

# Craftworks Gains Above-Store Visibility into Operational Costs

*Biz Intel suite from CtuIt RADAR suite helps streamline POS data, labor, food costs and more*

CraftWorks Restaurants and Breweries ([www.craftworksrestaurants.com](http://www.craftworksrestaurants.com)) operates nearly 200 restaurants under 14 different brands, including Old Chicago, Gordon Biersch Brewery Restaurants and Rock Bottom Restaurant & Brewery.

For CraftWorks, operating a successful and growing business had several challenges. Management needed not only visibility and accessibility to their point of sale (POS) data across multiple locations — but also required a much more comprehensive view into all operational functions within their business including payroll, inventory, purchasing, recipes, sales and labor to

## THE SOLUTION

CraftWorks selected CtuIt RADAR ([www.ctu.it.com](http://www.ctu.it.com)) to achieve business insight into all of its locations. RADAR provided a comprehensive integrated suite of highly configurable modules allowing CraftWorks management and staff to easily navigate POS data at a glance as well as Inventory, Recipes and Accounts Payable information via a series of modular based intuitive decision support tools. As the company continues to grow and expand, the implementation of RADAR provides an easy, accessible method for visibility into the entire organization. All levels of the organization from executives to the executive chefs use

RADAR to view how the operation is performing.

CraftWorks implemented the base CtuIt RADAR modules along with optional modules including general sales ledger (financial module), accounts payable, inventory, recipes

and payroll. RADAR is designed to provide critical information essential to the needs of CraftWorks. CtuIt extracts the critical data from sales, labor, and accounting that yields key intelligence upon which profitable business decisions are made.

## THE RESULTS

Being POS agnostic, RADAR easily integrated with the variety of POS systems installed at CraftWorks, such as Micros, Aloha and Positouch. As the company acquired more stores, RADAR was rolled out effortlessly, immediately gathering business intelligence on the new and existing locations irrespective of the concept under the CraftWorks banner.

RADAR helps to streamline and negate a lot of manual invoice data entry by implementing Electronic Data Interchange (EDI)

via multiple vendors. The electronic invoices flow directly into the accounts payable module which drives the cost calculations via their purchases.

CtuIt RADAR offers CraftWorks a web-based recipe management solution that gives their team detailed insight into theoretical vs. actual food costs and how they impact the bottom line. Now they have seamless access to a consolidated and online database containing all recipe ingredients fully integrated with food costs (derived from the purchases in the accounts payable module). This ensures both consistent food quality and comprehensive cost management throughout their entire organization.

"The ROI with these cost basis improvements, as well as other General and administrative savings gained by implementing CtuIt was over 2.5%," stated Alex Birnbaum, vice president information technology for CraftWorks.

"In addition, the RADAR solution has a wealth of labor orientated charts, alerts, dashboards and reports that have made a significant contribution in terms of effectively managing our labor resources across each concept and locations at a corporate, regional and restaurant level right across the USA. The labor savings for CraftWorks have been recognized as 1%, which for an organization our size is quite considerable," Birnbaum went on to say.

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*- Alex Birnbaum, VP of IT, Craftworks*

better understand the health of the overall business. However, manually consolidating reports from across the business took several days to complete. Along with different systems in place for payroll, inventory and accounts payable, staff had to comprehend non-standard processes and data in multiple geographical locations.

CraftWorks required a turnkey solution for the entire company to access operational information anytime, anywhere. In addition, this solution would have to not only be POS agnostic and easy to install across the current set of legacy systems in the company, but ideally be on one central web-based platform that could encompass their other areas of operations and provide an environment for scale to support their growing business.



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