



# Labor Management Integration: Peli Peli

## Case Study Summary

Peli Peli needed a restaurant point of sale system based on open architecture. The POS system must enable third-party software integrations for the grand opening and future growth. Integrations included labor management, inventory management, online ordering, and QuickBooks. Dinerware was selected because of its reliability, stability and easy core functionality, and for its flexibility that enables easy third party integrations.

### Profile

Peli Peli opened in Spring 2009 and is a multi-million dollar, 5,500 square foot fine dining restaurant located in Houston, Texas. It has a full bar, large patio and private room in addition to the main dining area. The establishment offers eat-in, catering, take out and online ordering.

Peli Peli has 7 POS terminals and 2 handheld ordering devices. To serve customers beyond the 175 seats, Peli Peli offers customers the added ability to order anything from the restaurant menu online.

### Situation Analysis

Peli Peli needed a reliable point of sale platform and an integrated labor management system that met the following requirements:

- High caliber POS operating system on which to build and grow the business, and a restaurant point of sale company that would be responsive to future needs.
- POS system needed to be simple, user-friendly and intuitive to new wait staff.
- Restaurant size and complexity could not tolerate system breakdowns or slow response times that would cause interruption to customer service, staff workflow or increased support expenses.
- A complete labor management system that includes employee scheduling, schedule enforcement, sales forecasting, and an employee web-based portal with email and text messaging.
- The systems needed to be cost-effective, scalable and offer a highly stable database structure.

### The Decision Process

The decision to secure a stable, interoperable point of sale system came after research was conducted that included a review of POS, labor management, inventory and accounting packages.

Requirements included an open platform and standardized database to simplify integrations, and the ability to work closely with the point of sale company's technical team to ensure success.

Peli Peli researched several leading restaurant point of sale systems and POS software as well as a list of existing labor software packages, and compared those offerings against the list of technical, financial and user requirements. After careful consideration and input from software developers, partner Paul Friedman made the final decision to deploy TimeForge labor management in conjunction with Dinerware, the restaurant POS system.



The Dinerware open architecture allows businesses to choose the labor management tool that works best for their environments.

*“Dinerware enabled me to easily control my information so I can manage my business. The staff is happy because on a crazy Saturday night with an hour wait, our POS system did not miss a beat.”*

— **Paul Friedman**  
Partner  
Peli Peli



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## Implementation

The project scope was to complete the implementation and deployment of the Dinerware system and all integrations within a one-month period.

Peli Peli co-owner, Michael Tran, of TranStar POS, analyzed the capacity and needs of the restaurant to determine requirements for the Dinerware system and requirements of the third party companies, DishCloud, TimeForge and QSROnline.

To maximize efficiencies, TranStar deployed a pre-wired network, cameras and other audio visual equipment. After the setup and requirements work was completed, testing and deployment of the Dinerware POS was finalized within two weeks. Menu, employee, and other data was added to the system within two weeks.

TimeForge was installed shortly after the main POS deployment. TimeForge, an online labor management tool, required the installation of the TimeForge-Dinerware Bridge software onto the Peli Peli server to complete deployment. The Bridge immediately synchronized the TimeForge and Dinerware data, and automatically created positions, employees, and synchronized historical sales data.

Employees were automatically emailed during the installation process to finalize the setup of their individual TimeForge accounts, and now receive emails, text messages and schedule reminders automatically. Peli Peli management can review daily sales information, approve shift swaps, review employee requests for time off, and monitor employees on the clock through the TimeForge website, via a smartphone (such as a Blackberry or iPhone), and even through a Facebook account. Installation was complete after a 10-minute download and installation process and staff was trained within 35 minutes.

Several additional integrated deployments occurred during this time and include DishCloud (online ordering service) and QSROnline (inventory control and enterprise reporting). Total installation and deployment time for all products was three weeks, well within the four week deadline.

## Results

Peli Peli relies on Dinerware to help create a focused, friendly and efficient fine dining experience for guests. It also helps staff move quickly through rushes with no disruptions. The ease of use, reliability and stability of Dinerware allows Peli Peli staff to spend time with customers and allows managers and owners to monitor closely business financials and operations.

TimeForge has enabled Peli Peli to monitor labor costs, communicate with staff efficiently, and saves managers at least two hours per week overseeing tasks such as employee scheduling, approving time off, managing shift swaps, and messaging staff members. Peli Peli expects to: reduce labor costs by 3% - 5% by enforcement of the employee labor schedule, decrease turnover (by keeping employees happy), and stop staff members from "riding the clock."

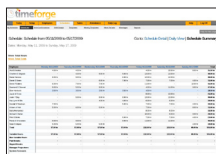
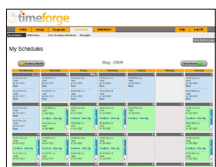
Managers and owners can review the TimeForge labor dashboard to monitor current vs. scheduled labor costs or select detailed labor reports to more closely review any area of labor in their business. More than 40 labor reports are included and schedules can be compared to gross sales or individual menu items. TimeForge's AutoSchedule™ system quickly "learned" Peli Peli's staffing requirement needs and now provides ongoing support and guidance when building the schedule. Staff schedules are built in less than 10 minutes using TimeForge.

Employees are always aware of the upcoming work schedule, and receive text message and email alerts before scheduled shifts. Staff members can swap shifts, search for shifts to trade, request time off (or change availability), and message coworkers from the TimeForge website, a smartphone (such as an iPhone or Blackberry), or from inside Facebook, the social media application. Employees also provide feedback to Peli Peli by ranking their shifts, and providing confirmation of upcoming schedules.

Cashiers and management benefit from Dinerware's ease of use and open architecture, and will continue to support future growth as Peli Peli scales its business. Dinerware's extensibility into third-party software supports Peli Peli's vision of creating an inviting, convenient and seamless guest experience.



TimeForge brings best-in-class labor management, data automation and real-time statistics through Dinerware.



*"I can make sure my labor is at 25-28% on a daily basis. That makes a huge difference in this economy."*

— **Michael Tran**  
Owner  
Peli Peli

Peli Peli

Michael Tran  
Partner

Paul Friedman  
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