

NCR CASE STUDY

Alicart Restaurant Group



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—Jeffrey Bank, Chief Executive Officer at Alicart Restaurant Group and President of the NYC Hospitality Alliance

The customer

For more than two decades, Alicart Restaurant Group has offered customers in major metropolitan areas a wide variety of dining experiences, including deli, barbeque, Mexican and southern Italian cuisines. The Carmine’s and Virgil’s Real Barbeque restaurants in Times Square, New York City, serve more than one million customers annually, and the Carmine’s restaurants located in Washington, DC, and Las Vegas, Nevada, will be among the cities’ largest dining establishments when Alicart’s latest venture opens on the famed Las Vegas Strip. With eight restaurants spanning the United States and the Bahamas, Alicart generates more than \$85 million in annual revenue and employs more than 1,200 employees.

For more information, call 1.877.794.7237
or email hospitality.information@ncr.com.

The challenge

With an average 45-minute table turn and \$30 average check, Alicart restaurants are masters of operational efficiency. The company uses a robust set of NCR solutions, including 12 to 18 POS terminals at each location, above-store reporting, multisite and systems management tools and real-time mobile analytics, among others, to streamline critical work processes, respond to changing conditions and manage the business effectively across locations.



Jeffrey Bank, CEO at Alicart Restaurant Group and President of the NYC Hospitality Alliance, singles out NCR Real-Time as being especially vital to Alicart's booming business, as it enables his management team to obtain real-time metrics anytime, anywhere, and make instant decisions that increase daily profitability.

However in 2009, the Alicart team decided to incorporate transaction-scanning technology into their operations. Alicart wanted to confirm that its restaurants were losing money to comps, clears and voids, but since they processed millions of annual transactions, monitoring daily sales wasn't a practical option. Company executives knew they needed a tool that could automatically detect and report anomalies for immediate action, so they set up an appointment with NCR to learn more about its NCR Restaurant Guard solution.

The solution

In late 2009, Alicart launched NCR Restaurant Guard, a sophisticated employee theft deterrence application, at four of its restaurants. "Implementing NCR Restaurant Guard was seamless and painless. The installation process took about 30 minutes," says Mr. Bank. Since that time, it has become a highly valued tool. "NCR Restaurant Guard frees managers to be out where they need to be: on the floors, running the business and serving customers," states Mr. Bank.

The results

After implementing NCR Restaurant Guard, Alicart achieved immediate and dramatic results. "We set different thresholds for transactions so that we only have to look at ones that have irregularities," says Mr. Bank. "Now that we have NCR Restaurant Guard, we demonstrate it during the interview process," says Mr. Bank. "I have an unbelievable number of new hires who don't even show up for the first day of training. They see that we are a serious operation with controls in place, so they go elsewhere. It is an incredible theft deterrent: better than security cameras. That has helped the Alicart restaurant team hire the best staff and significantly reduce bartender turnover."

In addition, the tool helps managers identify common employee mistakes, so that they can train them more effectively, increasing speed of service and processing accuracy. Alicart has since deployed NCR Restaurant Guard at all of its locations.

"As soon as we open another restaurant, we turn it on. It is truly addictive," says Mr. Bank. "People don't understand the time NCR Restaurant Guard saves. Instead of reading hundreds of pages of reports, you just look at the numbers you need. Now that it is integrated into NCR Real-Time, it is an even more phenomenal tool. Alerts are sent straight to your iPhone and iPad. I don't know why you would ever use another POS company."

Key highlights

Location

New York, New York

Benefits:

- Increase operational control
- Improve business decision making
- Manage multiple locations remotely
- Provide a superior restaurant experience
- Increase the speed of service and table turns
- Provide multiple dining options



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