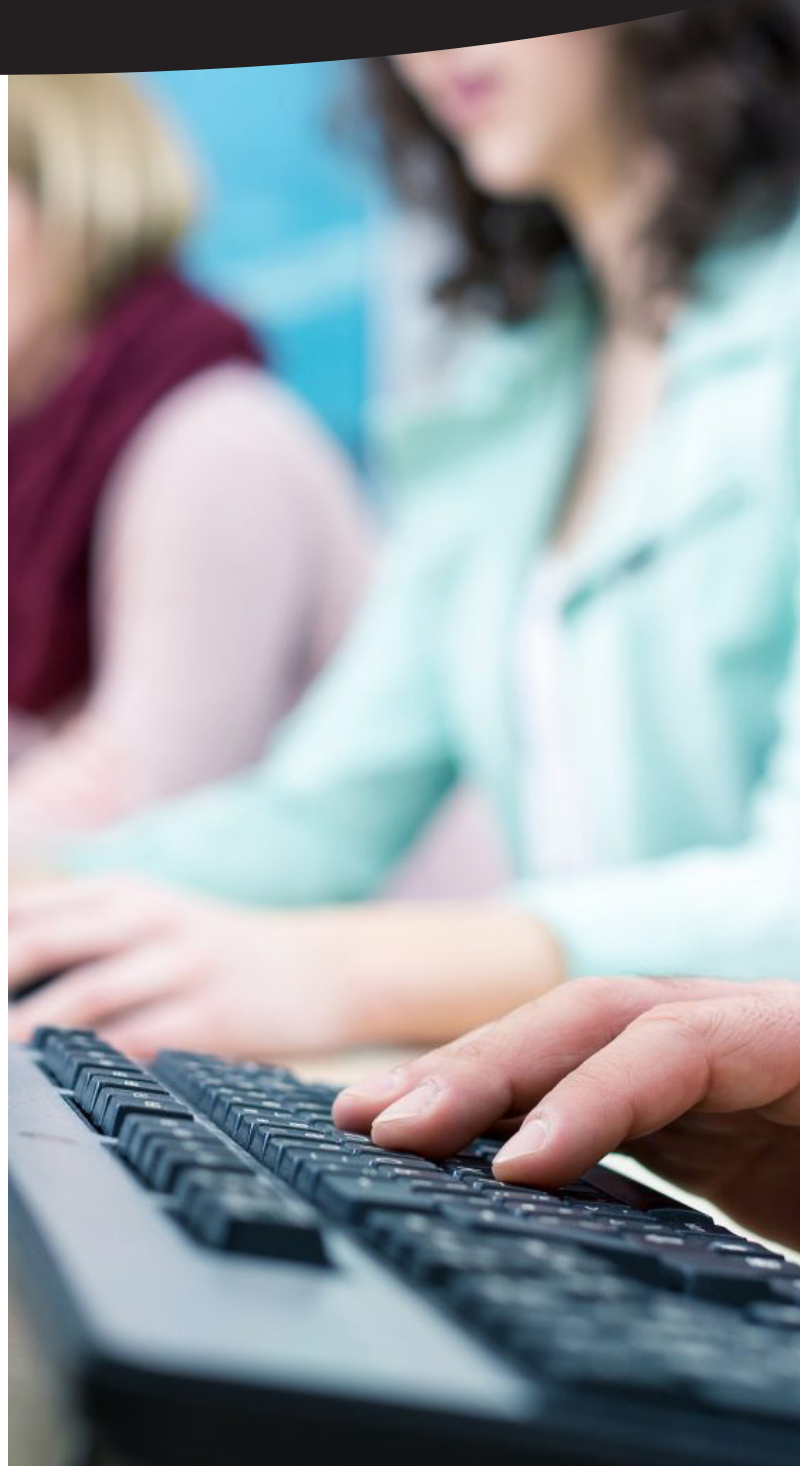
The Certification Advantage

Some chains prefer to perform their own system implementation to reduce costs and gain more control and insight into their system. Consider certifying your own staff in the installation and training of your new POS system.

SpeedLine Certification will train your POS technical staff to:

- Manage corporate menus (optional)
- Install SpeedLine in stores
- Become experts in SpeedLine's front-of-house and system management tools
- Provide first-level technical support (optional)

The cost of certification is recovered quickly through reduced installation and support fees, but the real payoff comes from the combination of in-depth knowledge of the POS and your business processes. Only an in-house trainer or technician has the insight to identify which POS configurations will benefit your business the most.



