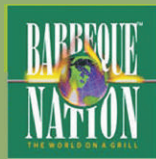




LS RETAIL



CASE STUDY



BARBEQUE NATION: ACHIEVING HOSPITALITY IN TOTALITY THROUGH AN INTERNATIONALLY PROVEN SOLUTION



LS Hospitality gives an expanding Barbeque Nation an end to end integrated solution business application to overcome its operational challenges. By streamlining the processes of their restaurant business, Barbeque Nation can focus on successfully expanding its network to other cities across India.



Enterprise Business Technologies Pvt. Ltd.



Dynamic Vertical Solutions



www.dynamicverticals.com



The Client

Barbeque Nation Hospitality Ltd set up its first restaurant in 2005 in Mumbai (Pali Hill), through its owner, **Sayaji Hotels Ltd**.

In essence, **Barbeque Nation** is a fixed price buffet restaurant with unlimited food and starters. The variety in the starters and the main course is rotated every day. The décor is modeled with large amounts of wood and exposed brick walls.

The **Sayaji Group** plans to open a chain of restaurants in all major cities of India. After successfully opening the restaurant in Mumbai, Barbeque Nation opened in Bangalore, Hyderabad, Chennai, Delhi, Lucknow, Ahmedabad, Vadodra, Jaipur, Chandigarh, Gurgaon and Thane.

The overall plan is to open **100** such restaurants throughout the country and abroad by the year 2012. The company also has three hotel properties situated in Indore, Pune and Vadodara. The company has been in the hotel business for the last 15 years.



Why the LS Retail - Hospitality Journey

LS Hospitality provides an end to end solution from POS to Head Office. LS Hospitality is a flexible solution for the Hospitality industry, directly connected to the Account/Stock module – all within a single solution. LS Hospitality also provides the flexibility to customize the software as per a business's requirements which is so very important to the dynamically changing business model of the Hospitality industry.

The Challenge

- Managing a single order across multiple kitchens which were in a hierarchal structure.
- Extensive offers and schemes specifically for the Hospitality Industry.
- Linking of table reservation to POS.
- Data replication and consolidation in an environment where restaurants are geographically spread across India.

Results in Brief

Barbeque Nation has set up between 1-2 POS machine in each of their restaurants.

LS Hospitality and Microsoft Dynamics provide a single integrated system for a wholesome overview of the business. The statutory and localization requirements are taken care in a user friendly way and hence reporting is quick, online and reliable.

At Barbeque Nation, the biggest challenge was to track consumption and wastage of material across all kitchens in a single restaurant. This requirement has been taken care of through the implementation of LS Hospitality.

"From the day we implemented LS Hospitality and MS Dynamics we have been very pleased with the performance. The software is very flexible in configuration and user friendly for the entry level staff. The facility of defining account schedules, Inventory Analysis Reports as per the user's choice provides a very strong tool for analysis of the data. The software is very economical and doesn't need much hardware resources. The facility to define your own reports is very helpful. Throughout the implementation, DVS Partner EBT has been very responsive and pro-active. They understood our requirements well and made the changes to suit our business requirements in an efficient and timely manner."

SANDESH KHANDELWAL
Dy. GM Commercial & Project Incharge
Sayaji Hotels Limited

"LS Hospitality Software is very user friendly and minimizes our dependency on technical persons/IT professionals. Its Data Director Service provides the data of stores to HO based on day and time defined by the user. So, even though we are not working online we get the data at HO on time. The Accounts Schedule and Reports designing tool as per user's choice make it strong. The ease of customization, made as per our business requirements, awards this software more stars than any other in the market. Throughout the implementation phase and during the day to day running of the software, the response time of EBT team has been excellent."

INDRAJEET SINGH ARORA

Asst. Manager Commercial - Asst Project Incharge
Barbeque Nation Hospitality Ltd.

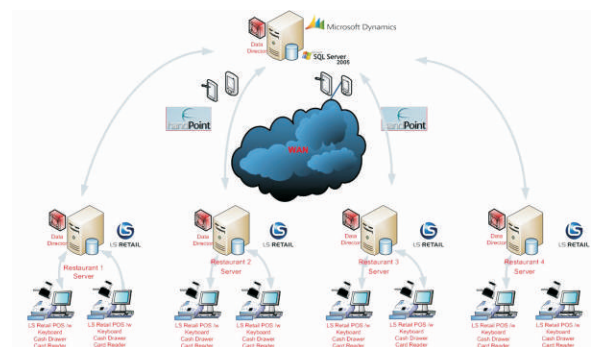
Approach and Unique Features

Key Functionalities:

