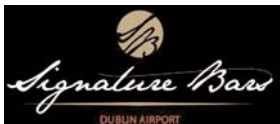


Dublin Airport Restaurant Increases Revenue with Socket Mobile and Cratos Hospitality



“Signature Bars wanted an EPOS system that was efficient and could stand up to high volumes of turnover. When the volcano in Iceland erupted, Dublin Airport had its busiest day ever, and our system with the SoMo® 650 handheld computer stood up to it.”

*– David McIntosh
Managing Director
Cratos Hospitality*



Signature Bars is an Irish company that operates top-quality restaurants and bars in Dublin Airport. One of its most popular eateries is The Garden Terrace, a large, stylish restaurant and bar that often serves more than 1,000 customers per day. Signature Bars effectively manages The Garden Terrace's demanding operations by using a fast and reliable Electronic Point of Sale (EPOS) system from Cratos Hospitality that features the Socket SoMo® 650 handheld computer.

Utilising the SoMo 650 for wireless tableside ordering has enabled The Garden Terrace to not only boost monthly sales by 2%, but also efficiently serve customers on Dublin Airport's busiest day ever — the day a volcano in Iceland formed a giant ash cloud over Europe, causing hundreds of flights to be cancelled, with thousands of travellers stranded throughout the airport.

"An unexpected advantage of using the SoMo 650 is that our waiters are more organised and strategic with how they spend their time."

*— Paul Connelly
General Manager
Signature Bars*

Located in a busy departure terminal, The Garden Terrace features a lush interior, critically acclaimed menu, and relaxing, outdoor beer garden. When Signature Bars initially launched The Garden Terrace, the restaurant was using a manual, paper-based POS system. Like at any eatery using pen and paper, waiters wasted time walking to and from the kitchen or bar to deliver customers' orders or to check on the status of food and drinks. Waiters also lacked tableside access to recipes or

full menu listings to answer customers' questions or up-sell additional appetisers, drinks or other items.

At company headquarters, executives also wanted a fully integrated stock control system that would enable them to monitor up-to-the-minute inventory levels at all 10 of their restaurants and bars within Dublin Airport. Signature Bars was managing everything with Excel spreadsheets and needed a better way to collect and analyse data on a company-wide basis.

WIRELESS TABLESIDE ORDERING

Now with Cratos EPOS software running on the SoMo 650, waiters at The Garden Terrace can send food and drink orders directly from customer tableside to the kitchen or bar over the wireless network. Waiters spend less time walking to and from the kitchen or bar and more time taking care of customers, resulting in improved productivity and higher quality service.

"An unexpected advantage of using the SoMo 650 is that our waiters are more organised and strategic with how they spend their time," described Paul Connelly, general manager of Signature Bars. "Our serving staff now only visit the kitchen when meals are ready for collection, or to the bar to collect drinks that have already been ordered and prepared."

The SoMo 650 features a large, bright screen that waiters can easily read both indoors and in the beer garden. The small, durable device also has a powerful 802.11b/g Wi-Fi radio, which sends food and drink requests quickly and securely to the appropriate kitchen station or bar.

With the SoMo 650, waiters can also look up recipes and full menu listings on the fly, important because many full-service restaurants offer thousands of item

variations, too many for waiters to memorise. With paper orders eliminated, kitchen staff also no longer needed to decipher messy handwriting, leading to more accurate orders.

Using the Cratos solution, The Garden Terrace has been able to turn around tables faster and increase upsells, leading to a 2% increase in monthly revenue.

BUSIEST DAY EVER

On 14 April 2010, when eruptions from the Icelandic volcano Eyjafjallajökull started forming a giant ash cloud over Europe, hundreds of flights were cancelled at Dublin Airport, and thousands of stranded travellers were milling around its shops and eateries. Dublin Airport is one of the 10 busiest airports in Europe, with 60,000 passengers on an average day.

The Garden Terrace experienced its busiest day ever, with at least three to four times its normal volume of customers. With the Cratos EPOS solution and the SoMo 650, the restaurant was able to successfully handle the sudden upsurge in customer traffic without help from additional serving staff.

