



Line Buster with Intel Inside® Drives Orders and Revenue

TabletKiosk* Ultra-Mobile Tablet PCs* with the Intel® Atom™ processor help Wienerschnitzel increase revenue capture, speed service, and enhance the customer experience



“Wienerschnitzel cooks to order, so our food tastes better. By enabling our operations teams to capture orders earlier, we’re helping them deliver the food faster, fresher, and better prepared. We’re helping them provide faster service at the drive-through, greater order accuracy, greater sales capture, and improved customer perception. It’s a win for everyone.”

– Mohamed Eloraby,
Director of IT Restaurant Systems,
Galardi Group

Long lines at a restaurant drive-through can send hungry, time-crunched customers cruising off to a competitor. Remodeling the drive-through is one way to expand capacity, but it can be costly and impractical.

Wienerschnitzel has begun implementing an affordable alternative: a mobile line-busting solution based on the TabletKiosk* Tablet PC with the Intel® Atom™ processor. Company leaders say the solution is helping Wienerschnitzel give customers a more personalized, efficient experience and enhance its customer engagements while maintaining its famous, cooked-to-order quality. Those changes help the company capture more revenue, reduce inventory waste, and reinforce its position as a fun, innovative brand.

Challenges

- **Speed service at the drive-through.** Busy Wienerschnitzel restaurants wanted to capture drive-through orders more quickly during peak periods.
- **Implement a practical solution.** The IT team needed a cost-effective solution that would be easy to support and suitable for outdoor use.

Solution

- **TabletKiosk eo* a7400 Ultra-Mobile Tablet PC*.** During rush periods, employees supplement the drive-through by taking orders on a TabletKiosk Tablet PC. The device includes the Intel Atom processor N2600, Windows* 7 Professional, and MICROS Systems* point-of-sale (POS) software. Cisco Meraki* access points provide enterprise-grade, cloud-managed wireless networking.

Technology Results

- **Cost-effective performance and reliability.** Wienerschnitzel gains a robust, lightweight device with PC performance at a lower cost than other solutions the IT team explored.
- **Consistency.** Hardware and software are consistent with the company's IT environment, making the solution easy to integrate and support.

Business Value

- **Enhanced engagement and loyalty.** The mobile solution increases the opportunities to build loyalty through quick service, personalized interactions, and tighter connections with customers. The solution also highlights Wienerschnitzel as a savvy company that's changing with the times.
- **Higher revenue.** Faster ordering reduces drive-off, enhances efficiency, and increases revenue capture. One early adopter estimates her restaurant handles up to 20 more orders per lunch period.
- **Higher quality, lower costs.** Since orders get to the kitchen quickly, the kitchen staff has more time to prepare cooked-to-order food items. Face-to-face order taking reduces errors and inventory waste.



Tackling an Operational Problem

Founded by John Galardi in 1961, Wiener Schnitzel specializes in cooked-to-order hot dogs, sausages, and other food items, along with a not-your-regular-fast-food experience. In addition to selling more than 120 million hot dogs annually, Wiener Schnitzel sponsors the Wiener Nationals dachshund races. Its Wiener Wagon mobile restaurants offer fun, full-service catering, and its legendary A-frame restaurant buildings are immediately recognizable.

Wiener Schnitzel's parent company, Irvine, California-based Galardi Group, franchises approximately 335 Wiener Schnitzel restaurants in 10 states, along with Tastee Freez and Original Hamburger Stand restaurants.

The company is growing, with new Wiener Schnitzel locations opening every year.

Drive-through orders account for more than 60 percent of Wiener Schnitzel's revenues, so keeping the lines moving is a high priority—especially since competitors can be just down the block. But with growing popularity, some locations struggled to keep pace with rush periods at the drive-through.

"Many of our restaurants implement only one register for drive-through," explains Mohamed Eloraby, director of restaurant IT for Galardi Group. "When business expands and they have more traffic, there is no room to remodel the drive-through lanes. We know that some people will see a long line and just leave, so this was an important issue for us to address."

Technology Innovation with Mobile Devices

Eloraby identified mobile computing as a tool to help solve the problem. "We're addressing an operational need with a technology solution," he says. "We saw that tablets could help us deliver an innovative solution that would speed up the line and let us capture more of the drive-through business. The solution we've come up with is helping us capture more sales and increase order accuracy. It makes order-taking more friendly and gets orders to the kitchen faster. And it's much more cost-effective than remodeling."

Eloraby and his team developed a mobile solution based on the TabletKiosk eo a7400 Ultra-Mobile Tablet PC with the Intel Atom processor N2600, Windows 7, and Cisco Meraki access points. It runs MICROS POS software and includes a magnetic stripe card reader, enabling team members to sign in and out and enter orders without having to learn a new interface.

