

Asian Too uses POSIFLEX-Digital Dining to provide better quality service

Background:

Asian Too, founded in 2004, is a fast casual restaurant serving Asian-Fusion cuisine in an open, attractive and comfortable environment. They serve freshly made appetizers, salads, wraps, and entrees from recipes that span the Asian continent. They also have a full menu of fresh made sushi, as well as a Boba tea bar. Asian Too also operates an Asian Too Express, which takes select favorites from the Asian Too menu and puts them into a quick service environment for malls and airports.

Challenge:

Asian Too was using traditional ROM based cash registers for their quick service stores, but needed a system that was stable, reliable and easy for their employees to use and operate. "We have very high volume restaurants and losing a terminal is just not an option," stated David Hansen, Vice President.

Solutions:

Through Absolute POS, Asian Too installed the POSIFLEX JIVA 5815 utilizing the Digital Dining software, which allowed them to process orders more quickly and efficiently. Asian Too's goal is to have a vertically integrated organization where the data flows directly from their point-of-sale to their office and accounting systems. In addition, Asian Too's management team also wants to have an easy-to-use web ordering system for their take out customers.

The Digital Dining system offered Asian Too the flexibility with data and reporting for integration and expansion into their current office systems. "The systems are very configurable and easy to use," stated David, "they have been working well in our extremely fast paced environment. We feel the Digital Dining system provides us a great platform for managing our data as we grow our business. "

Results:

Asian Too currently has three locations with the POSIFLEX / Digital Dining system installed. Asian Too's management team is currently exploring various growth strategies including franchising, licensing and operating partnerships.

"We will not only continue buying the POSIFLEX and Digital Dining system for our operations, but recommend them as well," said David Hansen.



Asian Too interior



POSIFLEX 5815 terminal set up in Asian Too



Asian Express



About Digital Dining: Digital Dining is both recognized as a pioneer in the hospitality point-of-sale (POS) market and as an innovator in functionality and features. Now in its 22nd year, Digital Dining has been installed at more than 30,000 sites throughout North America from quick service to table service and everything in between. To learn more about Digital Dining, visit www.digitaldining.com.

About POSIFLEX: POSIFLEX has conducted business worldwide since 1984, a true engineering and design manufacturer of POS products in ISO 9001/9002/14001 certified factories in Taiwan. POSIFLEX has been awarded 23 patents worldwide for its innovative designs. POSIFLEX integrated POS terminals and peripherals are ideal for hospitality, retail, and a growing number of vertical markets. To learn more about POSIFLEX, visit www.posiflexusa.com.