

# Red Robin® Gains Reliability and Productivity by Selecting POSIFLEX for its POS Needs

Red Robin delivers great "American Gourmet Burgers and Spirits" to its customers

## Background

**R**ed Robin ([www.redrobin.com](http://www.redrobin.com)) founded in 1969, is a casual dining restaurant chain focused on serving an imaginative selection of high quality gourmet burgers in a family-friendly atmosphere. Red Robin serves gourmet burgers in a variety of recipes with bottomless fries, as well as delicious salads, soups, appetizers, desserts, and its signature Mad Mixology® specialty beverages. There are more than 200 Red Robin locations across North America, which includes both corporate-owned locations and those operating under franchise or license agreements.

## Challenge

"It was time to switch to a new hardware platform that would take us into the future," stated Rob Jakoby, Director of MIS at Red Robin, "we needed to find a cost-effective and easy-to-use touch terminal with a warranty that protected Red Robin's investment and to stay inline with its short and long-term corporate goals."

## Solutions

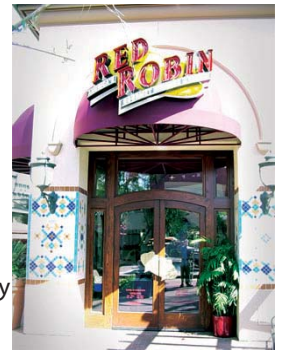
Initial installations began in 2002 after extensive testing internally. "We have not required service from POSIFLEX except during the initial testing of the product. When that occurred we received great technical expertise," stated Jakoby. Starting with eight 15" JIVA 6000 terminals with Aloha Software, Red Robin installed a test site in Seattle, WA. Jakoby found the new system resulted in increased productivity due to the large and bright 15" LCD screen size. The reliability of the terminal has eliminated "downtime" and kept operations running smoothly. For Red Robin, this is not a trivial area of concern. Jakoby stated, "in order to meet our business objectives, we must keep our budget in tact. An integral part of accomplishing that is using a well built terminal at a great price which ultimately saves the business money!"

When POSIFLEX launched the new JIVA 5815 terminal, Red Robin felt comfortable switching models based on the positive experience with the JIVA 6000.

The new JIVA 5815 terminal features a low-cost, high performance all-in-one solution with ranging capabilities and comes standard with a 15.1" TFT active-matrix, dual backlit LCD. When comparing the two models Jakoby found that the JIVA 5815 did not affect the overall performance - but it certainly affected the price, in a good way. "Currently, I see no need for additional improvements. The terminal has exceeded our expectations - it's a great, solid product."

## Results

Today, Red Robin has approximately 180 POSIFLEX terminals installed in 30 stores with plans for future retrofits and new installations.



Red Robin® Restaurant at Irvine Spectrum, Irvine, CA



JIVA 6015 with Magnetic Stripe Reader and CR4100 Cash Drawer

**POSIFLEX™**