

## Elevating Our Data Game: Duck Donuts Case Study

"What's a duck have to do with donuts?"



### Elevating Our Data Game

When Restaurant Business places you in the "Top Ten FastestGrowing Emerging Chains for 2018," and QSR names you to its "Best Franchise Snack/Treat Deal" for 2018, you better have your ducks in a row, operationally. One of the fastest growing donut franchises in the United States, Mechanicsburg, PA-based Duck Donuts is on pace to have 85 locations in 15 states by year's end.

Based on a need to implement Cloud POS across its Quick Service franchise, Duck Donuts recently joined the PAR Brink POS Software family, converting stores and adding new locations as they opened. "The PAR Brink conversion allows us to open avenues for growth," said Gary McAneney, Duck Donuts President.

**"This has really elevated our game. We went from reliance upon a legacy server-based system with third-party reseller support to a Cloud POS with responsive and direct support, top to bottom."**

McAneney, who joined in 2015, has 25 years of experience in both the food service and venue management business. As part of the transition to Cloud POS, the company created a centralized IT role.

Thanks to PAR Brink, the 12-year-old Duck Donuts brand launched online ordering and can now confidently roll-out a loyalty program

for guests. Visibility from the aggregated store data has already demonstrated that guests checks are higher when ordering online, analytics which reinforce corporate strategy and decision making.

**This enterprise level reporting is essential as the complexity grows across the multi-unit operation.**

"This is about reliability. We have confidence in the information we're receiving from the consolidated data," added McAneney. "That allows us to instantly change a menu and optimize over 20 pricing tiers. Plus, our employees have remarked how intuitive it is to learn the PAR Brink platform."



**Cloud-based Point of Sale software that is designed to scale with you. It's time to leave behind legacy technology and unleash your true potential.**

**Click below to get started!**

### About Duck Donuts



Duck Donuts was founded in 2006 by Russ DiGillo in Duck, North Carolina.

By 2011, Duck Donuts had expanded to four Outer Banks locations and the donut business was so successful that DiGillo was continuously approached about franchise opportunities by fans who begged for a Duck Donuts in their community.

The first franchise opened in Williamsburg, Virginia, in 2013; there are now 67 open franchise locations and more than 140 additional contracts in 23 states and 2 countries.