Installation Goals

- ☐ Upgrade technology without disrupting operations or management functions
- ☐ Connect the POS to existing above-store infrastructure
- ☐ Ensure managers and staff receive in-depth training to maximize the system's benefits

Menu Management

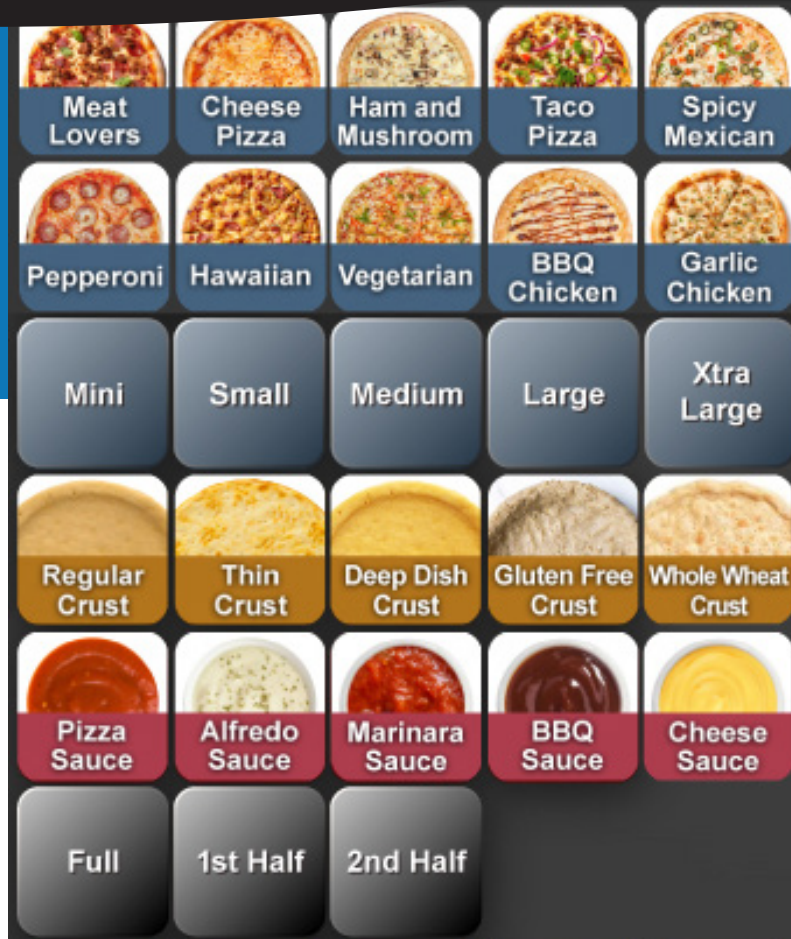
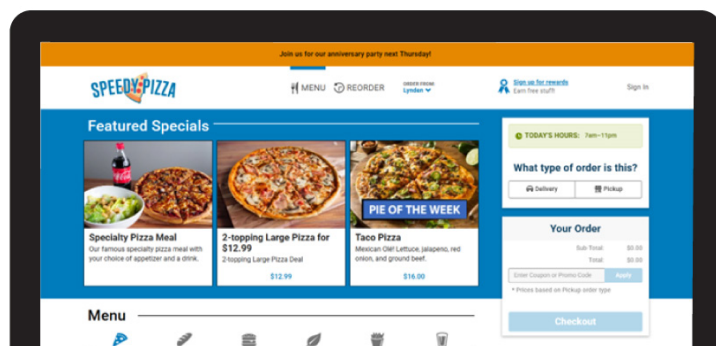
Main Menus for Multi-Units

To remain competitive as an enterprise restaurant, there are certain features you simply need in a POS. One critical feature is a unified menu management system. Restaurant chains often struggle with too many versions of their menus, leaving operators struggling to retain brand and menu consistency across their locations.

Restaurants using multiple menus often notice:

- Brand inconsistency
- Disjointed reporting
- Manual individualized processes
- Technology “fillers” to patch gaps in workflows
- Food-cost inconsistencies

You can see why a “main menu” is an indispensable component of your enterprise restaurant chain. This doesn’t mean you can’t still have regional differences in your menus! A POS system with chain-friendly menu management tools allows you to define a main menu while tailoring it to each region as needed.



