CASE STUDY: CAFÉ ON THE RUN

"The Janam XP30 breathed new life into the Palm OS. It's got everything: barcode scanning, color display, ruggedization and Wi-Fi in a good looking device that's ergonomically designed. The XP30 outpaces all of the legacy systems."

Industry:	Mobile Point-of-Sales (POS)
Application:	mobileezy from Profitlink
Challenge:	Improve efficiency and increase accountability with barcode data capture, color display and ruggedization
Solution:	Janam XP30 mobile computers delivered measurable ROI: increased sales plus reduced wastage and inventory costs

Faster Fast Food

Located in Townsville, Australia, Café on the Run comprises a fleet of nine vehicles for selling breakfast, lunch, drinks and snacks to workers in office blocks, buildings and construction sites. The company's drivers each cover about 18 km (11 miles) per day and total daily customer interactions average about 1,800. In a completely paper-based, predominantly cash environment, most would shudder at the challenges faced by a mobile food business like this; but not Peter Millios, President of Café on the Run, who understood that data capture technology held the solution to those challenges.

In the morning, Café on the Run drivers start the day by making sure the trucks are fully stocked. Within a six-hour time frame, a salesperson must rapidly serve 200-250 customers, and each transaction has to be fast and accurate. Most sales are cash-based, and Cafe on the Run had no way to reconcile the products sold to daily receipts returned at the end of each day. Café on the Run needed a mobile computing solution that delivered improved accountability, better controls and seamless integration with existing accounting systems. It also had to be easy to use and reliable in the field. To accomplish this, Café on the Run contacted Profitlink in Melbourne, Australia, makers of the mobileezy family of business applications.

Profitlink automated Café on the Run's paper-based accounting system using its mobileezy application and Janam XP30 mobile computers. Mobileezy is a unique application, because it serves as an extension of the customer's accounting system. It prevents redundancies and eliminates any double handling of data entry, thereby reducing the risk of errors. To ensure accuracy in the field, Janam XP30's provide superior barcode scanning, color display and Bluetooth along with excellent reliability to ensure minimal downtime.

"This solution enables a smaller business like Café on the Run to compete with larger companies. And the Janam XP30 is a can-do, great-looking, rugged device with the most current Palm OS, Bluetooth and barcode scanning," said Barry Mathot, Managing Director, Profitlink mobileezy. "The legacy systems were awkward and a bit of a letdown—none of them had the 'wow' factors like the Janam XP30s."

"We wouldn't recommend anything other than the Janam XP30 for this style of customer—it's the best, with more genuine value for the money."
— Barry Mathot, Profitlink mobileezy

Feast on this—sales increased 18% with Janam XP30's and mobileezy.

Criteria and Observations »»

Cafe on the Run Mobility Needs:

- Barcode scanning
- Palm OS
- Color display
- Ergonomic form
- Rugged design

The mobileezy and Janam XP30 solution boosts accuracy by eliminating handwritten entries and speeds transactions along so that each salesperson can serve more customers faster. Varying colors on the Janam XP30's bright display gives Café on the Run employees easily-discernible information they can use to work more efficiently.

Delivering for Mobile Point of Sales

"The accountability of the mobileezy and Janam XP30 solution was phenomenal—we noticed an **18 percent increase** in sales after deployment."
—Peter Millios, Café on the Run

All transaction data is captured and processed by the mobileezy application for hotsyncing back to Café on the Run's accounting system, MYOB. In addition, the company can verify each employee's arrival and departure at the various sites to ensure consistency and high customer satisfaction.

"This great device gives you so many opportunities and advantages without a lot of capital outlay," said Peter Millios, Office Manager at Café on the Run. "It's amazing how robust the handhelds are and how much shock they can take. One of the best features of the Janam XP30 is the side scan buttons, which enable the sales team to quickly activate the screen if the power saver has turned on."

Café on the Run immediately reported quantifiable benefits from the Janam and Profitlink mobileezy solution:

» **Increased Sales — Up 18 percent:**
Café on the Run noted an 18 percent increase in sales after deploying this mobile solution with its improved accountability and auditing controls.

» **Lowered Inventory Management Costs — Reduced 60 percent:**
Café on the Run knows exactly what products it needs and when, reducing its carrying inventory by more than half to $6,000 from $15,000.

» **Reduced Waste — From 12 percent to 4 percent:**
Café on the Run now experiences a 4 percent wastage loss compared to its previously whopping 12 percent.

About Profitlink

Profitlink has over 1,000 customers and has delivered more than 5,000 deployments of the mobileezy applications in Australia, Canada, United States, United Kingdom, Singapore and New Zealand. For 13 years, Profitlink mobileezy applications have served customers including those servicing c-stores, gas stations, restaurants and delis with items that encompass beverages to sunglasses to crisps, both perishables and non-perishables. It's the ideal solution for small, medium and large businesses who require better accountability and controls over their financial systems in a field-based operation.

Janam XP30 Delivered:

» *Barcode scanning:*
Increases accountability with superior accuracy for every transaction

» *Palm OS:*
Robust feature set of the most current OS maximizes performance

» *Color display:*
Enables fast transactions with different cash and credit card screens

» *Ergonomic and rugged:*
Increases reliability because it's easy to hold yet built strong

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Janam Technologies is a provider of rugged, handheld computing devices for mobile workers. Janam combines deep industry knowledge with advanced technologies to deliver products and accessories that increase productivity, reduce costs and improve customer satisfaction. Specializing in purpose-built mobile computers that scan barcodes and communicate wirelessly, Janam's products are ideally suited for mobile applications in retail, healthcare, hospitality, manufacturing and logistics.