“Signature Bars wanted an EPOS system that was efficient and could stand up to high volumes of turnover. When the volcano in Iceland erupted, Dublin Airport had its busiest day ever, and our system with the SoMo 650 handheld computer stood up to it,” said David McIntosh, managing director of Cratos Hospitality.

CHOOSING AN EPOS SOLUTION

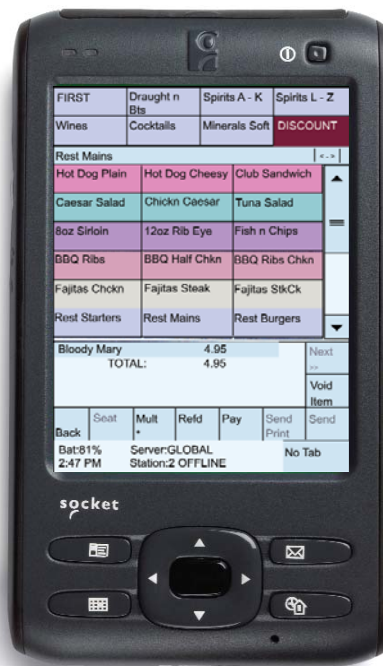
When Signature Bars first sought an EPOS and inventory management solution, the company trialed products from multiple vendors, but all fell short of the company’s needs. With Cratos Hospitality, however, Signature Bars found the perfect solution that was easy to integrate, provided the exact customised reports the company required, and included excellent, 24-hour support focused on the customer’s needs and wishes.

Additionally, only the Cratos solution could provide managers at headquarters with up-to-the-minute company-wide inventory data, including transfers between locations, without having to set up a back office PC at each of the company’s 10 sites throughout Dublin Airport. This was important for Signature Bars because many of its restaurants and bars simply did not have the physical space to set up a PC.

“As soon as I was shown the Cratos EPOS and stock system, I knew it was exactly what we had been looking for,” said Adrian Dolan of Signature Bars. “The SoMo 650 has been an effective tool for tableside order processing in our extremely busy airport restaurant.”

AN IDEAL HANDHELD FOR RESTAURANT EPOS

“The SoMo 650 has been a great solution for Cratos Hospitality, because it provides all the core functionality restaurants need for mobile point of sale without unnecessary features found in other manufacturers’ devices,” McIntosh said. “It’s priced ideally for the UK



Socket SoMo 650 handheld computer running Cratos Hospitality EPOS software

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Managing Director
Cratos Hospitality*

market, and for the restaurant sector that we sell into, its mix of features is spot on perfect.”

After successfully deploying the SoMo 650 at The Garden Terrace, Signature Bars has begun using the SoMo 650 to manage inventory at one of its nightclubs and plans to deploy it at other businesses as well.

“Because of The Garden Terrace’s success with the SoMo 650, Signature Bars intend to order more SoMo devices for a new restaurant they are developing,” McIntosh explained. “They are very happy with the Socket handheld.”

CUSTOMER AT A GLANCE

- Organization: Signature Bars
- Founded: 2002
- Headquarters: Dublin, Ireland
- URL: www.signaturebars.ie
- Primary business: Operator of restaurants and bars in Dublin Airport

PARTNER AT A GLANCE

- Organization: Cratos Hospitality
- Founded: 1998
- Headquarters: Tiverton, Devon, UK
- URL: www.cratoshospitality.co.uk
- Primary business: Provider of EPOS solutions for hospitality and retail

CHALLENGE

- Send electronic food and drink orders wirelessly from tableside
- Provide visibility into inventory levels at multiple locations

SOLUTION

- Socket SoMo 650 handheld computer
- Cratos Hospitality EPOS and stock control software



RESULTS

- Wireless tableside ordering results in faster turnovers and increased upsells, boosting monthly revenue by 2%
- Increased staff productivity and time efficiency enabled the restaurant to serve 3 to 4 times the normal volume of customers on Dublin Airport's busiest day
- Faster and more accurate orders leads to higher customer satisfaction
- Real-time monitoring of stock levels at all 10 restaurants and bars, including inventory transfers between locations



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