

DataSmart CASE STUDY

Buffalo Wings flying high with DataSmart web based reporting.

Buffalo Wings is a highly successful fast food franchise based in San Salvador, El Salvador, Central America. Their sites are most predominant in the El Salvador region but extend to Guatemala, Honduras and Colombia.

Motivation for the move to DataSmart reporting stemmed from the parent organisation Cireba SA de CV. Their accounts and marketing teams needed sales and product look-up information on demand and in a format that was quick and easy to use. In addition they wanted to reduce the time and expense previously involved in manual consolidation and interpretation of data.

Opting for the creation of a number of customised reports, accessed directly via the internet as and when required, DataSmart now delivers the precise information needed to efficiently manage the business.

Angel Lizama, Cireba's IT Manager is delighted with the outcomes.

“DataSmart gives us immediate access to all the necessary information with just a computer and the internet. We now get sales data and key indicators in a form that's tailor made to suit our needs.”

DataSmart is now installed and operating in 12 Buffalo Wings sites and 1 sports bar, with further expansion planned. In each site DataSmart links directly into Uniwell point-of-sale systems with no human intervention, keying errors or incorrect interpretation. Accuracy is an inherent feature of the Uniwell DataSmart combination.

“There's no doubt in my mind that having the information available from DataSmart, in the way it's presented gives us a competitive advantage. It's totally the right fit for a business of this type.”



DataSmart systems can usually be installed and fully functional within a week.

And as staff are not involved in any aspect of processing reports, training is not required. According to Angel Lizama, DataSmart has delivered beyond expectation and those in the management team who use the reports are more than happy with the outcomes.

“Making the move to DataSmart was a very good thing for us. The reports help us make more informed decisions which in turn brings more focus on profitably growing the business. It's also surprisingly inexpensive which is an added bonus in today's cost conscious environment.”

DataSmart
Smart reporting systems
for the hospitality industry.

To find out more
about DataSmart:

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