

CASE STUDY

PAR Technology's Better Together Solutions Empower Port of Subs® to Save Time and Cut Costs

For more than five decades, Port of Subs has earned a reputation for its commitment to quality and fresh, flavorful offerings. With 130 locations in operation and over 310 new locations in development, this iconic brand is making waves in the QSR industry. Regional developers and multi-unit operators are driving its rapid nationwide expansion, positioning Port of Subs as a leader in fast-casual dining.

At the heart of Port of Subs is a dedication to freshness. Every sub starts with premium meats and cheeses sliced fresh to order, paired with artisan-baked bread, and topped with bold, zesty dressings and spices. But Port of Subs is more than just a sandwich shop. Its mission—to create delicious subs, deliver happiness, and unite communities worldwide—guides every aspect of the business. With a commitment to quality and innovation, Port of Subs is not just honoring its 50-year legacy but also shaping the future of the fast-casual dining experience.

To achieve this vision, Port of Subs has embraced cutting-edge technology powered by PAR Technology. Since 2020, the brand has relied on PAR POS, PAR OPS, and PAR Pay to streamline operations and drive efficiency across all locations. In 2023, the addition of PAR Punchh took its loyalty program to the next level, enhancing guest engagement and rewarding customer loyalty.

“When we were choosing a technology vendor, having everything integrated—POS, back-office management, payments, and loyalty—was a huge win for us. We needed a system that could seamlessly work with our existing solutions and provide a more advanced POS than what we had before. Flexibility was key, especially in having a payment platform that lets us choose the bank and processor that align best with our business needs. PAR Technology delivered on all of this, and their transparent monthly fees have been a big hit with our franchisees.”

Meghan Capello, Vice President of Marketing and Strategy at Port of Subs



PORT OF SUBS®
Sliced Fresh Sandwiches!

Previous Technology Challenges

- Outdated POS system with limited integration capabilities
- Time-consuming manual back-office procedures
- Disjointed, non-integrated payments terminals

PAR Solution

2020	PAR POS
	PAR OPS
	PAR Pay
2023	PAR Punchh

Technology Results

- Substantial time savings through automating back-office tasks
- Optimized reporting and forecasting enhances cost control
- Unlocked scalability for future growth

The streamlined connection between PAR POS and Port of Subs' digital ordering platform has driven a 10% increase in online sales, with orders injected directly into the POS system for greater efficiency.



With its advanced technology stack and a focus on operational excellence, Port of Subs continues to exceed guest expectations while positioning itself for long-term growth and success. Whether it's delivering fresh, handcrafted meals or embracing innovation to enhance the customer experience, Port of Subs is leading the way in the fast-casual dining space.

Leveraging an API-First Platform for Operational Excellence

Port of Subs has achieved significant operational improvements by making PAR POS the core of its tech stack. "The biggest improvement we've seen since implementing PAR POS is the increased stability at the store level, thanks to its rock-solid system uptime. With better uptime, we're able to maintain consistent operations across the business, both in-store and online, which is so important. For us, having dependable operating hours is just as critical as processing transactions smoothly," says Capello.

This enhanced reliability has reduced disruptions, enabling Port of Subs to maintain smooth operations during peak hours and consistently deliver high-quality service to customers.

PAR POS's robust API enables seamless integration with essential tools like Olo, the brand's digital ordering platform. The streamlined connection has driven a 10% increase in online sales, with orders injected directly into the POS system for greater efficiency.

Beyond digital ordering, PAR POS's API also integrates with FranConnect, a franchise management system that centralizes data handling across platforms. This integration creates a unified, scalable ecosystem that simplifies operations and supports the brand's rapid growth plans. With PAR's API-first approach, Port of Subs is well-positioned to continue optimizing operations while scaling seamlessly across its expanding footprint.

Transforming Back-Office Operations

Port of Subs has transformed its back-office efficiency and inventory management with the integration of PAR POS and PAR OPS. Custom dashboards now provide instant access to critical performance metrics, eliminating the need for manual, time-intensive reporting. These streamlined processes allow employees to identify food cost issues at a granular level, improving inventory control and minimizing waste.

One franchisee highlighted the time-saving benefits, saying, "Since moving to PAR OPS, I've been able to cut my Monday morning procedures from 3-4 hours down to just 1.5 hours. That alone is money back in my pocket."



The platform has also revolutionized how staff tackle inventory challenges. “In the past, if I had a meat and cheese issue, I would spend weeks counting everything multiple times daily,” shared another franchisee. “Now, with PAR OPS, I can identify over-usage in specific products and focus on quick checks, like ensuring we’re using the product correctly or not discarding ends.”

Inventory audits, which once took 2-3 hours for a \$35,000 stock location, now take less than an hour, saving an average of seven hours per week. These tools empower staff to focus on operational improvements instead of routine diagnostics, unlocking valuable time for training and guest experience enhancement.

With more actionable insights and reclaimed time, Port of Subs has optimized its operations, increased team productivity, and elevated the customer experience across all locations—laying the foundation for sustained growth and success.

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Elevating Efficiency from the Back Office to the Front Counter

With PAR's embedded payment solution, PAR Pay, Port of Subs has elevated efficiency from the back office to the front counter, ensuring smoother transactions and offering flexible payment options that cater to customer preferences. “The most significant improvement we've seen with PAR Pay is the time savings and the flexibility it gives our customers to choose their preferred payment method,” shares Capello. “Whether they pay with credit cards, mobile wallets, or cash, we save 45–60 seconds per transaction, allowing us to serve more guests during peak hours.”



PAR Pay's tipping program has been another game-changer, empowering staff to earn more through suggested tips displayed on customer-facing devices. This simple addition has significantly increased tip amounts, fostering a culture of appreciation and motivation among team members while enhancing the overall customer experience.

This integrated approach creates a ripple effect of benefits. Guests enjoy faster service and a seamless payment experience, employees feel valued and motivated, and the positive atmosphere encourages repeat visits, building stronger customer loyalty. By leveraging PAR Pay, Port of Subs has not only optimized front-counter operations but has also driven greater profitability and guest satisfaction—a true win-win for all.



Poised for Sustained Growth

As Port of Subs continues to expand, this strong infrastructure and trusted partner network ensures that every franchisee is equipped with reliable, easy-to-use tools. These tools provide the foundation for long-term success, enabling new locations to scale quickly without losing the operational efficiency or quality customers expect.

"We went from very manual processes for all of our departments to something that enables us to move faster," Capello adds. By focusing on a cohesive and efficient operational strategy, Port of Subs is ready to grow without compromising the fresh, high-quality experience that has made the brand a customer favorite for over 50 years.



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