

**Max & Erma's Restaurant**



**OVERVIEW**

**Problem**

Do a complete POS hardware and software refresh for 28 Max & Erma's locations as quickly as possible with minimum disruption and cost. The legacy POS system was experiencing downtime and not robust enough to integrate and provide the new owners - the Glacier Restaurants Group - the necessary integration and reporting to managed with their suite of five other concepts.

**Solution**

Data Northwest, a Montana based Aloha and Posiflex System Integrator, staged and installed 28 Max & Erma's Midwest and north east locations, over 200 pieces of equipment, in 35 days.

**Results**

GRG now has throughout its six concepts the same corporate standards for ease of reporting, management and analysis with no interruption in service.

**XT Series Touch Screen Terminal**

The XT Series terminals deployed by the Glacier Restaurant Group running Aloha software have been deployed over years with maximum uptime in the most strenuous hospitality environments. Spill and dust resistant models are completely solid state with no moving points of failure. The XT series has an adjustable neck for optimal viewing, so flexible it even folds flat. To minimize cable clutter, the multi-function terminal base can integrate its own power brick and a 24V PoweredUSB for direct printer connection. Optionally a second hard drive, battery backup and 8-port hub (in place of the PoweredUSB) can be included.



**POS Rollout - 28 Restaurants in 35 Days**

When Glacier Restaurant Group (GRG) purchased the Max & Erma's restaurant portfolio in late 2015, the goal was to update and invest in the brand to deliver "the best guest experience possible," said Brad Ridgeway, GRG president.

Max & Erma's was first founded in 1958 in Columbus, Ohio, by Max & Erma Visocnik, who sold their local tavern of the same name to two businessmen in 1972. The businessmen kept the name and went on to turn Max & Erma's into the family-friendly and eclectic American brand that it is today. However, the company fell on hard times in the last 10 years before GRG's acquisition.



GRG's company executives were confident they could rebuild and return Max & Erma's to its original glory.

In six months time, GRG has made the necessary changes including POS and kitchen video upgrades to make the national Max & Erma's 44-unit a brand of the future. That investment included a complete overhaul of the company's outdated legacy POS terminals, replacing them with Posiflex XT Series touch screen terminals and Aloha POS software. Posiflex / Aloha has been GRG's standard POS hardware / software configuration for years, with

use in five other restaurant concepts - MacKenzie River, Cia Mambo, Craggy Range Bar & Grill, Latitude 48, and Chalk Board.

GRG's, Director of IT Operations, Dave Turk, notes, "It's important that we maintain consistency and maximum uptime across not only a chain, but the entire Group. Aloha and Posiflex makes it happen".

Tom Wilson, president of Data Northwest, an Aloha POS dealer specializing in restaurant and retail solutions, said his company has replaced about 28 "old legacy system" Max & Erma's terminal locations - in 35 days with 200 Posiflex / Aloha systems. The terminals were replaced within 35 days between December 2015 and January 2016 primarily in Ohio, Pennsylvania, Wisconsin and Michigan - but staged and managed out of Montana. The remotely

managed rollout was executed with no disruption to Max and Erma's business as replacement systems were installed during off hours.

The update was made because the former system "was not keeping up with times," Wilson said. And therefore, required a complete overhaul. "Posiflex is our choice of terminal because it just works... and works. We've been using Posiflex and Aloha throughout the Glacier Restaurant Group either to replace legacy systems, or in new installations. The Posiflex XT3915 with a solid state drive (SSD) and the option

of a backup battery in the terminal base is an ideal configuration to run Aloha POS software - GRG's standard configuration."

During the installation process, Wilson and his team had to work remotely



to set up both the hardware and software systems while a trained team of installation technicians worked in each Max & Erma's location. Before the actual installation there was a huge looming task that 28 restaurant locations with 5 - 7 terminals, all had to be built concurrently. In a rented warehouse over 1000 boxes consisting of terminals, kitchen video, printers, keyboards, monitors, switches and file servers had to be staged, integrated, configured, tested and then remotely managed from Montana for 28 locations scattered throughout the Midwest and north east. Once equipment was installed on-site in the restaurants "we needed complete plug and play," Wilson said. "It was important that when we went live with both Posiflex and Aloha, there were no errors." With the deployment of 200 POS systems in 28 locations, in 35 days, every custom cable, dip switch and part worked so Max & Erma's experienced 100% uptime. "Every system got to the right place, at the right time, booted up,

and ran ... with not one failure," notes Wilson.

Now that everything is installed, Wilson and his team logs uses when necessary a "fix one, change many" strategy through Aloha's remote management "Command Center" feature to manage settings or other configurations. "Configuration Center" empowers Data Northwest reach to make menu changes and broadcast modifications throughout the chain, but still have flexibility to customize for local menu preferences.

"We've been carrying Posiflex terminals for years and we started using them because we had another terminal that gave us lots of problems," Wilson said. "They're very reliable terminals and they run extremely well. For a terminal, a restaurant is like a battle zone where it is near the kitchen, getting wiped off with a wet towel, servers with wet hands and food and drink is usually only an arm's length away, and the terminal is in constant use, but Posiflex just keeps marching on."

### About

**Glacier Restaurant Group** portfolio of high quality restaurants concepts, while different in design, ambiance and offerings, all share the common commitment to provide distinctive and memorable dining experiences for guests. Concepts located across the United States employing over 2000 employees include MacKenzie River Pizza, Grill & Pub, Max & Erma's, Ciao Mambo, Craggy Range Bar & Grill, Latitude 48 and Chalkboard.

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— Tom Wilson  
President of Data Northwest  
Aloha POS dealer

**Data Northwest** Our business plan for selling hardware and software emphasizes service and support. Hardware is important, but without good service, the best hardware is useless when there is a problem. We have learned the importance of standards. Businesses cannot afford to be test sites for unproven systems. Data Northwest fulfills the complete obligation of customer service and support in an ongoing manner. We are there from the beginning, and know your satisfaction is what keeps us in business.

**Posiflex** since 1989 has designed, engineered and manufactured Point of Service (POS) terminals with a long legacy of reliability and durability. Today, Posiflex has a full line of touch screen tablets and terminals, peripherals and services.

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