

## ORDERMAN Showcase Nr. 1: PETER ESTERER, Salzburg Austria

### “WITH UP TO TWO EMPLOYEES IT MAKES GOOD SENSE; WITH MORE THAN TWO IT IS ABSOLUTELY NECESSARY

... to work with ORDERMAN”, says the 36 year-old restaurateur from Salzburg. He knows what he is talking about: He uses the wireless ordering system from the Salzburg manufacturer in three very different restaurants, STADTALM, ALTER FUCHS and STIEGL'S CORNER, and it is a complete success at every location. He wants to share his experience with his colleagues “because it makes life in the restaurant business a whole lot easier.”

#### The first year without ORDERMAN: Nothing but stress.

“2001 at the Stadttalm was nothing but stress: newly opened, no experience and crowds of people rushing the restaurant when the weather was nice - it was unbelievable. It could happen that you were alone in the restaurant on a rainy day when suddenly the skies would clear and the sun would come out and within 10 minutes the restaurant patio would be bursting with guests.” In the case of this idyllic little restaurant near the new museum in Mönchsberg, that means no less than 120 seats outside and another 55 inside. With that many guests the service personnel doesn't get much chance to enjoy the wonderful view above the city.

#### Concerns about the investment costs: Looking back, simply absurd.

His partner was initially against installing the system: “The investment costs were high enough that you wanted to sleep on it before making a decision.” The decisive factor was an offer to try the system from the cash-register sales company BHS Datensysteme, “after a month we were fully sold on the system. Now, the 4 to 5 employees, including temporary staff, constantly use 2 ORDERMAN systems and we always have one in reserve for rush times. During the quiet times when we reduce the seating to 70, one service employee can handle the entire restaurant alone. That is only possible because ORDERMAN saves the time spent at the cash register as well as quite a few kilometers of running back and forth,” says Peter Esterer and



Peter Esterer in front of one of his three restaurants, the ALTEN FUCHS in downtown Salzburg. “I don't even want to think about what the Festspiel season, Advent weekends, Mozart year or even nice evenings on the restaurant patio would be like without ORDERMAN. No waits at the cash register, no misplaced orders, less personnel costs, more in control - and on top of all that, more time for the guest: All this means that the ORDERMAN pays for itself in practically no time at all.” In addition to the raw numbers, personal experience also speaks for ORDERMAN: “My people would go on strike if I took away their DONs.”

recommends that all of his colleagues purchase an ORDERMAN system:

#### “Just 3 forgotten beers a day ---

and that is a low estimate, it doesn't have to be on purpose, it is simply that the stress factor (you have often heard this word, we will come back to it in a bit) in this job is enormous, as you run past someone orders something, you remember to bring it, but forget to type it into the cash register - it just happens. With ORDERMAN however, it can't happen anymore: with the push of a button you place the order right from the table, a colleague begins preparing it while you are still busy with the guest taking the rest of the order, the amount of time that is saved during the course of a day is simply enormous, and there is no need to worry about controlling because it functions automatically.”

#### The young register? at the ALTEN FUCHS (Old Fox).

At his second restaurant, the ALTEN FUCHS on Linzer Gasse in Salzburg, ORDERMAN was there right from the start. No wonder considering the positive experience on the mountain. On

#### Relieving stress in three very different restaurants.

Together with a partner, Peter Esterer has also been running the STIEGL'S CORNER at the main train station since 2005. The restaurant offers seating for 80 guests inside, and another 100 outside, and of course it is equipped with an ORDERMAN system. “Now and again I hear that service with the device is impersonal. Then I always have to ask what is more personal about scribbling an order on a scrap of paper? And the argument that the system doesn't allow for special requests is also unfounded: With the fax function I am connected online with the kitchen - you can't get any more direct than that.” Peter Esterer also enjoys a remarkable savings in time when it comes to training new personnel specially temporary staff: “The combination of PLU numbers and daily specials is ideal. Everyone chooses what works best for them.”



#### Reduce the stress factor and increase the turnover: The ORDERMAN Money Machines.

- Proven increase in turnover
- No more lost time ringing up orders at the cash register
- Effective use of personnel
- Easy management without extra effort
- Designed especially for the restaurant business: robust and water proof

the advent weekends, when the door opens and doesn't ever shut again, and the ALTEN FUCHS fills up with hundreds of Italians, the staff moves out with the support of ORDERMAN DON. During the warmer seasons, the patio fills up with another 30, and the courtyard with another 70, hungry and thirsty guests that more or less patiently wait to be served.

one or the other question in person, or if you just want to enjoy his outstanding hospitality, you can visit him any time: his restaurants are well worth the journey!

ALTER FUCHS  
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