

CASE STUDY



December 2010

Pizzeria Biga Launches a New Concept with a Complete Solution from MICROS



MICROS's Fully Integrated Solution Helps to Comprehensively Manage Pizzeria Biga's Business Operations.

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With two 40,000 pound wood-burning ovens, and authentic Italian cuisine, Pizzeria Biga is rapidly becoming the place to be in Southeast Michigan. Proprietor and renowned Chef Luciano Del Signore is expanding his restaurant portfolio with a new concept featuring a perfected dough that leaves patrons satisfied without feeling full. Pizzeria Biga required a solution that would assist with the sometimes daunting task of managing its vast operations including indoor and outdoor dining rooms, curbside carry-out, a food and beverage menu including 12 beers offered on tap, 38 varieties by the bottle, and an average of 500 daily guests.

Pizzeria Biga was seeking a way to efficiently manage all aspects of its business operations, including upscale dining and a booming carry-out business, through one solution. "Our vision for Pizzeria Biga is to not only open a successful restaurant, but to introduce and launch a new concept," explained Owner and Chef Luciano Del Signore. "However, we knew that in order to thrive, we would require solution that could adapt to both the needs of our unique business enterprise and future individual locations; MICROS was the answer!"

"MICROS has provided us with the exact solution to fit our needs. The fully integrated solution, including the robust and versatile handheld terminals, has provided us with the tools to promote positive business growth."

*-Luciano Del Signore
Chef and Owner,
Pizzeria Biga*

"We are so pleased that Luciano gave us the chance to earn his business after being with a competitor for so many years. CDI is honored to be a part of their exciting new concept and we see this as the first step in a long term relationship."

*-Bob Padget
Account Manager,
CDI Technology*

GLANCE

COMPANY:

Pizzeria Biga
www.pizzeriabiga.com

INDUSTRY:

Restaurant

CHALLENGE:

- Establish a successful flagship location with smooth business operations
- Finding a comprehensive solution for upscale dining operations, outdoor dining, curbside carry-out business, and delivery
- Ongoing configuration of the system as new needs arise
- Integration of handheld wireless solution

SOLUTION:

Pizzeria Biga is utilizing MICROS RES with Table Management, MICROS Entrepreneurial Series, Workstation 5, and Mobile MICROS handheld terminals. This comprehensive solution will assist in Pizzeria Biga's vast operations and grow with the business as the concept expands.

RESULTS:

- Comprehensive solution allows management to focus on what matters most- the customer
- Decreased total cost of ownership for Pizzeria Biga as only one completely integrated solution is necessary
- MICROS solution will grow with Pizzeria Biga's concept to protect its initial investment
- Superior guest service, resulting to long-term, loyal customers
- Established flagship location to set the foundation for future expansion

Challenge

Chef Luciano's goal was to not only open a successful restaurant, but to launch a new concept. As Pizzeria Biga's flagship location, it was essential to demonstrate the best business operations to establish the potential for success. Requirements for Pizzeria Biga included one comprehensive solution to manage the operational requirements specific to Pizzeria Biga's business including efficient carry-out, wireless handhelds, accuracy of orders, speed of service, and more. Additionally, Pizzeria Biga required a technology solution that would grow with the expanding business venture, beyond the single location. With a new and innovative business model, Pizzeria Biga sought a technology provider that would support them through ongoing configuration of the system as new requirements arose.

The Complete Solution

"MICROS Restaurant Enterprise Solution (RES) combined with the MICROS Entrepreneurial Series (eS) is the perfect fit for Pizzeria Biga," stated Jeff Pinc, Director of Operations, MICROS. "The fully integrated solution promotes seamless information sharing to provide a superior guest experience; the comprehensive powerful and flexible solution contains a wealth of built in tools for the restaurant operations, back office, and guest services."

RES Table Management (RES TM) works in tandem with the point-of-sale to help Pizzeria Biga achieve a new level of control over the guest experience. RES TM is simple, easy-to-use software that assimilates customer preferences, seating capacity, and available staff, while effortlessly managing the customer's dining experience. Capturing time-sensitive guest demands, RES Table Management puts Pizzeria Biga's staff in complete control from the moment the guest is greeted until the next diner is seated.

eS goes beyond the functionality offered by the point-of-sale to provide a proven combination of business intelligence reporting, customer relationship management, and built in loss prevention functionality. The robust reporting features alleviate the demanding business intelligence needs from Pizzeria Biga's staff, as mymicros-es.net compiles and organizes data into easy-to-view, online reports. Included as a core feature within eS is the ability to issue, sell, and redeem gift cards with online functionality.

In addition to the intuitive software, Pizzeria Biga selected MICROS Workstation 5 terminals for the wait staff, host stand, and bar. "MICROS's terminals are able to be discreetly mounted on the wall to maintain the upscale décor of the dining area," stated Del Signore. "Furthermore, the Mobile MICROS handheld terminals have been instrumental to providing personalized service and are critical to ensuring speedy curbside service."





Customized for our Needs

"MICROS has built and developed the best mix of modules and hardware options for our exact business requirements," affirmed Del Signore. "Additionally, MICROS has provided ongoing configuration of the system as additional needs have arose." MICROS's customized solution ensures efficiency of Pizzeria Biga's operations as the system was truly built to address its individual requirements. Everything from the above store reporting tools and extensive built-in functionality to the mounting capabilities that allow the hardware to be tactfully placed, was selected specifically to enhance Pizzeria Biga's operations.

Bringing Service to the Diner

"CDI Technology understood that Pizzeria Biga's need for integration of handheld wireless capabilities for an efficient carry-out ordering and tracking system was just as crucial as in-house accuracy and speed of service at all stations; MICROS had the solution," explained Padgett. Mobile MICROS allows Pizzeria Biga staff to bring a point-of-sale terminal directly to the customer. Orders are captured and submitted directly to the kitchen, expediting the speed of service and improving accuracy to ensure the food is delivered in a smooth flow. "Mobile MICROS has provided us with the ultimate flexibility in providing excellent, immediate service, and allowed us to extend the upscale atmosphere to our carry-out operations," declared Del Signore. The Mobile MICROS terminals make efficient curbside take-out possible as customers can order and pay for their selection, without leaving the car!

Results

Pizzeria Biga has experienced positive customer feedback and has had the tools to provide its large volume of guests with superior service and positive dining-in and carry-out experiences. Pizzeria Biga's operations continue to flow cohesively as management of separate entities of the business are unified into one solution. MICROS provides the tools to convey more accurate seating times, reservations, and preferences to maximize dining area and increase table turnover. Robust reporting features present Pizzeria Biga with a consolidated overview of all data in easy-to-view formats. Since opening, Pizzeria Biga has expanded its operations to integrate caller ID and online ordering functionality to the MICROS solution to recognize caller information and provide guests with alternative means to place orders. "We are confident that MICROS's solution and CDI's service and support have provided us with the tools to lay the foundation for the launch of a successful restaurant concept and we look forward to expanding in the near future," contended Del Signore.



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