Menu Management System

With SpeedLine’s menu management system, you can manage your menus regionally, chain-wide, or at the store level. You also have the option to restrict menu changes to head office or allow individual locations limited access to create and manage their own coupons. This flexibility is important because tastes can vary from one area to another. The BBQ bacon pizza that’s a hit in Seattle may not be as popular in Chicago.

Online Menus

SpeedDine, SpeedLine’s integrated online ordering site, also lets you maintain a single main menu while varying online offerings for stores at the individual or group level. Since online prices and coupons are synchronized with the store, they always match.



Corporate Menus

With SpeedLine, freely customize a single corporate menu to allow for regional or store-level differences in items, coupons, prices, and more. You can also push menu updates to store POS systems using scheduled delivery and effective dates.

Have holiday or seasonal specials? Prepare menus in advance and add date restrictions. Your new offer will appear only at selected locations during the effective dates.

Large restaurant chains rely on corporate menus to protect their margins, deliver consistent products, and streamline IT operations. There's no reason you can't do the same.



"The beauty of SpeedLine is that it is totally customizable, and you don't have to be a techie to work it. When you are dealing with a franchise system, the easier it is to use, the better. And yet, it is incredibly powerful."

- Dave Howie, Chicago Franchise Systems

Keep Food Costs in Check

Use the recipe weights tool included in the SpeedLine menu to standardize the amounts of ingredients used on items across your locations. Recipe weights are printed on make tickets or displayed on kitchen screens to direct kitchen staff on the amount of each ingredient to be used.

Customers will appreciate the uniformity across your locations, kitchen staff will appreciate the simplicity of creating items, and operators will appreciate the consistency when managing inventory or preparing budgets.

Recipe weights can also help operators identify shrinkage or theft by comparing usage on make tickets against the remaining stock.



Menu Consistency Across Your Chain:

- ☐ Create a chain-wide menu that accommodates store or regional differences
- ☐ Increase reporting accuracy
- ☐ Use recipe weights to help detect inventory shrinkage and theft
- ☐ Create consistency across locations by adding recipe weights to menu items



Control the Online Experience



SpeedLine's integrated online ordering platform, SpeedDine, allows you to customize your restaurant brand and synchronize prices, coupons, quoted times, and out-of-stock items with the store, ensuring there's never a discrepancy to confuse or frustrate your customers.

Automatic Store Selector

SpeedDine automatically identifies the nearest store and updates the site accordingly, ensuring pickups and deliveries are never too far from the customer.

SpeedLine Portal

While the ordering site impresses your guests with its fast, easy order flow, attractive menu, and reliability, behind the scenes, the SpeedLine Portal gives you control of the online experience. Enter custom messaging, upsell prompts, and settings to precisely control online order times, deferred orders, accepted order types, tender types, and much, much more.

Many settings can be entered at the company-wide level for efficiency, with the flexibility to override select settings at the store level.

Tailor the main online menu for use at individual locations or store groups, and control item availability based on the store, date, day, or time.

Mobile Apps

The SpeedDine Mobile App puts your brand in front of customers every time they pick up their phone. SpeedDine mobile apps are hybrid applications available on iOS and Android devices. Your branded online ordering app will be available in the Apple App Store and Google Play Store.

SpeedLine Loyalty

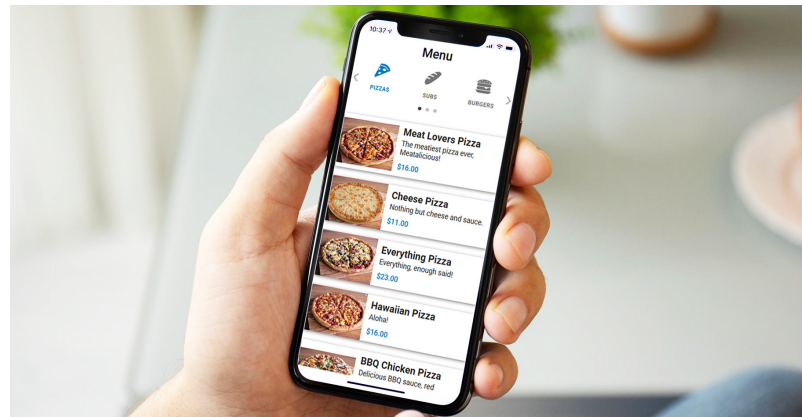
SpeedLine Loyalty brings enterprise-level loyalty programs regardless of the size of your organization.

