

# Case Study: Orderman in Vapiano



## CASUAL AS MOTTO

What is a 100-year-old olive tree doing in a restaurant?

The olive tree is part of the standard décor of every Vapiano restaurant. It is a symbol of Italy and an identifying feature of this classy pizza and pasta bar.

The name Vapiano comes from the Italian saying „chi va piano va sano e lontano,“ which roughly translates to “If you take life easy, you live longer and healthier.” And you’ll certainly find yourself in a vacation spirit when you eat at any of the 55 sophisticated, mediterranean Vapiano locations worldwide, with freshly made pasta, crisp salads, homemade desserts, fresh herbs. Plus an open-view kitchen, where everything is made fresh before your eyes, a glass production area, where you can watch as eleven different types of pasta are made, and a stylish bar with an assortment of coffee specialties and selection of fine wines.

In fact, the entire restaurant was designed by an Italian architect, none other than Milan design star Matteo Thun (Alessi), whose vivid imagery and red motif add to the concept “fresh casual”.

### Individuality to the nth degree

The guest is the most important part of their business. Guests should feel at ease and all their wishes should be met. Guests can speak directly with the chef preparing their meal, during the cooking process in the open-view kitchen. Guests are not dependent on service staff or a table number, and can move freely between station, table and patio. This is all possible thanks to a chip card that registers all food and drinks.

### The human element

Not only customers but also employees – our Vapianists – are at the heart of Vapiano explains CEO Mirko Silz. “To be successful in the restaurant business, you have to focus on people, that is, employees as well as customers. Happy employees make for satisfied customers – and satisfied customers are the basis for our business.”

### Providing guest added value and boosting additional sales

Approximately two years ago Vapiano therefore added two Orderman Max2plus handheld units with two belt printers at each location and two to three Orderman card readers. “Orderman is not yet present at all of our locations but we are in the process of equipping all of our restaurants. We want to provide our guests added value and make their visit to Vapiano even more pleasant. For financial reasons, we also want to spur additional sales,” states Silz.

### Good teamwork between service and bar

For a chain that sells some 800 to 1,000 meals per day, additional sales quickly add up. “Use of Orderman handhelds requires good teamwork between service and bar, because while the wait staff takes customer orders the meals are already being

prepared behind the bar. In addition, we enable guests to relax in the evening after work without having to get up. This also gives customers more time to relax – and a good opportunity for a drink afterward.”

### “Orderman was the right choice!”

It is no surprise that the pasta and pizza bar always seems to be the talk of the town: “You can’t stand still – you must always take an innovative approach to the future. The investment in Orderman was a step forward and has entirely paid for itself. Satisfied customers, higher average checks, all in all a complete solution,” states Silz. In conclusion, he sums up Vapiano’s recipe for success: “Success in the restaurant business comes from a love of detail and all the right decisions. And Orderman was the right decision!”

Vapiano SE

Per location: 2 Max2plus handheld units, 2 belt printers, 2-3 Orderman card readers, 5-9 Orderman Touch Terminal registers  
E-mail: info@vapiano.eu  
Web: www.vapiano.com

Installation: MS POS GmbH  
Contact person: Konstantin Gergianakis  
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[www.orderman.com](http://www.orderman.com)