



IBM Customer Reference

Logan's Roadhouse

Synopsis:

Restaurant chain improves efficiency and customer service by implementing IBM SurePOS 500 point of sale systems and reliable IBM eServer xSeries servers

Location:

Nashville, Tennessee USA

Industry:

Retail

Focus Area:

Business Continuance, Small & Medium Business

URL:

<http://www.logansroadhouse.com>

Customer Background:

Logan's Roadhouse was founded in 1991, and the home office is located in Nashville, TN. Currently, there are 96 company-owned and 16 franchise restaurants in 17 states. Modeled after 1930's and 1940's roadhouses, the chain has succeeded in appealing to a broad range of guests by offering generous portions of moderately priced, quality food and beverages in a fun and exciting atmosphere.

Business Need:

As a retail dining establishment, Logan's relies on its point of sale (POS) systems as its primary technical infrastructure. Its previous solution, Squirrel Software running on Compaq servers, was proprietary and inflexible.

As the business grew and flexibility became increasingly important, Logan's realized the need to move to an open system. The driving factors were to improve customer service by speeding up order taking and processing, and to move to an infrastructure and partner that would allow better long-term management of assets.

Logan's wanted the flexibility to change software applications without worrying about the POS hardware. The availability of a strong services organization was also key to the search for the right solution.

Solution:

Logan's found that IBM was the right partner to provide the end-to-end solution, including software, hardware and services. The initial implementation has included the POS systems for five restaurants. Each site uses eight IBM SurePOS 500 Point of Sale Solution systems, for a total of 40 systems running at current. Each site also requires one ThinkCentre workstation and one IBM eServer xSeries 235 server for redundancy and expansion purposes.

Logan's has purchased eight xSeries 235 servers to date.

To facilitate better asset management, Logan's chose to take advantage of IBM Director. The software operates over the company wide area network (WAN) to manage the hardware installed at each site.

The initial installation is only the first step in a two-year project. Logan's plans to mirror the xSeries and SurePOS solution throughout its organization. A total of about 1,000 units will be installed by 2005. As the solution moves forward, Logan's hopes to take advantage of additional features of IBM Director. Furthermore, the customer has selected the IGS Wireless group to help assist in a future project to build a secure wireless network that will be used with Kiosks in the restaurants.

Benefits of the Solution:

The POS solution has given Logan's the flexibility it needed in a POS platform. The additional speed of the system and responsiveness of the touchscreen has significantly improved server productivity, allowing Logan's to be more productive in terms of resources and, ultimately, to turn more tables.

The SurePOS 500 helps to eliminate human error. Improved accuracy means faster service, which translates directly to a better experience for the customer. The SurePOS 500 is an open system that provides the type of flexibility Logan's wanted. It liked that software management tools had free client licenses with the POS and free server licenses with the xSeries 235 server. Logan's is very pleased with the performance of the xSeries 235 servers. With mainframe-inspired technologies, smart management tools and unparalleled reliability in an Intel platform, the xSeries machines are helping to lower costs, increase speed and solve problems quickly. IBM Director is performing as expected, allowing remote asset management with speed, ease and efficiency.