Customer Surveys

Tattle integrates directly with SpeedLine POS, allowing you to send surveys to customers after their orders are completed to gather valuable satisfaction feedback.

No Transaction Fees

You get unlimited transactions for one low monthly fee, so as your order volume increases, your cost per order decreases.





Effective Employee Management



Managing Employees Across Multiple Locations

Technology at the point-of-sale and above-store streamlines employee management across multiple locations. SpeedLine's unique set of tools addresses challenges with:

- Scheduling and labor
- Security and loss prevention
- Training
- Payroll
- Labor costs

SpeedLine predictive analytics help you schedule shifts based on sales history and then integrate the schedule with the employee time clock. Ideal labor targets are recommended based on each location's historical and projected sales for the week. This reduces staffing imbalances.

Predictions account for lunch and dinner peaks and forecast by order type, so store managers can schedule the right number of drivers, servers, and kitchen staff to handle the workload.

Restaurant traffic can be unpredictable, but accurate forecasting takes much of the guesswork out of scheduling, and can reduce labor costs.





Payroll

Fast and Accurate Payroll

Managing payroll for multiple locations becomes significantly faster and more accurate. Automated employee data transfer from the store level can save hours in preparing payroll.

Export your time clock data to ADP or a custom format for fast and accurate payroll. Keep tabs on labor with an employee dashboard, a range of reports, and graphical views of labor versus sales. Additionally, you can choose to manage payroll at individual stores or centrally from head office.

Centralized Payroll

If centralized payroll makes sense for your concept, an enterprise POS system provides the tools. Collect detailed timesheets and time clock data from each location and feed it into your existing payroll software. SpeedLine currently integrates with CTUIT, RUN by ADP, and CrunchTime.

Performance Tracking and Incentives

Use detailed sales reporting to manage employee incentives and contests. Track and reward staff for item sales and encourage teamwork through friendly competition among locations.



"The labor reporting keeps us at good profit levels. Before, we never had an accurate read. We keep an eye on Labor vs. Sales in SpeedLine every day."

- Nate Haas, Crazy Karl's Pizza

Managing Employees Chain-Wide:

- ☐ Schedule shifts effectively using predictive analytics
- ☐ Control labor costs centrally
- ☐ Streamline payroll across locations
- ☐ Track and offer employees incentives and rewards



Security & Loss Prevention Tools

Security for Multi-Unit Restaurants

With central administration tools at head office, you can define and push down security settings to the point-of-sale systems in every location. An enterprise POS system like SpeedLine also provides consolidated and ticket-level detail to identify and stop employee theft.

Restaurant security and loss prevention become increasingly challenging as you add new locations and spread the oversight of daily operations over distance and multiple levels of management. In some cases, business success relies heavily on staff performance at remote locations under the management of non-owning managers. SpeedLine has the security tools to help you detect loss and reduce shrinkage.

Significantly Reduce Employee Theft

Monitor and block the avenues that employees can use to steal:

- Use unique logins to apply security privileges and track every employee's actions in the POS
- SpeedLine POS tracks "notable activities" (actions that can indicate theft) and displays a list at the touch of a button. Review this report daily to detect and correct theft before losses add up. Other reports to review regularly include time clock reports and reports listing employee payouts and discounts



Be open about your tracking. Employees who know you're watching are less likely to steal. Conduct regular audits and make sure your employees know you do them.

Identify and Prevent Shrinkage and Theft with Customizable Security

SpeedLine is serious about security. Customizable, multi-level security makes sure your business data is safe, and guards the system from exploitation.

With highly granular security privileges, SpeedLine gives your employees the freedom to do their jobs while preventing access to sensitive areas of the software. Apply department-level security to limit employee permissions and available options in the POS system.

Dishonest workers cost the restaurant industry billions of dollars every year. Employee theft accounts for approximately 75% of all inventory shortages and 4% of sales, according to the National Restaurant Association.



Prevent Food Loss

If you aren't keeping track of inventory at a detailed level, you can bet that food is going missing. Whether it's a dessert eaten on break or a brick of cheese hidden in an employee's trunk, these losses can quickly erode profits.

To prevent inventory theft, implement controls at the POS. With SpeedLine, you can eliminate guesswork, gain new control over the stock on your shelves (and in your cooler and freezer), and save potentially thousands of dollars a year.

