



CALAFIA FINDS MANY BENEFITS IN ORDERMAN HANDHELD TECHNOLOGY



Calafia

LOCATION

Palo Alto, California

RADIANT PRODUCTS

- Aloha Table Service POS
- 5 Orderman Max2Plus Handhelds
- Radiant P1520 hardware terminals

PARTNER

East Bay Point of Sale Systems

BENEFITS

- Increased credit card payment security for guests by swiping the card at the table and using state-of-the-art radio frequency connections
- Reduced labor costs
- Increased focus on guest experience and customer satisfaction
- Increased speed of service to maximize table turns and profits

“One of the reasons we went with Orderman is because it uses radio frequency (902 MHz), so no one can sit in the parking lot and steal numbers. I don’t want that to happen to any of my guests.”

-Charlie Ayers
Owner, Calafia

CHALLENGE: *Finding State-of-the-Art Technology to Strengthen Security*

In the tech-centric land of Silicon Valley, if the latest gadget is not in your possession or if technical jargon is not a staple in your verbal repertoire, you may feel as though you’ve stepped into a foreign land. Being on the cutting edge of technology is the norm throughout all industries in this area including restaurants where former executive chef of Google, Charlie Ayers, has instilled his love for technology and sustainability into his dream restaurant, Calafia. In his six years at Google, Ayers developed the concept of “fine food for the fast crowd,” the standard to which Calafia holds itself accountable, and the basis of Ayers’ cookbook, Food 2.0. While developing the restaurant, Ayers’ quest to serve patrons healthy meals as quickly as possible sent him on a worldwide search for the best technology in the restaurant industry that would allow him to provide the highest level of service for his guests while also keeping their payments as secure as possible.

SOLUTION: *Aloha POS Integrated With Orderman Handhelds*

Charlie’s world quest resulted in his discovery of the Orderman handheld, a mobile ordering tool that would give him the ability to serve guests quickly and efficiently without compromising security. Orderman handhelds are dependable day in and day out. Its radio connection also reduces the problem of hackers accessing personal information found in the restaurant’s system. “One of the reasons we went with Orderman is because it uses radio frequency (902 MHz) so no one can sit in the parking lot and steal numbers. I’ve had my personal system compromised, and I don’t want that to happen to my customers or any people around here,” says Ayers. Restaurant patrons also feel more secure with Orderman’s ability to accept payment on the device. Credit cards can be swiped tableside and kept in the customer’s sight. With Orderman, fewer servers can cover more tables than expected while delivering better service to guests.

RESULTS: *Orderman Exceeds Expectations*

Ayers has been thoroughly impressed with his choice to install Aloha POS and Orderman handhelds at Calafia. “Aloha interfaced easily with the Orderman handhelds. That’s why I went with this full solution,” says Ayers. Not only has he been able to adhere to his concept of using cutting-edge technology to serve guests quickly and efficiently, but he has also given customers the peace-of-mind of knowing their personal information is secure. Orderman allows servers to send orders directly to the kitchen and bar from the table, saving them trips to and from the POS terminal and helping the kitchen begin preparing dishes sooner. The kitchen prepares food sooner, and the drinks get to the table faster. According to one manager at Calafia, “The Orderman technology gives you more time to not only spend with your tables, but to pay more attention to the food that’s coming out of the kitchen or to run food and pre-buss.” In an area where technology is booming, Charlie Ayers and Calafia have set a tech-based model for success in the hospitality industry. “We’re planning on growing five more of these restaurants, so I’m going to take this technology with me wherever future locations may be,” he says.



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