

## With PAR's InFusion™ Data Management Efficiencies, CKE Franchisee is Poised for Growth

Recognizing that restaurants increasingly need access to accurate, up-to-date data to be successful, Senior Classic Leasing adopted the PAR InFusion software suite to manage its 66 Carl's Jr. stores in July 2006. The La Palma, CA operator uses InFusion's application modules to streamline information exchanges with its restaurants—importing financial and operational data from them without the need for enterprise-level data entry, and providing the restaurants with timely reports on their sales, labor and other key performance indicators.

Senior Classic, which currently operates more than 100 restaurants (Denny's and Papa John's restaurants in addition to its CKE sites), has also brought its restaurant-level software support in-house, thanks to the InFusion™ software's simplified management and additional training from PAR. Because many support functions can now be handled remotely, Senior Classic has been able to reduce system "down time" and cut travel times for its technicians.

"With our previous software, we had a lot more down time because we didn't have direct access to the stores, or tools to fix issues at the store level," says Parth Metha, Director of Information Technology at Senior Classic. "One of the major advantages of PAR is that we do most of the software-level 'fixes' remotely now—we don't need to be at the location to do them. PAR has been great on training us on all the tools and more advanced technical levels, so essentially we've learned how to manage the software ourselves."

Improved remote management allows Senior Classic to use a single technician to support its 66 Carl's Jr. restaurants on a 24/7 basis. Previously, the company used an outside vendor for software support, "but he was traveling a lot more, since our stores are laid out in a 60-mile range," says Metha.

### Streamlined Data Integration

Senior Classic has also been able to save time, and to deploy its headquarters personnel more efficiently, by using the InSynch™ module to export data files, achieving automated integration with its central accounting and reporting systems. PAR handles this aspect of data management for the company, maintaining the connections to stores as well as the server where the data transfers occur.

"We're getting all the financial information, payroll information, and food



PAR POS

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Director of IT  
Senior Classic Leasing  
A Franchisee of CKE*

purchase data from the stores, and with the help of the export files function, we can integrate these with our accounting systems,” reports Metha. “Aggregating and integrating these is maximizing our efficiency by reducing the need for data entry.”

InFusion’s InQuire™ module has also helped Senior Classic make data sharing a two-way street, by providing restaurant managers with “a huge amount of information that store-level people can use to improve the business,” says Metha. “The most useful function so far has been the flash reports that keep the restaurant’s back offices up to date regarding sales, labor—all the key performance indicators of every management aspect of their business.”

### **Adding Restaurants Without Adding Staff**

With more streamlined data management and software support, Senior Classic hopes to grow without needing to significantly enlarge its staff. The company is on a growth path; it acquired its Denny’s restaurants in July 2007, and Metha believes the company could manage as many as 500 restaurants with the same staffing level he has now. The company is exploring the possibility of using the InFusion software to manage its other restaurant concepts. “An advantage with PAR is that the InFusion suite is suitable for all types of restaurants—quick service, food service or the pizza business,” says Metha. “Having all our processes on the same platform would be on the top of our list for the future.”

Metha also hopes to facilitate growth by using all the functionalities in the InFusion suite, including production planning and automated ordering, in the future. He has confidence both in the software and in the company behind it.

“I’ve had a great experience with PAR overall as a company, with the higher-level support that we require in terms of taking care of the software or any new items,” says Metha. “Let me give you an example: I was talking just yesterday to a senior developer at PAR, and I asked him for something that would make my time savings even better. Within 15 minutes he transferred all the information I needed to me.

“At every level, the people at PAR have been very helpful and understanding,” Metha adds. “We’ve had several custom requirements, and PAR has always been willing to go that extra mile and provide us with all the functionality that we request.”



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