

Pittsburgh Bar Known for Fabulous Food, Service, and Taproom Excels with Introduction to Online Ordering

The Getaway Bar & Grill is a newly relaunched neighborhood pub where fans gather to watch the Steelers on the big screen, hang with friends or listen to a local band. The owners, Greg Novak and Chad Hardy have worked together since the 1990s to introduce a roster of hot spots, including Metropol, Donzis, and the Altar Bar. The Getaway’s menu includes beloved pub selections such as smoked or dry rub wings, pizza, salads, burgers, the bar’s famous Texas fries, hot dogs, and more. It’s not standard bar fare, though—everything is prepared with fresh ingredients using recipes inspired by the flavors of South Beach, Italy, New Orleans, California, and of course—Pittsburgh. Customers rave online about the “spectacular” food and “excellent” service and fries that are “superb, thick-cut, and battered.”

The Getaway shares its Sussex Street location with a second business under the same ownership, McNeilly Beer Bottle Shop & Tasting Room. McNeilly stocks more than 1,000 beers that they sell in mixed six-packs, so there’s something for every palate. Home of the alcoholic slushie, people also stop into McNeilly’s for a bite of the creative hot dog menu, featuring items like the French onion or Mexicana hot dog, purchase a lottery ticket or chat with the knowledgeable staff about which new beers they should try.

THE CHALLENGE

McNeilly Beer and The Getaway share a building, and they wanted a POS system that worked for a hospitality venue as well as a retail store. Many solutions on the market only do one or the other. There aren’t many POS packages that include functionalities that work for both. In addition,



Reseller: Cash Registers Unlimited

Challenge: Managing restaurant and retail operations with one POS system

Solution: NCC’s Reflection POS, Work Station, and Ordering360

Results: Better Dual Management and optimized online ordering



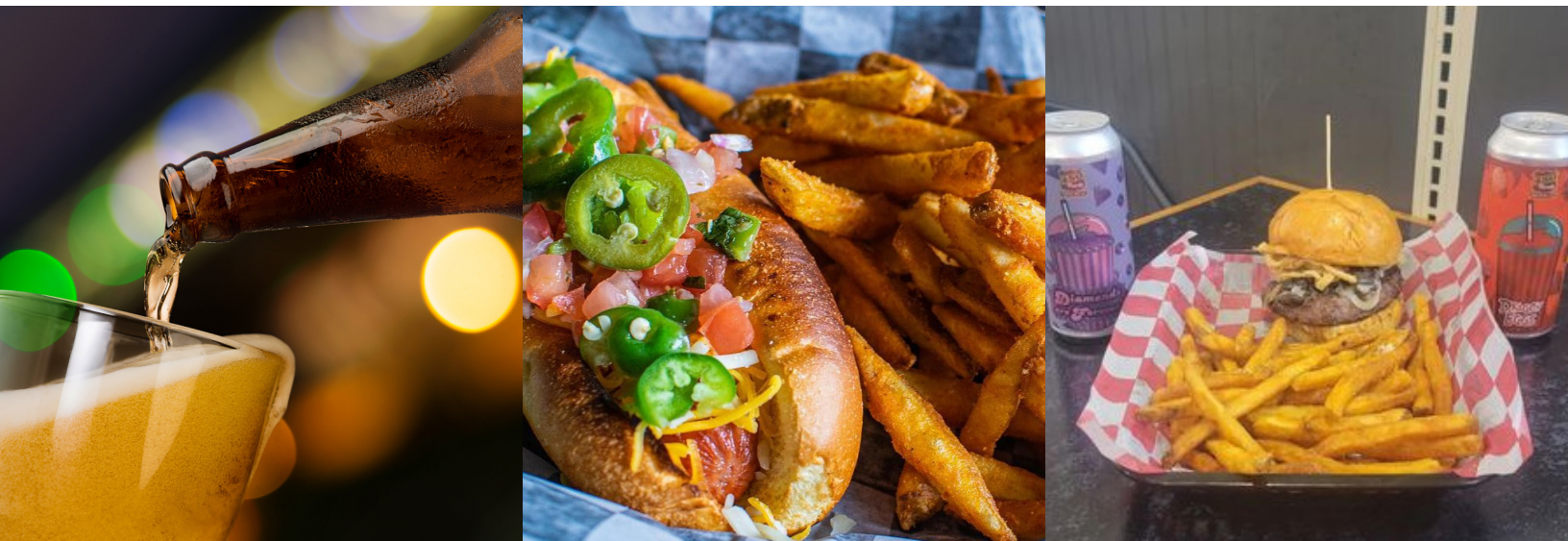
the ownership team wanted a solution that wasn't cloud-based; they preferred an embedded system that would reduce downtime and be more reliable and secure than one that depended on an "always-on" internet connection.