- **Multiple Location Consumption Accounting** - The Accounting impact for consumption (Negative Adjustment) of an item is accounted in a single account for all locations. This requirement can be easily customized to post such entries for different Locations (within a Restaurant) in distinct Account heads, which was done in this case. Account mapping was made with each Location, which allowed the identification of consumption accounts for the same item posted in different locations within the same restaurant. Each kitchen within the same restaurant now represents a location.
- **Replenishment** - Replenishment system was designed to cater to the business needs of Barbeque Nation. The customization undertaken ensures accurate and timely generation of purchase orders and ensures there is no stock out of any SKU at any location.
- **Meal Planning with Multiple Kitchens** - The Customer's requirement was to define one Restaurant with multiple kitchens. The Head Chef plans for the day and the plan is distributed to each respective kitchen on the basis of recipes. The respective kitchen chef will be able to see their plan for the day and immediately take any necessary action like production or transfer.
- **Purchase Price Location wise** - LS Hospitality defines the Purchase price at the Vendor and Item level. If, as in Barbeque Nation's case, they have Restaurants across multiple states, purchase price varies from Restaurant to Restaurant. After a small customization, Barbeque Nation can define the Purchase price Vendor/Location wise and the system picks up the same based on the Location and Vendor selected in the Purchase order.
- **Reservation** - Reservation has been linked with the POS Module so that the POS user can view the reservation status at the POS itself. If the reservation exists for a table then the Cashier/Captain gets the notification on the POS screen for the same. When the Cashier or Captain logs into the POS, they get to see a dashboard of tables with or without reservations which helps them to allocate their tables effectively and efficiently.

The LS Hospitality NAV Experience

- ❑ REDUCE total cost of ownership
- ❑ READY for a change in your business and customer behavior
- ❑ INCREASE efficiency
- ❑ DYNAMIC systems initiative
- ❑ ALLOW business transparency
- ❑ MAKE up-to-the minute decisions
- ❑ FEWER mistakes
- ❑ OPTIMIZE your purchase
- ❑ IMPROVE your wastage reduction levels
- ❑ INCREASE stability, resilience and speed



"Installation of LS Hospitality software and establishing connectivity to and fro is very easy as compared to any other software. It has one of the lowest requirements of hardware resources in the market. The POS tool and other modules are user friendly and easy to train other staff without requiring the intervention of a technical person. The centralized monitoring tool gives management and the IT department the powerful ability to have a check over outlets remotely."

ASHISH UPADHYAY

Asst. Manager IT - Asst Project Incharge (Technical)
Barbeque Nation Hospitality Ltd.



Enterprise Business Technologies Pvt. Ltd.

Formed in December 2006, EBT is a young company. Within a short span of two years EBT was recognized as a **Microsoft Gold Certified Partner**. The promoters of the company have been associated with Navision since Navision India days and the top management carries between themselves an implementation experience of more than 50 projects. EBT has a strong focus on the Retail industry and has successfully deployed a number of large projects in the last 2 years. EBT has more than 55 consultants adept on the Navision domain and 40% of them dedicated towards LS Retail. EBT is head-quartered in Mumbai and has offices in Hyderabad and Pune. It is soon to launch a site at Dubai to cater to the opportunities in Retail there.

EBT also has a strong presence in training resources for clients, partners and various institutes.

"The team work with Barbeque Nation to implement LS Hospitality stands as an excellent model for implementing software in the Hospitality Industry. It was a unique implementation as a single restaurant had multiple kitchens and each respective kitchen chef can see their plan for the day and take an action for production or transfer of ingredients. This could not have been achieved without excellent co-operation and team work between the two parties"

Sudipta Sen Bhowmick
Project Manager
Enterprise Business Technologies

"EBT's commitment and expertise made this collaboration one that will contribute to the development for companies like Barbeque Nation within the Indian Hospitality industry. We are very proud of our partnership with EBT within Barbeque Nation and the hospitality industry in general. We will continue to drive our joint commitment to seeing Barbeque Nation as a successful and growing organisation in the long term and continue to help them innovate the customer experience they provide and add overall value to their bottom line through our products, services and knowledge centric solutions."

Rakhee Nagpal
Managing Director and Chairperson
Dynamic Vertical Software Pvt. Ltd.



WHO WE ARE

Dynamic Vertical Solutions (DVS) is a leading provider of end-to-end integrated and adaptable business management applications, for organizations of various sizes across various Industry sectors. With international solutions catering to industries varying from Retail, Hospitality to Real Estate Management, DVS brings together a portfolio of internationally proven, fully integrated business solutions.

As an organization we identify focus areas based on thorough research and a deep understanding of the needs and requirements of the industry. Consequently we select a portfolio of products based on their referenceability and long term sustainability, so that our customers need not reinvest in business applications in the future, thereby allowing them to focus on their core business using IT as a key facilitator in their growth.

The solutions we provide are based on a Microsoft Dynamics Navision platform supported through a global partner network that spans across geographies.

Our range of services, categorized under the following heads, are designed to help organizations scale in size & business, reduce total cost of ownership, increase efficiency & productivity, improve data integrity, gain better control and ensure a fast exchange of data to enable quick decision making of the highest quality.

CONSULTING | TRAINING | IMPLEMENTATION | LOCALIZATION
DEVELOPMENT | OUTSOURCING | INFRASTRUCTURE | ENTERPRISE

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