



OVERVIEW



Erich Luichinger, Pieology Franchise Owner (left)

GOALS

Improve speed, accuracy and customer service

SOLUTION

Integrate the **970 PrintPad** to coordinate POS receipt to pizza ID tag number.

RESULTS

"...more accurate orders, and faster customer delivery"

Erich Luichinger Pieology Franchise Partner

PRODUCT SOLUTION

CloudBox's **970 PrintPad**, the **PRINTWORX Lite** custom label/ticketing printing solution Bixolon receipt printer

ABOUT PIEOLOGY

Starting out as a family business in a single location, Pieology has grown to over 150 franchise stores creating quality custom pizza.

www.pieology.com

ABOUT CLOUDBOX

Since 2006 the principals have provided hardware and software solutions for a wide range of labeling, receipt and ticketing projects for retail and hospitality from SMB to enterprise.

www.cloudboxinc.com

ABOUT SOUTHERN BARCODE

Two decades of supplying, servicing and integrating bar code systems, labeling, POS hardware/software.

www.southernbarcodellc.com



Pieology – 78 Billion Pizza Possibilities A Ticketing Solution for Every Knead



Running a successful Pieology franchise is more than serving a quality menu; it is all about creating and effectively managing work flow to get the right food, to the right person, at the right time. With the CloudBox solution, the ticket became part of the order work flow process to assure customers were served quickly and generate up-sell sales.

Pieology recently was named the fastest growing fast casual food chain in sales and unit change by Technomic's, a food industry research firm.

Pieology in 2017 also earned a slot in the top 14 Fast Casual's "Movers and Shakers Award" among 76 brands. Technomic's reviews, *"Pieology hits all the right notes of a growing fast casual concept: quality ingredients, speedy service and good value"*.

Starting out as a family business in a single location, Pieology has grown to over 150 restaurants. With more than 78 billion pizza possibilities, Pieology gives people the power choice so when it comes to taste, it's like visiting the first time, every time.

Erich Luichinger, Pieology Franchise Partner, owner of multiple restaurants in the Cincinnati area, came to CloudBox with the following challenges:

- Tie the POS generated customer order number, to the pizza ID number, which speedy table delivery service
- Generate a ticket to simplify double-checking the customer's order

Marriage of Pizza ID with Customer Order. Pieology needed a way to correlate the unique 3-digit ID number metal tag baked with the pizza, to the customer order number generated by the Point of Sale receipt.



Like all restaurants there are peaks and valleys for lunch and dinner service. When it is slow, getting the right pizza to the right customer is easy. However, at peak rush hours it gets more complex. It was challenging to coordinate lines of customers against the flurry of fresh pizzas out of the oven, then matching a mountain of pizza ID numbers to POS customer receipts.



This situation could be a source of delays and customer frustration, staff confusion and lukewarm food. This is unacceptable to Pieology's high standards of *"creating a pizza from your imagination. Then feed it."*

970 PRINTPAD PROFILE

Purpose built for business desktop label, ticket or receipt printing.

INTEROPERABILITY

Stand Alone - complete transparency to corporate network. 100% Interoperable - no interoperability testing needed.

Compatible - runs on virtually any label or receipt printer.

ACCESSIBLE

Easy Access - simple 2-line display and alpha/numeric keys for input.

Easy Updating - cloud enabled. Can be updated online or via a USB Stick

BUILT FOR BUSINESS

Rugged form factor - less likely to get lost or stolen versus consumer tablet or smartphone.

Versatile - use as desktop solution for a wide range of ticket or label printing requirements. 10 standard label designs, with customization option

970 PRINTPAD FEATURES

Linux based

SQL-enabled

2 or 4 USB ports

PS/2 & USB for barcode reader or other device connection

RJ11 network port

Customization via **PRINTWORX Lite** labelling & ticketing software

Alternative Desktop or mobile models available depending on exact requirements

Erich Luichinger, Pieology Franchise Partner, observes, *“What the CloudBox PrintPad did, is tie the POS order number with the pizza ID number on a single receipt. This allowed more accurate orders and faster customer delivery to get the right pizza, to the right person, in the quickest time.”*

Future software developments can also include tighter integration between CloudBox and the POS software to create a best-in-class, work-flow process. For Pieology, that results in a seamless integration of the pizza ID number, and the customer order number all into a single POS receipt.

Mr. Luichinger, after running the CloudBox pilot through the peak summer months noted, *“significant improvements of speed, accuracy and order throughput from taking the order to delivering a piping hot pizza to the table”*. Even before the CloudBox pilot program was completed, Luichinger decided to implement the CloudBox ticketing solution in his next new restaurant.

Luichinger concludes, *“Creating a great custom pizza is what we do best. CloudBox helped us to quickly serve a quality pizza to keep customers coming back”*.

The solution is enabled using PrintPad’s unique Embedded SQL processing power (see Feature Spotlight details below). This allows for an even tighter integration of the PrintPad with the POS if required.

CLOUDBOX FEATURE SPOTLIGHT

Unprecedented Label Processing Speed



Complex labels utilizing multiple tables causes a conventional printer to slow to a crawl. CloudBox’s ability to generate labels, receipts and tickets faster than traditional printers is the result of adding business logic with PRINTWORX Lite customizable label and ticketing templates. Running SQL databases through an embedded processor allows CloudBox to handle many and varied customer requirements and applications.

PrintBox is unique in that it can either run a full SQL database implementation, or a simple label template file. Using SQL also means an easy interface to EPOS and PLU/pricing databases, and performing direct and “live” price / product feeds online between two environments is possible - not achievable with traditional printers using a flat .CSV file.



PrintBox 970 Pieology Receipt