



# Innovators in Retail Technology

## HOSPITALITY



The CBE Team has installed hundreds of sites incorporating thousands of systems and terminals across the hospitality sector, including Hotels, Bars, Restaurants, Sport & Entertainment Venues, and Fast Food Outlets.



*"Today CBE continues to lead innovation across the retail sectors of grocery, hospitality, fashion and general merchandise. Hospitality is one of the fastest growing sectors. CBE offers the solution of choice for many new and established hospitality businesses, from bars and restaurants to hotels and sports stadia. We provide a complete end-to-end solution from initial site survey through to installation, on-site training, and after-sales support."*  
John Henry, Sales Director

For over a quarter of a century, many of Ireland's best known establishments have looked to CBE for all that is best in EPoS, including the world's best hardware, food and beverage stock control software and front desk property management solutions.

**We Sell because We Service**



## CBE Hospitality Back Office

CBE Back Office provides a comprehensive stock system that enables complete control of your stock and profit. Its features include:

- Full product database with simple addition and amending of product details
- Simple, step-by-step product set-up using item wizard
- Simple and logical purchase order processing
- Comprehensive stocktaking showing true item profit
- Daily cashing up sheet
- Comprehensive keyboard layout program allowing for different button sizes, shapes, images, and layouts
- Easy drag and drop facility for adding new products to the keyboard

CBE provides a total solution for stock control, point of sale, and property management that facilitates a faster service and enables seamless and secure charging of expenses generated throughout the property to the room bill.

## Case study: Castle Dargan, Co. Sligo

Castle Dargan incorporates a four star hotel, 18-hole championship golf course and icon spa on 170 acres outside Sligo.

Management chose the CBE EPoS solution for its restaurant and bars, where it uses five touchscreen PoS terminals. They are linked to CBE's Hospitality Back Office food and beverage stock control system.

There is also a fully integrated link to the hotel's property management system. The main benefits include:

- Streamlining cash reconciliation by posting all transactions in bars, restaurants, function room, leisure centre/spa, and golf course to the front desk
- Real time updating of guest accounts
- Clearer itemised bill across all hotel facilities and at time of checkout
- Greater speed and accuracy of checkout process

*"Before we opened our new hotel, we carefully researched and considered the various options for an integrated EPoS system. The CBE offering ticked all the boxes. The service/training at time of installation and since has been second to none".*  
Noel Conlon, General Manager

## Wireless Ordering

CBE offers a Wireless Ordering solution that is used in over 17,000 restaurants worldwide. The Orderman System is specially designed for the hospitality industry.

*"It was revealed that by intelligently implementing wireless ordering systems, every business can achieve a remarkable increase in turnover of 8.5% on average"*  
Dr. Wolfgang Bachmayer, OGM Research

The main benefits of this system are:

- Optimum use of staff time
- Improved customer service
- Increased customer throughput
- Greater accuracy
- Increased profitability
- More professional image
- Happier customers
- Greater customer loyalty

*"We carried out a thorough search in Ireland and UK for an EPoS solution to meet our catering needs at Trinity College. With a high footfall in our different locations, we needed a robust, reliable system with real time management reporting... CBE exceeded our expectations at all stages, and continues to provide ongoing service that is second to none."*  
Percival Jauregui, Deputy Catering Manager, Trinity College Dublin

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## CBE Cashless Transactions

CBE has partnered with Magna Carta, a European pioneer in cashless systems, to provide an innovative smartcard offering for college, university, hospital, and company campuses. This system is now used in hundreds of hospitality sites throughout Europe.

There are many advantages to a cashless system:

- Safe, easy and reliable
- Faster transactions reduce queues
- Delivers happier customers and increased revenues
- Saves time, reduces overhead and improves security
- Streamlines secure transactions across a facility
- Interfaces with third party devices e.g. photocopiers, vending machines etc.



## Case Study - Toffs Nite Club

Toffs Nite Club is one of the largest and busiest nite clubs in Ireland. It is part of The Embassy Rooms complex that includes the Embassy Wine Bar and Grill, and The Belfry Pub (Black & White Best Newcomer Award). The entire business is powered by CBE EPOS and includes twelve terminals.