Once your software is up and running, spotting theft becomes much simpler. With accurate recipes, proper portioning, waste management, and physical inventory counts, shrinkage becomes far more noticeable; sometimes down to the exact weight of a package of cheese. That's how accurate your inventory software should be.

Best of all, SpeedLine can track and manage ingredient usage for even the most challenging menu offerings, including half-and-half portions and create-your-own pizzas.

With SpeedLine's pizza-specific software and loss prevention tools, you'll gain greater control over your business while reducing tied-up capital, cutting waste, and improving margins.



Checklist for Tighter Security

- ☐ Push down security settings to stores
- ☐ Control access with unique logins and custom security privileges
- ☐ Track notable activities in your POS
- ☐ Watch time clock reports
- ☐ Monitor payouts, voids, and discounts
- ☐ Keep a close eye on portion control
- ☐ Do regular inventory counts

"The labor reporting keeps us at good profit levels. Before, we never had an accurate read. We keep an eye on Labor vs. Sales in SpeedLine every day."

- Nate Haas, owner of Krazy Karl's



Growth

Growing Profits for New Locations

There was a time when a cash register and a loud, booming voice to the kitchen was all it took. With the rapidly changing pace of technology, choosing the right POS requires that you consider the future. No one wants to risk a technology investment that could limit their options as they grow.

Imagine Your Future

When investing in a POS, consider not only today's requirements but how a new solution may adapt to meet your changing requirements over time. The most scalable point-of-sale systems are open, in the architecture of both software and database, and make it easy to connect to additional third-party services and solutions. SpeedLine gives you the freedom to adapt and take advantage of technology advancements early, helping you gain and maintain a competitive edge.



When in Doubt, Look to the Past

While you can't predict every innovation that will influence your business and industry over the next five or ten years, one of the best indicators of future flexibility and scalability is the software vendor's history of innovation, releasing software updates, and integrating with third-party solutions. This is where SpeedLine shines.

Founded in 1990, SpeedLine has a long, successful track record in pizza and delivery point-of-sale. As the needs of the restaurant industry have shifted and changed, SpeedLine has adapted and remained a strong leader.

Today, SpeedLine supports restaurants throughout the USA, Canada, Mexico, and select franchises abroad.





Open Architecture: The Key to Multi-Unit POS

Although the new technology you roll out today will continue to change over the years, waiting can leave you trailing behind competitors. Choosing an open-architecture POS platform is one way to hedge your bets. The more options you have to connect existing systems and new technology solutions to your trusted POS, both today and as your needs evolve in the future, the safer your investment.

When it comes to hardware, SpeedLine can provide everything you need. Partnering with providers of industry-standard, hospitality-hardened hardware, SpeedLine POS customers enjoy many years of reliable service from their systems, even in harsh kitchen environments.

If you have existing hardware that you'd like to use, SpeedLine will evaluate your equipment for compatibility and reuse as much of it as possible for your new installation.



"Our first priority wasn't saving money on our next point of sale. Our POS choice was more about equipping our business for bottom line growth. The (SpeedLine) system easily paid for itself in the first 18 months."

- David Kenney, Pizza Pirates

Technology to Support Growth

- ☐ Real-time cloud reporting and analytics
- ☐ Integrated online ordering
- ☐ Enterprise tools to manage multiple locations
- ☐ Open architecture for ease of integration: video security, kiosks, etc.



Have Questions? Talk to an expert!

SpeedLine Payments

SpeedLine Payments uses a mobile app and Bluetooth EMV card reader to accept payments at the customer's door, curbside, on a patio, or tableside. It's a win-win: customers get the convenience and credit card security they want, and your business could save hundreds of dollars each month in lower card-present processing fees and reduced chargebacks.

LiveMaps

Always charge the right delivery fees with custom delivery zones. Need changes? Just click and drag to adjust zone boundaries at any time. When an order is placed, LiveMaps will auto-assign the customer to a zone based on address, and charge the specified fees for that zone. Detailed reporting tracks delivery performance and optimizes zones over time.

Online Everywhere

An integrated and effective online ordering site will work from any web-enabled device. SpeedLine provides an online ordering experience that keeps customers coming back. Your customers can order from their personal computer at home or from their mobile device while on-the-go. Best of all, your website looks and works great on any device.

