

Revolutionizing Restaurant Operations with Intel® Atom™ Processors and Windows* 8 Tablets

The Habit Restaurants reduces customer wait times, increases employee productivity, and supports 40 percent growth using Dell tablets with Intel Atom processors and Windows 8



“Using the Intel® Atom™ processor-based tablet, we surpassed our previous drive-through sales record by more than 17 percent. The tablets have been so effective for our drive-throughs and food trucks that we are using them to shorten in-store wait times as well.”

—Mike Repetti,
Vice President, IT,
The Habit Restaurants

The Habit Restaurants is a rapidly growing business specializing in burgers, sandwiches, and other fresh, made-to-order fare. Since 2007, the company has experienced 40 percent annual growth in sales and expanded from 17 stores to over 80. With more locations planned, The Habit needed to ensure that the quality of its food and customer experience remained consistently high from site to site. By deploying Windows* 8 touch tablets equipped with the latest Intel® Atom™ processors for a variety of business processes, the company is taking the customer experience to a new level and improving training for its employees.

Challenges

- **Enhance the customer experience.** Shorten customer wait times for receiving food orders at food trucks and restaurant locations.
- **Improve employee training.** Streamline employee onboarding and ensure consistent training to maintain high employee standards across more than 80 locations.
- **Enrich the company's green initiative.** Increase the efficiency of internal processes and accelerate the move from paper-based to electronic files.

Solution

- **Intel Atom processor-based, Windows 8 mobile devices.** The company introduced Dell Latitude* 10 and Dell Venue* Windows 8 tablets with Intel Atom processors for employee information and training kiosks, point-of-sale transactions, and more.

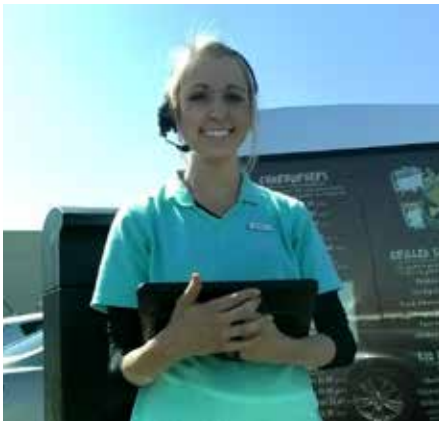
Technology Results

- **Enterprise application support.** With Intel Atom processor-based tablets and Windows 8, The Habit Restaurants can deploy new and existing business applications on tablets and manage the devices using existing systems.
- **Streamlined processes.** By moving to touch screens and electronic documents for processes such as inventory and employee development, the company can reduce costs and save managers time.

Business Value

- **Increased competitive edge.** Increased employee mobility and enhanced point-of-sale capabilities reduce wait times by 30 to 40 percent for customers to receive their food, giving the restaurant chain a competitive edge and setting a new record for drive-through sales.
- **Support for continued growth.** Providing better, more consistent employee training across locations helps ensure a great customer experience and enables the restaurant chain to expand with confidence.

Improving productivity and customer service using tablets with Intel Atom processors



"The tablet is easy to use and is very efficient. It makes the order process go faster and customers don't have to wait as long for their food, making them happier, so it's a really good tool to have."

—Megan Graper,
Cashier,
The Habit Restaurants

For The Habit Restaurants, an emphasis on fresh ingredients combined with strong customer service has enabled the California-based burger and sandwich chain to expand into multiple states. As The Habit passed the 80-store mark, the company needed to re-evaluate its IT systems to support this rapid expansion. "We've been successful because we have a great product and great people," says Mike Repetti, vice president, IT at The Habit. "The question was, 'How can IT help maintain that quality and consistency given our explosive growth?'"

The IT group faced several challenges. Store managers had too many time-consuming paper-based tasks, which cut into their productivity. For example, taking inventory required printing out paper forms, filling them in by hand, and then entering the data into a desktop PC. In addition, employee onboarding and training required hours of in-person instruction, and paper-based documentation by managers was not always consistent from one store to another. "We needed ways to cut down on paper use, free up manager time, and help build a consistent company culture from coast to coast," says Repetti.

Meanwhile, the popularity of The Habit led to more customers visiting the restaurants, with longer queues observed at various locations. "During peak lunch hours, walk-up customers at food trucks and in restaurants stand in line to place their orders and then wait for their freshly prepared food to cook," says Repetti. "We wanted to reduce overall wait times for our guests."

Implementing a Multiuse Mobile Tool

Ideally, The Habit team wanted a multiuse tablet to cover all its needs. "We needed a tablet that could accommodate multiple use cases and support both the Microsoft applications and custom x86-based software used by our employees," says Repetti. "We wanted to use our normal Windows- and Intel® architecture-based security and management tools."

After evaluating a variety of hardware devices, the IT team selected Dell Latitude and Dell Venue Windows 8 tablets with Intel Atom processors. "The Dell Windows 8 tablets are thin, lightweight Intel® processor-based tablets that we can use for everything from labor scheduling to point-of-sale activities," says Repetti. "We looked at other products, but most of the applications we use would not work on them, and the apps that were available were limited versions that did not do everything we needed. The Dell tablets with the Intel Atom processor run the full Windows 8 Pro version. All of the business applications and tools we currently use on x86-based systems will work on these tablets."

In fact, The Habit is one of the very first businesses to run the widely used Micros* point-of-sale (POS) application on a Windows 8 device. "We easily ported our existing POS system over to Windows 8," says Repetti. "We were running Micros POS software on large countertop machines in the stores, and now with Windows 8 we've taken those capabilities mobile in a smaller form factor. With the same touch-sensitive menu buttons as the large-screen version, the mobile POS devices are easy for employees to use without extra training."