The IT team piloted the solution with four Wiener Schnitzel restaurants, all of which have ordered the solution for their restaurants. "We got the equipment for an eight-week pilot," recalls Melissa Miller, general manager at a Wiener Schnitzel in Fresno, California. "Halfway through, we saw that it was really working for us, and we ordered it for the restaurant. Whenever the line gets backed up past the drive-through register, we send a team member out with the tablet and they'll stay there as long as the traffic keeps up."



TabletKiosk* Tablet PCs with the Intel® Atom™ processor give Wienerschnitzel a powerful, compatible, affordable fix for a practical problem



Efficiency and Revenue

Miller says the mobile order-taking solution is a success on all fronts, starting with the way it accelerates the drive-through line during peak traffic periods. "I'd say we're handling 10 to 20 more orders during the lunch period," she says. "We've definitely cut down on the number of customers driving off. They might see there's a line, but if one of our team members is out there with the tablet, they feel more confident that the line will go quickly. That has a direct impact on revenue."

Mobile order-taking also helps Miller's team deliver on the Wienerschnitzel brand promise of high-quality, cooked-to-order food, served quickly. "We have to be very efficient to do what we do, and the tablet makes us more efficient," says Miller. "The kitchen gets the order quicker, so they're better able to do cook-to-order and have the food ready when the customer is ready."

Accuracy and a Personal Touch

The mobile solution is popular with customers and provides a better experience for them. "Customers will say, 'Oh, you're stepping up in the world, being more modern,'" Miller says. "They like that. They appreciate that we're really getting them in and out quickly, and they like the more personalized experience. Face-to-face interaction is always better. You're building the relationship, getting to know the customer better. You talk a little more and make the interaction more personable."

Taking orders face to face also improves accuracy, providing a financial impact. "You're always going to have some garbled orders when you're doing it over the speaker," says Miller. "Face-to-face ordering cuts down on that. You get the order right, so there's less wasted inventory and less frustration for the customer and the kitchen staff."

The solution is also a hit with Miller's young staff. "Employees like it a lot," says Miller. "The younger generation is so technology-savvy, they're all, 'Yay, we've got a tablet.' They like the layout of the screen, the interface, the case."

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General Manager,
Wienerschnitzel Restaurant 468

Lessons Learned

Eloraby and Miller offer these suggestions for deploying enterprise mobile solutions:

- Getting started with enterprise mobility? Look for ways you can use mobile solutions to address operational issues and remove workflow bottlenecks. Mobile solutions can offer simple, cost-effective ways to increase revenues and improve the customer experience.
- Think in terms of "solutions" more than "devices." Consider your long-term strategy. Develop solutions that match your users, workflows, infrastructure, and security requirements.
- Examine the overall workflow. Speeding up one step can put pressure on other areas.
- Locate access points to ensure coverage wherever employees and managers will use the devices.
- Provide comprehensive training so employees can take advantage of all the solution's capabilities.

To accommodate Fresno's extreme summer temperatures and bright sunlight, employees can stand under a stationary umbrella as needed. The tablet is packaged in a protective case and available with a hand strap or an over-the-shoulder strap, so team members feel confident using it.

When the device isn't being used for line busting, managers use it inside the restaurant to improve productivity and convenience. "Because it's portable and has the same POS software, it makes it easy to multitask," Miller adds. "I can be working in the back office and take orders on the tablet—I don't have to be right there at the register."

Practical for Users and IT

In creating the mobile solution, Eloraby and his team focused on identifying hardware and software that would be powerful and practical for employees to use while meeting IT's requirements for security and compatibility.

The foundational technologies were easy choices. "We use Intel in all our systems, and our POS software runs on Windows," Eloraby says. "Those

technologies are powerful and universal. Lots of products work with them, and they're what we've been implementing in our stores. So they were common-sense choices."

The IT team examined several tablet PCs before choosing the 7-inch TabletKiosk eo a7400 Ultra-Mobile Tablet PC. "We wanted something rugged, strong, and not too heavy, with good visibility in the sun," says Eloraby. "The TabletKiosk Tablet PC has all that, and it was much more cost-effective than other solutions we looked at."

Eloraby also liked TabletKiosk's responsiveness as a collaborator in innovation. "They provided loaner units for the pilots and gave us tips on how to lock down the software from the USB port," he says. "We've got things set so the user only has access to the basic functions."

To make it simple for franchisees to adopt the solution, the IT team created a bundle that includes tablets, access points, and a one-year protection plan.

Part of the Future

With the mobile order-taking solution, Eloraby's IT team has delivered a win for the company and its customers. "Wienerschnitzel cooks to order, so our food tastes better," Eloraby says. "By enabling our operations teams to capture orders earlier, we're helping them deliver the food faster, fresher, and better prepared. We're helping them provide faster service at the drive-through, greater order accuracy, greater sales capture, and improved customer perception. It's a win for everyone."

It's also a forward-looking solution that shows a more than 50-year-old company continuing to innovate. "This is part of the future," says Miller. "Everything is getting smaller and more mobile. This is going to stick around. It shows we are growing into the future."

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