

Case Study with Metromedia Restaurant Group

~A Winning Combination! MICROS's Kitchen Display System at MRG's Steak and Ale Tavern~

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For many restaurant patrons, the speed of service can either make or break a meal. A leisurely Saturday night dinner can be marred by choppy, erratic service, while a weekday lunch quickly turns sour if service is too slow. Restaurant managers are constantly challenged to coordinate the actions of their hosts, waitstaff, kitchen staff, and busboys to give diners satisfactory service and thus build customer loyalty.

At the new Steak and Ale Tavern in Plano, Texas, meals are being served with consistency and accuracy, thanks to a sophisticated computer system that provides instant, actionable service information for restaurant staff. **The MICROS Kitchen Display System (KDS)** utilizes color touchscreens to display orders for the kitchen, provide feedback regarding the status of each table, and issue warnings if time standards are not being met. All data is captured for real-time reports on kitchen performance and other service parameters, allowing for guest recovery before a table departs.

The MICROS KDS application runs on standard PC hardware using the Microsoft Windows 95 operating system. Color touchscreens display critical information on order preparation and speed of service. Features include an automated clock against each table, alerts that indicate if an order has exceeded expected prep time, intuitive icons for Rush Order, VIP and Void status, and a variety of Speed of Service displays.

The Speed of Service displays allow personnel to view the status of each table at a glance. Table buttons change color to indicate: Table Vacant, Guest Seated, Kitchen Working On Order, Entrée Served, and Order Late. The system also allows users to define food prep time and choose to display orders in either list or chit mode. Additional display features such as All Day, Order Done, and Order Recall make information readily

Richard Hodges, Manager of Technology for Steak and Ale, part of the

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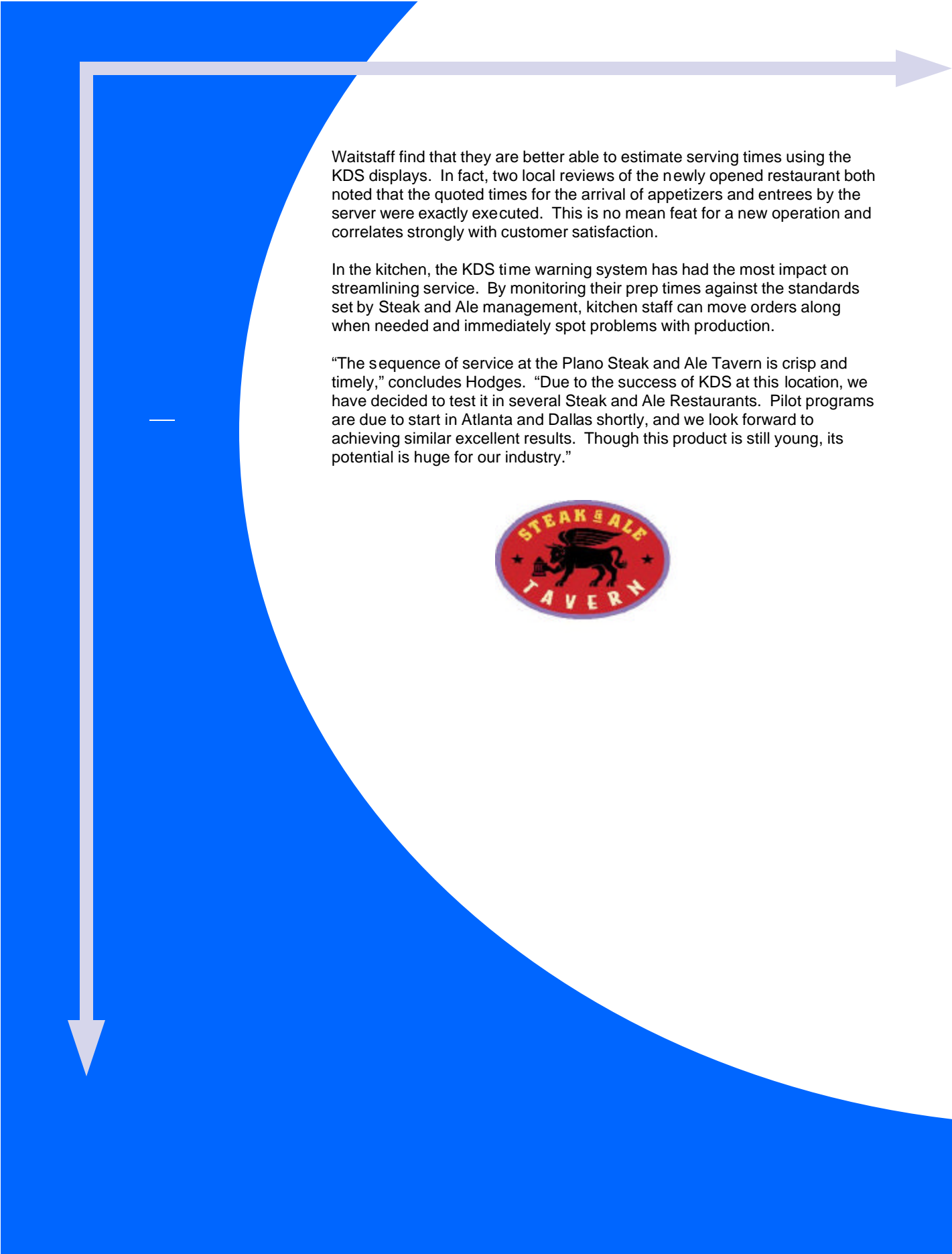
Metromedia Restaurant Group, reports that the Kitchen Display System (KDS) has already achieved notable results at Steak and Ale's new tavern concept location. "In my opinion, the MICROS KDS has played a significant part in the successful launch of our new prototype. Our managers, waitstaff and kitchen staff all benefit from the information that's displayed and the reports that are generated."

"For example, in the first weeks of training and opening at the Tavern, the KDS metric gain report was very helpful in our process evaluation,"

Hodges explains. "We were able to make time management and production decisions based on the number of entrees or appetizers that came to certain station. Seeing the volume and speed of production allowed us to make changes to production responsibilities to even OUT the volume and make for better serving times."



The Steak and Ale Tavern in Plano, Texas



Waitstaff find that they are better able to estimate serving times using the KDS displays. In fact, two local reviews of the newly opened restaurant both noted that the quoted times for the arrival of appetizers and entrees by the server were exactly executed. This is no mean feat for a new operation and correlates strongly with customer satisfaction.

In the kitchen, the KDS time warning system has had the most impact on streamlining service. By monitoring their prep times against the standards set by Steak and Ale management, kitchen staff can move orders along when needed and immediately spot problems with production.

“The sequence of service at the Plano Steak and Ale Tavern is crisp and timely,” concludes Hodges. “Due to the success of KDS at this location, we have decided to test it in several Steak and Ale Restaurants. Pilot programs are due to start in Atlanta and Dallas shortly, and we look forward to achieving similar excellent results. Though this product is still young, its potential is huge for our industry.”