Delivering a wide range of business benefits



The company easily extended other key applications to the Windows 8 tablet environment as well, including the CTUIT* inventory application, Microsoft SharePoint* for employee communication, and UltiPro* human resources solutions from Ultimate Software for cloud-based employee recruiting and onboarding.

Combining the Right Ingredients

Utilizing the right combination of the Dell tablets, Intel Atom processor, and Windows 8 OS has enabled The Habit to enhance operations while controlling costs. For example, the combined solution helps keep customer payment information safe while preserving The Habit's investment in point-of-sale security software. "Security is critical for credit card processing," says Repetti. "The Intel Atom processors have built-in malware protection that helps us comply with Payment Card Industry requirements. And, since these tablets run Windows 8, we were able to run our existing McAfee* security software on them. As a result, the mobile devices are just as secure as the larger, in-store POS machines—if not more so."

The new tablets with Windows 8 and Intel Atom processors have the flexibility for a variety of mobility-based tasks, such as taking orders as customers wait in line or conducting inventory with a barcode scanner. It also has a docking station so The Habit can set up the tablet with a mouse, keyboard, and monitor for manager workstations or employee kiosks. "With Windows 8, we're able to use touch where it counts and in other cases have more of a standard Windows environment to run our classic applications, which really gives us the best of both worlds," says Repetti. "Windows 8 provides a versatile environment and the Intel Atom processor gives us quad-core performance to power our most demanding business software."

Improving Employee Training

Working with its custom application developer, Coaliance, The Habit has developed a touch-enabled training application on Windows 8 and incorporated the tablets into this new e-learning system. The company provides tablets at each restaurant as a delivery mechanism. The tablets help employees get up to speed quickly and advance in their careers as they learn more. On-screen prompts for trainers provided in the manager version of the software help ensure consistent instruction from store to store.

"Employees can watch a training video and take a follow-up quiz on the tablets, using the touch screen to enter their answers. The system scores the results, gives managers a progress bar to see how the employee is progressing, and then automatically feeds the results back to a central database," says Repetti. "By enabling us to deliver a unified message and consistent training, the tablets help us develop our people as we continue to open restaurants across the country."

Lessons Learned

- Seeing what the Windows* 8 tablets with Intel® Atom™ processors can do has helped reinforce the value of a multiuse approach to technology. "We try not to just think one-dimensionally," says Mike Repetti, vice president, IT at The Habit Restaurants. "When we make a hardware purchase, it pays to make sure it has multiple use cases. I think we hit that one out of the park with these tablets."
- With the right tablet, organizations can bridge the gap between what users want and what IT needs. "The Intel Atom processor-based tablets with Windows 8 capitalize on our existing infrastructure and IT staff expertise," says Repetti. "At the same time, our restaurant employees love the touch-screen tablet because it has the same familiarity and coolness factor as their personal mobile devices."

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Increasing Efficiency and Productivity

The touch environment for the e-learning system saves time and helps make managers more productive by eliminating the need to print out paper pages, deliver training in person, or collect signed forms. Instead, employees simply use the touch-screen tablet and electronic signature capture. Employees also use the tablets to access a self-service kiosk through the company's UltiPro human resources system to view their pay history or change their withholding information, without requiring labor-intensive assistance from the payroll department.

Other efficiencies include entering information directly into the CTUIT inventory application through the tablets, reducing the time required for inventory by up to 20 percent. The company is also using the tablets to eliminate the need for field audits to ensure compliance with the company's employee development and incentive bonus system. "We no longer have to go out and audit physical files because it's all available electronically," says Repetti. "We can even pull up employee availability for scheduling. The tablets are making us much more productive at both the store level and the corporate level."

Additionally, because the tablets are Windows- and Intel architecture-based, the IT team can use its Dell KACE* appliance to push out security patches and updates directly to the tablets, the

same as it does for other devices in the client environment. Managing from one central KACE console eliminates the need for IT to dial into more than 80 restaurants and connect to each tablet.

Enhancing the Customer Experience

The tablets are making a big difference for customers. "We've been able to significantly reduce customer wait times by using the tablets at restaurant counters, drive-through windows, and food trucks," says Repetti. "In the case of a food truck, the tablets' long battery life, fast recovery from standby, and Wi-Fi support allow employees to walk 50 yards away from the truck to take orders and transmit them back to the cooks. By the time customers are ready to pick up their food, it is hot off the grill and ready to go."

At drive-through windows, tablet-equipped employees can walk six or seven cars away from the order confirmation board to transmit orders, boosting the speed of service. This increased speed has helped improve sales. "Using the Intel Atom processor-based tablets, we surpassed our previous drive-through sales record by more than 17 percent," says Repetti. "The tablets have been so effective for our drive-throughs and food trucks that we use them to shorten in-store wait times as well. We have reduced the overall waiting time for customers to receive their food by 30 to 40 percent at busy locations."



Preparing for the Future

The Habit continues to order new Dell Venue tablets with Intel Atom processors. In addition to empowering employees as a self-service kiosk and boosting sales as mobile point-of-sale devices, the tablets are augmenting an existing fleet of devices running performance-intensive corporate applications. The company is even considering using tablets with point-of-sale software as backup sales registers in high-traffic store locations.

For The Habit, emphasizing employee training and customer service is in the company's DNA, and the new tablets allow the company to bring that commitment into the twenty-first century. "By adopting Windows 8 tablets with Intel Atom processors, we believe we have been able to leapfrog past legacy equipment that might hold other restaurants back," says Repetti.



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