

## CASE STUDY

## BUSINESS SYSTEMS



### Hurricanes Grill

Situated just across from Sydney's famous Bondi Beach, Hurricane's Grill opened its doors in 1995 specialising in premium quality King Island beef, tasty pork and lamb ribs and chicken dishes. All dishes are marinated in a special basting sauce which originated from South Africa and makes their flavour unique from traditional steak houses. Hurricane's Grill owners, Tony Teixeira, his partner Pauline Florian and Craig Goldberg have seen the restaurant increase in popularity over the years – with both the locals and international visitors.

Another unique feature of Hurricanes Grill is that at any one time, one of the three owners will be there to ensure patrons are experiencing only the highest quality of service and food.

#### Adding speed to service

Upon opening the restaurant, Florian, Teixeira and Goldberg all agreed on one thing - the use of technology to underpin efficient and effective service. "When we opened Hurricanes Grill, we had a combination of EPSON Point-of-Sale technology and paper-based ordering systems in place," Florian said. "While it worked well enough initially, an increase in the restaurant's popularity meant we needed to go that one step further.

"We needed to speed up the process between taking the patron's order and delivering it to their table. Minimising the time factor here was the most important thing, because the last thing we want in our restaurant environment is patrons thinking that it takes too long for food to be delivered to their table," Florian explained.

#### Upgrading with intelligent technology

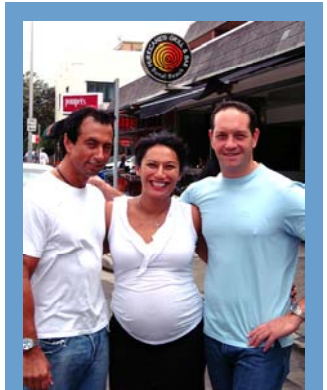
With a touch screen terminal and earlier models of EPSON's kitchen and receipt printers in use, the three partners turned to their systems integrators for advice. "They suggested we look at what EPSON and PalmTEQ had to offer as a combined solution," Florian said. "So after considering the options, we contacted a PalmTEQ representative and had him come out to our restaurant and propose a solution that would show us the best benefits - quickly!"

Requiring a solution for just the one location, Hurricanes Grill implemented two EPSON SR-600 terminals - one for the front desk and another for the bar area - two EPSON TM-T88III kitchen printers; two EPSON TM-U230 receipt printers; and six PalmTEQ hand-held WaiterPads for the waiting staff.

#### Speeding up the process

As the restaurant's reputation for quality of food and service continues to grow, the Hurricanes Grill owners have been able to achieve precisely that which is the dream of every restaurateur - full multiple dining sessions every night.

"We usually have so many people coming and going throughout the dining session, it's hard to keep track," Florian said. "But with the WaiterPads transmitting orders directly and automatically



"The new POS and kitchen printers are really quite impressive. Their speed, clarity *and* reliability in being able to withstand such a high demand work environment are precisely everything for which we could have hoped."

Pauline Florian  
Co-Owner  
Hurricanes Grill

For more information on how your business can benefit from an EPSON Business Systems Solution please call 1300 304 POS (767) and quote reference 40025

# EPSON®

## BUSINESS SYSTEMS

EPSON AUSTRALIA  
BUSINESS SYSTEMS  
Tel: 1300 304 POS (767)

VISIT OUR WEBSITE:  
[www.epson.com.au](http://www.epson.com.au)

HEAD OFFICE  
SYDNEY  
3 Talavera Road  
North Ryde NSW 2113  
Tel: (02) 8899 3666

ABN 91 002 625 783

# EPSON®

[www.epson.com.au](http://www.epson.com.au)



to the EPSON terminals and printers, we're able to see precisely what's going on at any time - right down to who has ordered and who has eaten. I have to say, the EPSON and PalmTEQ solution definitely makes for a more stress-free environment!"



With an EPSON SR-600 terminal located at both the front desk and bar, restaurant staff have what they consider to be ultimate control over the restaurant's operation. With the terminals running PalmTEQ software in a Microsoft Windows graphical environment, staff members are able to use the system almost intuitively. More importantly, staff members are actually spending *less* time using the terminals than they were doing under the previous paper-based order system.

"Prior to getting the EPSON and PalmTEQ solution implemented, we were having the waiters take a table's order and go straight to the terminal and manually key in all the details," Florian explained. "While it was effective to some degree, there could sometimes be a 10-to-15 minute delay between the order being taken and the details being processed by the kitchen staff. It was a case of too much time being spent entering details into the system instead of servicing the patrons.

"With the new system, there's no delay at all. The waiters are standing at their stations taking orders, which are automatically transmitted to the EPSON kitchen printers for the kitchen staff. The restaurant is running like clockwork and the positive feedback from patrons is great."

### Reliable technology

Having already had positive experiences with EPSON POS technologies, the three Hurricanes Grill owners were well aware of the quality and reliability of the EPSON POS terminals and printers. What they were not expecting though was such a large step forward new models in those ranges had undergone.

"The new POS and kitchen printers are really quite impressive," Florian stated. "Their speed, clarity *and* reliability in being able to withstand such a high demand environment are precisely everything for which we could have hoped. So much so, that we're already planning to extend our use of EPSON technologies to support a new takeaway part of the business, which will be opening right next door to the restaurant.

"Tony and Craig have been working on plans for a take-away side of the business for some time," Florian continued. "We're currently organising EPSON printers and touch screen terminals for that part of the business simply because we've been so impressed with the benefits we've gained in the restaurant. If we can speed up and improve the restaurant ordering process with technology, just imagine what we can do in a takeaway environment."

