

# DataSmart

## CASE STUDY

### **Bruster's Real Ice Cream sees DataSmart streamlined reporting as the way of the future.**

Bruster's Real Ice Cream, based in Bridgewater, PA, USA, is one of the countries leading franchise chains with more than 260 outlets in 18 northeastern, mid-Atlantic and southeastern states.

The first to embrace the DataSmart reporting system were Bruster's franchisees in McDonough, GA and Marietta, GA, with the versatile web based system linking directly to their Uniwell POS terminals.

Drivers behind the decision to make the move to DataSmart were Christina Parker (McDonough's franchisee and VP of Operations) and Rick Deemer (Marietta's franchisee and Director of Southern Operations). Both wanted a system that would streamline their existing reporting and consolidate and simplify sales and data information.

DataSmart proved more than up to the task. With standard and customised reports available, reporting simplified and consolidated, monitoring the business became much easier and quicker.

Key DataSmart reports now arrive automatically via email first thing each morning allowing the management team to review information and to easily identify sales trends. Additionally, on line analysis of any sales period can be carried out at any time.

**“DataSmart is an incredible system and not just for Bruster's but also for other QSR's. There are many programs out there but the customer service and willingness to personalise is a factor that makes DataSmart more desirable than others.”**

Christina Parker

Over in Marietta, Bruster's used product sales information sourced from the DataSmart reporting system to launch a weekly sales building competition. Individual employee product sales were monitored, resulting in increased suggestive selling and creating a competitive buzz within the team.



**“From a franchisors perspective, the Uniwell / Maxtel system has allowed us to achieve our data collection objectives without having a PC directly tied into the POS system.”**

Rick Deemer

Christina and Rick are happy with their decision to utilise the Uniwell / DataSmart system and collectively commented on two key advantages which mean the most to them.

**“It is easy for the franchisee to monitor costs and increase sales opportunities and it's easy for the corporate teams to evaluate sales trends etc. It will help franchisees save time and costs, allowing them to focus on their teams and building sales.”**

**“The ability to customize our essential reports, have the information available in MS Excel format and readily adaptable to charts and graphs.”**

Christina and Rick are now Uniwell / DataSmart enthusiasts and highly recommend the system to other franchisees as an efficient business tool. Such was the success of the McDonough and Marietta initiatives, Bruster's have now standardised on Uniwell / DataSmart for all new stores and store transfers.

**DataSmart**  
Smart reporting systems  
for the hospitality industry.

To find out more  
about DataSmart:

Jenny Chen  
jenny@maxtelsoftware.com  
www.uniwelldatasmart.com

Ph: +64 (0) 9 827 8920  
DDI: +64 (0) 9 827 9303  
Fax: +64 (0) 9 827 8950



Maxtel Software Ltd

PO Box 15 217,  
New Lynn, Auckland  
0640, New Zealand