

The positouch system 13714

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The POSitouch System

Convention and Group Sales

Sunday, April 06, 1997 POSitouch The POSitouch system was conceived in

1982, by the Ted and Bill Fuller, owners of the Gregg's Restaurant chain.

They

were looking to increase the efficiency of there restaurants through the use of

computer technology. During there search they found systems but none meeting

there total needs. That is why the Fullers created the company, (R. D. C)

Restaurant Data Concepts. RDC keeps developing better and more efficient equipment to be used in the food service industry.

ADVANTAGES DISADVANTAGES 1.) Timely

information, and speeds operations. 1.) People will become dependent on technology. So

when it fails they will

2.) Tighter labor controls. probably not

be trained or prepared to be

with out it. 3.)

No need to hire or pay a bookkeeper. 2.) Takes time to train people to work efficiently on

POSitouch. 4.) Calculates food costs and menu mix.

3.) POSitouch is expensive to

the small

5.) Tighter controls over orders taken. business

owner. The smallest system

Cuts down on free meals waiters give out. that they have

installed cost under

\$10, 000. 6.) Can

order (via modem) and keep track of

inventory.

7.) Built-in modem allows technical support

via modem, and on line access to reports

available at anytime, even historical reports..

8.) Sales trend analysis.

9.) Credit Card authorization with draft capture.

10.) Easy to customize, to meet the needs of

many different types of operations.

11.) Increased speed means, increased turnover.

Overall, I feel that POSitouch is well worth the initial expense. It should be looked at as an investment, saving time, and money in all areas needing tight

controls. This management tool has been shown to cut labor, and food costs in

many food service establishments, not to mention the speed of the system, which

could easily increase turnover. There is one important key that should be

recognized for restaurants planning to utilize this system. Be prepared for

technology to fail. If it fails the managers and staff should be capable of

staying open without the POSitouch system. The thing that I like most about

this system is that you can truly tell that it was developed by people in the

food service industry, do to its completeness.