



CASE STUDY – GREEN OWL CAFÉ & DELI

CASIO

The Green Owl Café and Deli uses Casio Cloud Based EPoS solution to drive growth at Essex's Finest Emerging Café.

New venture success underpinned by valuable business decision data delivered anytime, anywhere, to any device.

When the leading independent review site, TripAdvisor, proclaims from your new café venture, that your "Breakfast is fit for a king" and "A breath of fresh air", you know you are delivering the right ingredients for onward success. That's what entrepreneurial owner and manager, Marc Linch, has achieved with his latest eatery venture, Green Owl Café and Deli, which provides some of the finest family dishes in Essex. Behind the rustic Mediterranean inspired menu, sits a watertight cloud based EPoS solution delivering and empowering all aspects of future growth. No stranger to EPoS through his other businesses,

Marc fast became one of the leading users and focus group member of the new Casio Cloud EPoS V-R100 hospitality solution, which seamlessly captures the popularity of dishes, allows access to applications on the Cloud and enables changes and programming instructions to be made remotely via his iPhone.

"Setting up any new venture requires a great deal of work, continual enhancements, a strong infrastructure and a little luck," comments Marc. "Sitting behind our deli and café, is the Casio Cloud based solution. This delivers an impressive steer on how the business is faring – from tracking the growth of sales month by month, to capturing which items are most popular. Few solutions are as easy to use or as efficient at tracking."



Initially selected due to the integrated card payment system and the daily rental programme offered by CardSave and Casio, Marc, a self-confessed technology advocate, quickly gleaned that he had purchased so much more than an EPoS till. He became familiar with the internet based functionality of the Casio Cloud Suite, complete with sales management and remote instruction, and then customised his own short cuts along the way.

"It's an easy system to get around and you quickly identify methods that work for you. I find it easier to programme the inventory remotely on the Cloud solution as it is easy to navigate online, enabling changes in just a couple of clicks. Onsite, we just press 'update' on the till to reflect changes made remotely. The till part of the solution comes into its own when fast transaction processing is needed; the easy to use touch screen literally allows us to whizz through order entry and transactions."

Indeed, with a 10.4 inch tilting colour touch splash proof screen, Green Owl serving staff have an optimal view throughout each transaction, alongside the customer through the large viewing window. The front end transaction process is simple and fast to use without superfluous gimmicks. It facilitates entry through logical sub menus and department drop downs to accurately capture choices, which is important as the Green Owl has fast garnered a reputation for serving the best 'build your own breakfast' in the area. Reconciliation of the till each night is a seamless process and to the penny, with all items carrying a time and date stamp. It's not just the serving staff who retain an uninterrupted window on transactions; Marc has come to rely on all aspects of the sales information management function to drive formative growth. In particular, Marc uses the sales reports to scrutinise transactions in detail: these include 'z' readings on demand from any location, on any device; the ability to refine each product on the menu in terms of popularity; a more informed understanding of the cost of producing each menu option and the resulting margin generated on each dish through the business portal.

He notes:- *"In the first critical months, the menu is in a constant state of evolution, as you build an accurate picture of bestselling dishes. The Casio solution has allowed us to capture this information and evolve options, enhancements and additions resulting in the increasingly popular menu we serve today. It also helps the chef anticipate ordering and likely consumption."*

Marc is now able to check that the fixed spend tallies with the incoming invoices. The next step will be to move from manual stocktakes to a fully automated procurement process, so that trusted suppliers receive online orders when

stock reaches defined threshold levels. Another element of the solution Marc values is that the system is designed with independent retailers in mind and grows progressively as the restaurant expands.

With the solution linked to a printer in the kitchen, together with a ticket grab bar at the drinks station, cooked orders are processed, and drinks delivered, in strict rotation. As each transaction is time stamped, Marc can also note how long customers have been waiting to be served and take action before any potential issue arises.

One other primary advantage Marc cites is flexible access, from any device, anywhere. This could be from a quiet corner of the café on his iPhone; at home on a tablet device; on holiday using an iPad; or from laptops in Marc's other outlets. Relevant business data accessed anytime, anywhere.

As the Green Owl Café continues to expand in popularity backed by the wealth of information derived from the Casio V-R100 Solution, we leave the last words to Marc. *"I've used high end EPoS solutions extensively and the V-R100 Cloud enabled solution compares favourably. Its inherent logic and functionality provide the independent café owner with easy to use, drop down menus from which they can analyse business, understand top selling items, personalise dishes and rotate orders correctly. For us, the daily rental programme was one compelling reason for adoption and we wouldn't have expanded as fast without it."*

www.greenowlcafe.co.uk
www.casio.co.uk/products

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