

Texas Dairy Queen Operations Management Raising the Bar with JUMPWARE-POSIFLEX system

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Through an email advertisement sent by Blue Star, an authorized distributor of POSIFLEX, Jumpware decided to evaluate the POSIFLEX JIVA-5815 all-in-one touch system. By integrating POSIFLEX hardware and Jumpware software, Mr. Babic found the hardware to be well engineered, the software easy to install, and received excellent technical service. The hardware is backed with a 3-year manufacturer's warranty that includes peripherals.

With this experience, Mr. Babic recommended to Bill Hall, Texas Dairy Queen operator, that he use the JIVA-5815 Series terminal with printers and cash drawers. Accustomed to the reliability and security of basic cash registers, the franchisee insisted on a robust, compact touchscreen system designed for a harsh restaurant environment, backed with a strong warranty. With the livelihood of five restaurants at stake, low maintenance of both the POSIFLEX hardware and the JUMPWARE software and the overall system cost were at the top of the criteria list during the selection process.

The new POS solution resulted in easier and more accurate order taking; faster customer cycling; greater flexibility related to menu and price changes; integrated, high-speed credit card interface; an option to integrate a self-service kiosk station; automation of many tasks previously done manually resulting in time savings; useful, real-time & historical sales, product mix, payroll, inventory, bookkeeping and assorted reports; and overall, a much clearer picture of the performance of the business. For example, one of the DQ restaurants estimates a 2% (or about \$4000/year) reduction in food costs alone as a result of switching to the JUMPWARE-POSIFLEX solution.