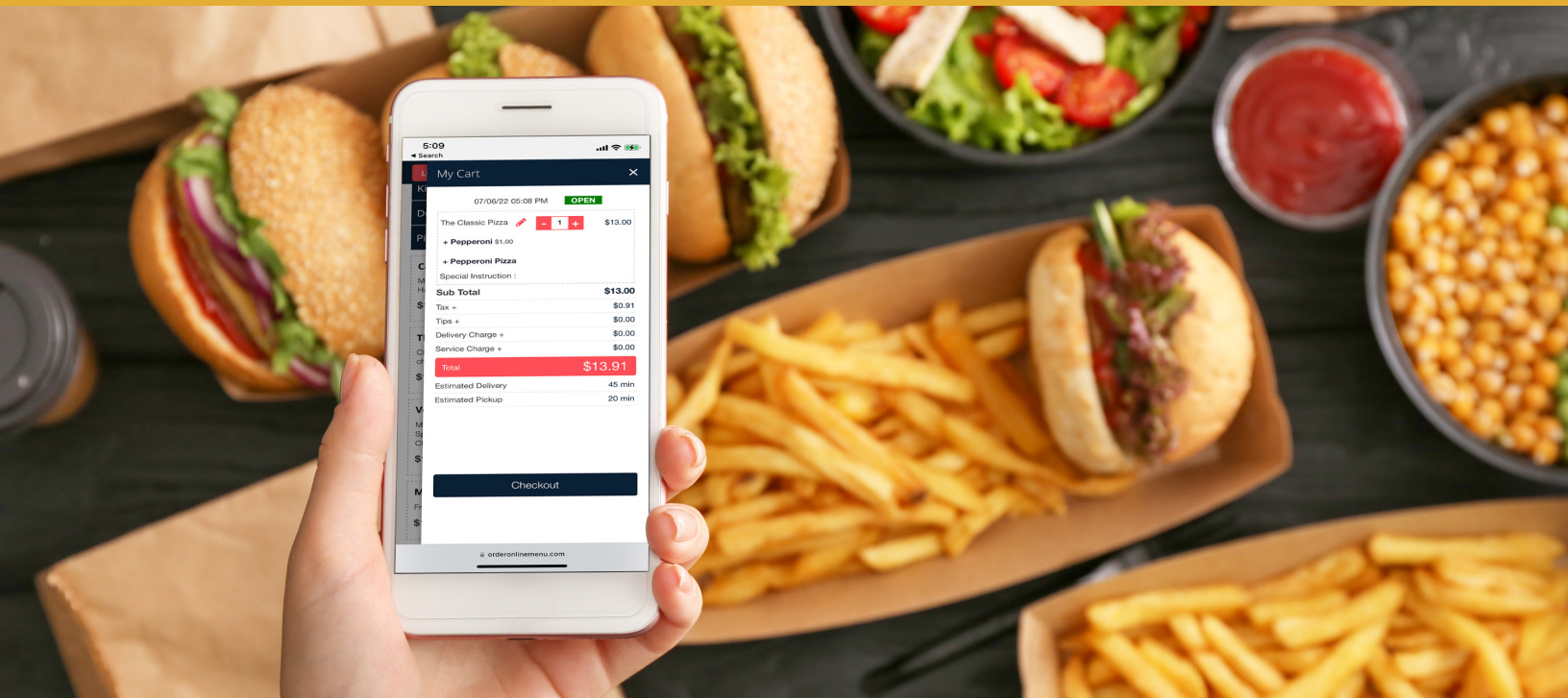
THE SOLUTION

Mr. Novak and Mr. Hardy were already familiar with Jaison Marshall of Cash Registers Unlimited (CRU POS), a Pittsburgh-based point of sale company that specializes in restaurant, bar, and retail POS systems. Founded in 1962, CRU POS also provides surveillance, liquor control software, pay-at-the-table, and food delivery solutions. The Getaway team sought Mr. Marshall's assistance with their unusual request: the same POS solution for their retail and restaurant businesses. They were looking for a system that could process sales, include timekeeping functions, inventory tracking capabilities, reporting, and integrate with online ordering. CRU also offered in-person, local support to all their clients, which was another draw for Mr. Novak and Mr. Hardy.

The two businesses would require four POS stations, one PC workstation, and two remote printers. To tackle the

job and meet all the needs of The Getaway Bar & Grill and McNeilly Beer Bottle Shop & Tasting Room; CRU POS suggested NCC's Reflection POS. This robust solution features all of the needed embedded features for both retail and restaurant industries. The POS system was preferred for many reasons including its stability, security, and online ordering features. Reflection POS systems are designed to reduce downtime, with no moving parts and no hard drive. The encapsulated system self-heals, so if one workstation goes down, the other ones function normally and update the offline station after it's repaired or replaced for consistent stability. It's also extremely secure because the network is closed, so no viruses or malware can be downloaded, and it's impenetrable to hackers, so there are no data breaches to worry about. CRU chose Ordering360 to process online orders. Ordering360 integrated easily with Reflection POS, so the setup was simple, and ongoing marketing support would be provided by Ordering360 for The Getaway. With added benefits like online ordering website design, SEO assistance, and other marketing services CRU ensures The Getaway that the partnership between NCC and Ordering 360 would provide more than just the typical ease of use and speed of service.





THE RESULT

It took about one month for the plan to be completed and the solutions installed. The training for the staff was finished in two days, and the new system went live shortly after. The McNeilly Beer and Getaway ownership team was thrilled that they could cross-train their entire staff so everyone could work at both businesses, allowing them to reallocate staff to any position on either side of the building. With a POS solution that can handle both retail and restaurant operations, the customer experience has become much smoother. With their integration of Ordering360, the stores were able to offer fast and convenient online orders, which was a hit with customers. Customers have noticed the

technology upgrade, writing that they “love” the online ordering system, quick service, and payment flexibility in their restaurant reviews. The customers weren’t the only ones raving about the technology; the staff and owners found the software easy to use and navigate. CRU commented on the success of the integration, saying, “Ordering360 provides peace of mind for our business and our techs because they are always there to answer any of the merchant’s questions and solve any problems that might arise.” Ensuring that the new omnichannel experience is seamless and profitable.