



Popular Whiskey Bar Upgrades to Focus POS and Gains Uptime and Efficiency

Seven Grand whiskey bars in downtown Los Angeles, San Diego, and Austin, Texas feature some of their areas' largest premium whiskey selections. The popular locations, part of 213 Hospitality, offer handcrafted cocktails, whiskey tastings, live music, and areas for private parties. They also offer membership in their VIP Whiskey Society that invites guests to participate in comprehensive tastings and learn from master distillers, international brand ambassadors and leaders in the industry.

While the popularity of the Seven Grand locations grew, 213 Hospitality realized the locations were spending too much time and too many resources dealing with point of sale (POS) issues, including a lack of responsiveness and expertise among technicians and high costs for service and upgrades.

213 Hospitality made the decision to switch to a Focus POS system, provided by Focus POS partner Focus POS California, for its downtown Los Angeles location.



Client:

*Seven Grand
San Diego, California*

Objectives:

Help a business with a non-functional POS system from a competitive company by installing a Focus POS system in time to save weekend revenues.

Installation:

- Focus POS software
- Focus XT workstations
- Epson printers
- POS peripherals

Results:

Focus POS system successfully installed and customized to handle large database of items. Customer receives service and support it needs to stay operational.



THE CHALLENGE

In February 2015, however, Seven Grand's San Diego location, was still using the POS system from the former provider. On a Thursday evening, Focus POS California received a phone call from 213 Hospitality's director of operations who explained the San Diego location was not operational. The former POS provider's service technician went to the site on a service call, but left the system in worse condition than he found it. The company told Seven Grand they'd have to wait until Monday for an engineer to travel to the San Diego location for the repair.

For Seven Grand, losing POS functionality on a Thursday evening meant the business was going to lose revenue, either because it would have to operate on a cash-only basis or shut down for the weekend.



THE SOLUTION

But Seven Grand had one other option. Based on the DTLA's high level of satisfaction with Focus POS and the strong partnership with its Focus POS partner, the San Diego location called to see if it could upgrade its system.

Focus POS California quickly went to work to get the San Diego business up and running. At 6 a.m. the next day, the team arrived and began the install that took only until 11 a.m. that morning.

Focus POS California installed Posiflex XT workstations, Epson printers and POS peripherals, and integrated the Focus POS system with Seven Grand's Ctuit above-store reporting software. The feature-rich and flexible Focus POS solution helped with a quick installation. For example, because Focus POS enabled the database from the Los Angeles location to be uploaded to the San Diego bar, it wasn't necessary to build a new menu from scratch, a benefit to any multi-location bar or restaurant or a business that needs to scale.

A Focus POS California Focus-Gold Certified Team Member trained the Seven Grand San Diego staff that afternoon, again a process that



was simplified by Focus POS features, such as its streamlined and customizable interface.

The former POS provider left Seven Grand San Diego with no options to save its weekend revenue. The Focus POS partner, as well as Focus POS' easy to install and learn system, accomplished what the other provider could not — got the business running again and minimized losses.

THE SOLUTION

As a Focus POS user, Seven Grand San Diego now has a POS system that's rock solid, reliable, and scalable. The customizable interface allows bartenders to quickly find the brand of whiskey the customer requests. With Focus POS, Seven Grand can also monitor sales and inventory in separate areas. The Seven Grand DTLA location, for example, also features "Bar Jackalope," a special collection of 120 rare international and domestic whiskeys. Focus POS enables that location to manage both the inventory for Bar Jackalope and the Seven Grand bar and track sales in each area.

Since the one-day install at Seven Grand San Diego and continued satisfaction and success with the POS system, the majority of 213 Hospitality venues now use Focus POS.



ABOUT FOCUS POS

Focus POS Systems is a Texas-based company with a rich heritage of delivering innovative software technology to the hospitality industry with thousands of installations since 1990. Our philosophy is simple: create a smart, uncomplicated solution that positions our customers for profitability and competitive advantage. Hospitality is one area that remains our prime focus, thereby assuring our customers the most robust and reliable product for success. To learn more, visit www.focuspos.com.