*"CBE has served our needs very well since 1984 and have helped us grow our business through effective EPOS solutions over a long period. In the night club business, there is a short window of time to make money and CBE systems facilitate most effective use of this time."* Kevin Quinn, Owner

## Business Benefits

Management at Toffs Nite Club have experienced numerous benefits from the new CBE system, including:

- Reliability: This is a critical success factor in a business that relies on two critical hours of business to gain the majority of its revenue.
- Reporting: This functionality enables more effective management of staff and the overall business.
- Stock Management: This module provides accurate and comprehensive stock management reporting, including orders, deliveries, shrinkage, wastage etc.



## Case study – Trinity College Dublin

Following an exhaustive search for a new EPOS solution among leading hospitality solution providers in the UK and Ireland, the catering management team at Trinity selected CBE's hospitality solution. Four touchscreen terminals with barcode scanners and weighing scales interface were installed in the Buttery Restaurant and The Java Coffee Shop. The Buttery caters for 6,000 people per day in its busy restaurant. The system is accessed at multiple locations throughout the college for management reporting.

One of the important features of the system for the college is the scales link. Management have found this feature to be invaluable in portion control. The system is more efficient and accurate, also removing the need to print a barcode sticker.

*"We carried out a thorough search in Ireland and UK for an EPOS solution to meet our catering needs at Trinity College. With a high footfall in our different locations, we needed a robust, reliable system with real time management reporting. We were surprised that the high level of technical specification required could be offered by an Irish-based company. CBE exceeded our expectations at all stages, and continues to provide ongoing service that is second to none. We initially installed 11 terminals and are now adding 3 more. The scales link to till is very impressive and has made our deli pricing more accurate and the offering more profitable. I would highly recommend CBE for any business operation."* Percival Jauregui, Deputy Catering Manager

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# HOSPITALITY



## Case Study – Bewley's Café Grafton St., Dublin

In October 2006, Bewleys asked CBE to upgrade its hospitality point of sale system. The new system consists of 14 Touch screen terminals each linked to a back office food and beverage stock control system.

Bewleys subsequently decided to add handheld ordering terminals to their existing system in April 2008. After assessing their requirements, CBE installed four Orderman terminals.

*Paul Dwyer of Bewleys said that he "is very impressed" with the new system Bewleys can now run their business much more efficiently, especially during very busy periods. He adds, "It has made an important contribution towards a smoother running of the business and a more effective customer service".*

## Case Study – Enterprise Ireland

Enterprise Ireland recently occupied its new Dublin head office in East Point Business Park in a move that consolidates three divisions of the organisation. They decided to implement a cashless system for their food and beverage sales in the restaurant and coffee dock areas.

Employees were supplied with smart cards with credit loaded centrally; these cards may then be presented at the till and card balance reduced based on purchases made. Visitors to the site can also use this system and may get a cash refund at the visitor money terminal at the end of their visit if any unused credit remains.

CBE in conjunction with Magna Carta, a cashless payment provider, developed the complete cashless solution to meet EI's requirements. There are 650 people working at the complex, so the smooth operation of the cashless system is imperative.

According to Fran Mc Grory of Enterprise Ireland, "The system has worked faultlessly since its introduction, and the feedback from users is very positive. CBE's personnel linked in seamlessly with our team to build a successful system that we are very happy with".

## Case Study – Thomond Park

Thomond Park, Ireland's newest stadium, recently re-opened with an increased capacity of 26,000.

CBE was appointed by Masterchefs Hospitality to provide integrated EPOS software and cutting edge systems at the redeveloped Limerick stadium. This project involves over 50 terminals across 20 different types of outlet within the stadium, from corporate hospitality to fast food to beer-only service counters. CBE understands the need to serve large numbers of people within a very short window at major events, and we provide the systems that enable you to optimise sales and profits during these critical periods.

*"This is one of the biggest projects we have been involved with to date and were delighted to have CBE as our EPOS provider. With more than 100 operators working across 20 locations within the stadium, we needed a robust, reliable solution to enable us to serve the maximum number of people within a very short space of time during a stadium event; CBE has provided that through its highly effective and centrally controlled hospitality solution. I am happy to recommend CBE for projects of any size," Pat O'Sullivan, MD Masterchefs Hospitality*



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