

NCR CASE STUDY

District



“Mobile accessibility is great. It takes 30 seconds to log into the site and see where we are.”

— Aaron Vogel, Partner, District

The customer

New Orleans-based District: Donuts. Sliders. Brew. is a new restaurant with a novel concept. Opened in 2013 by 3 friends with nearly 30 years of combined restaurant experience, District serves up a rotation of homemade specialties throughout the day, along with a variety of hot and cold coffees and espresso beverages. Peanut butter cup donuts or pork belly sliders, anyone?

The challenge

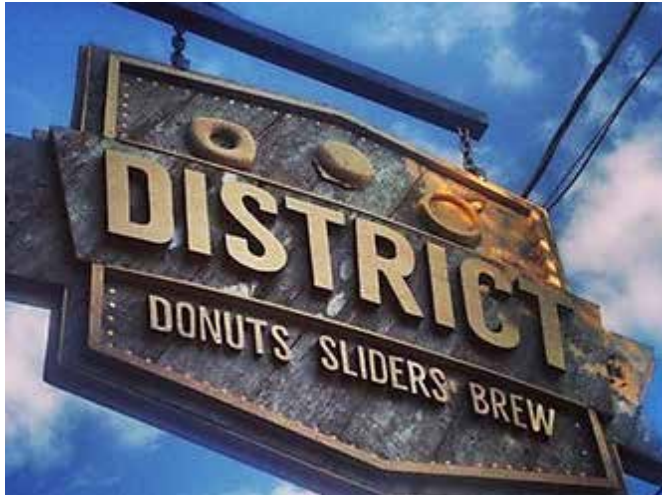
Having been in the business for decades, District's owners knew the key to success was to spend less time on cumbersome or confusing technology

and more on running a great operation. They also wanted to create an open, neighborhood-friendly space that would foster lasting customer relationships, and looked for technology that would support that customer connection by minimizing barriers between servers and guests.

Why NCR?

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The solution

In October 2013, District installed NCR Silver Pro Restaurant Edition, a sleek, iPad-based POS system that's easy to configure and offers real-time access to business metrics and reports from any web browser.

The result

Silver Pro is "super simple," according to partner Aaron Vogel, who now has better visibility into food costs and can track category sales throughout the day. "Mobile accessibility is great. It takes 30 seconds to log into the site and see where we are."

Employees are equally enthusiastic, according to Vogel, who says training is quick and easy regardless of background or level of restaurant experience.

Even customers comment daily — "Is that an iPad?" —seeing it as a part of a next-generation environment.

District has plans to use Silver Pro in its food truck, which will be hitting the road soon to support local children in foster care. All proceeds from food truck sales will benefit Crossroads NOLA.

Key features

Industry

- Hospitality

Challenge:

- More time to focus on running a great operation

Results:

- Better visibility into food costs
- Ability to track category sales throughout the day
- Quick and easy training

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