



It's not just a platform, it's a launching pad

Find the gold in your data

Clamp down on fraud

Zero in on food costs

Drive customer satisfaction with proper staffing

Weed out under-performing promotions

Find the gold in your data

Restaurant companies are not data poor; they are “information poor.” Most companies create so much data every day that it is impossible to absorb or assess it for daily management reporting or performance measurement. MIRUS gives restaurant operators a set of solutions that turns their mass of data into an information gold mine.

Successful companies need information quickly, in a format that highlights actionable insights. Listing out all the details of every check from every restaurant will not result in new insights. You need an efficient tool that evaluates data, to see if it meets acceptable parameters, and flags it if it needs immediate attention. At MIRUS, we call that **Exception-Based Reporting**, *the tool that finds the gold in your data.*

The challenge is not just with POS data. There are dozens of systems in use across the industry, from inventory and labor scheduling to speed of service and mystery shopper, to Payroll and General Ledger. None of these systems are prepared to make the data work for you. MIRUS can, and with MIRUS our clients are mining gold.

Here’s what some of our clients say about our data mining capabilities:

Fast casual operator

“We had an existing system that collected restaurant data, but we needed a way to quickly and easily develop ad hoc custom reports. Mirus gave us that capability. Now we can poll data in real time, and set up and distribute a custom report in as little as five minutes. We can automate and send alerts to selected groups for a variety of topics from paid outs to clock outs down to specific cashier behavior.”

Casual dining operator

“We started with the basics and demonstrated that by making exceptions visible above the store, we can create value for our shareholders. Today we’re consolidating data from many different sources, gaining valuable insight into our customer’s purchase behavior and furthering our ability to create value for our shareholders and franchisees.”

Fine dining operator

“Data consolidation and Exception Based Reporting have transformed Wolfgang Puck’s restaurant management reporting system. Bringing data in from different sources has allowed us to move away from our previous Operating Reports and replace them with actionable, daily P&L reports for each of our locations.”

Mid-scale casual operator

“We had a lot of useful data, spread across legacy systems that couldn’t communicate easily. We had to spend a lot of time cutting and pasting to perform the analysis we needed. MIRUS Enterprise reporting solved both problems: it consolidated the data, and provided the tools to create actionable reports. We now have a comprehensive data warehouse, and just as importantly, we have the flexible MIRUS Report Writer for quick and easy ad hoc analysis.”

Clamp down on fraud

Not only does MIRUS consolidate a wide range of data from many platforms. MIRUS provides standard and easily customizable tools to analyze that data, and exception reporting tools to highlight variances, problems and

opportunities. We have found that most clients get their quickest benefit in identifying fraud. It's easy to set up flags and warnings for coupons, discounts, comps and voids, down to the manager and server level.

Any company that is not constantly monitoring its fraud metrics is losing significant margin dollars. The metrics may differ from point of sale system (POS) to point of sale system, but that's not a problem with MIRUS. You set your own parameters and you can modify them as you gain experience with the tool.

Measuring the amount of money a server has taken off their checks is a fundamental technique to combat fraud. MIRUS lets you easily monitor the number and amount of:

- discounts and coupons by employee and manager
- items added and deleted from the check before it is sent to the kitchen
- items deleted after the check is sent to the kitchen
- items deleted after the check is tendered and after the check is closed
- split checks and transferred items by employee

This is just a partial list, but it illustrates that there are several metrics that require continual scrutiny to ensure that fraud is detected as quickly as possible.

Employee Discounted Sales		Total Discounted % Sales = 2%					Total
Employee Name	Hours	Item Sales	Discount	Other	Discount	Overring	Discounted % Sales
DOBY BERRY	Headline	377.88	887.78	0.00	0.00	0.00	238.71%
TRINA BOYER	West Lake Plaza	190.10	440.37	0.00	0.00	0.00	212.50%
RYAN MCCREY	Montgomery Crossing	4.28	6.79	0.00	0.00	0.00	158.89%
KARLE WELLS	Montgomery	3.40	0.00	0.00	15.88	0.00	168.00%
JARED CONYORS	Montgomery Crossing	17.95	17.10	0.00	0.00	0.00	95.80%
JAMES A HERGENROTZ	Montgomery	131.92	81.63	0.00	0.00	11.31	79.86%
BRIGGS WELLS	King Street	19.78	14.38	0.00	0.00	0.00	72.81%
CHRIS CARL	Lincoln	312.90	186.47	15.95	(35.08)	0.00	68.58%
WYNN LAYWELL	Paradise	660.00	319.52	14.42	0.00	0.00	48.91%
MADDEN WELLS	Lincoln	886.70	329.76	4.89	0.00	0.00	47.98%
ACE BRUNOWSKI	West Street	314.71	140.78	5.29	(11.54)	0.00	46.50%
JOHN FINEY	Lincoln	13.25	23.92	0.00	0.00	0.00	44.94%
SHAWN SARTER	West Des Moines	822.72	331.84	0.00	0.00	0.00	41.33%
DALE W DEWETTE	Alamo Ave S	395.65	53.79	21.17	0.00	0.00	36.40%
MIKE FLETCHER	Sugar Land	500.14	112.24	56.92	0.00	31.10	36.10%
SHARLA BRYNE	Lincoln	184.96	9.87	9.28	(49.28)	0.00	35.93%
LEO HALLS	King Street	180.98	58.78	0.00	(39.78)	4.47	35.01%
MELANIE MAGUIA	Lake City Blvd	30.72	0.00	0.00	(33.63)	0.00	35.25%
LEAH COOK	Spring	127.98	81.38	0.00	0.00	0.00	33.79%
SHARLA BRYNE	Westington	21.84	7.38	0.00	0.00	0.00	33.24%
STEPHANIE PATTERSON	Sugar Land	117.31	38.34	0.00	0.00	0.00	32.63%

Quick service operator

"[We were] focused on sales transaction-level information, and looking at deletes and discounting, as well as cashier performance based on sales and discounts for fraud protection... We can see things at the employee level we couldn't see before."

Casual dining operator

"MIRUS enabled us to impact certain areas of the business right from the start while we continued to develop long-term solutions. We have quickly benefited in areas such as loss prevention, while also providing flexible up-to-date reporting options for regional directors and franchisees."

Mid-scale casual operator

"[Our company] finds the soft beverage to entrée exception to be one of many MIRUS solutions with ROI... The exception capability enables us to see which servers ring in water in place of other beverages from all levels of our organization. Soft beverage sales are up more than 6% since the start of this exception."

Zero in on Food Costs

Your inventory management software captures purchases and inventory counts, and it does a fine job. However, it wasn't designed to deal with ad hoc questions or look for exceptions.

Food costs are affected by many events. Simple inefficiency, operational failure and poor projections can all lead to

Food Cost

Time Selection = Trailing 2 Quarters (07/04/2011 to 01/01/2012)

Store Name	Measures (GL Acct)	Actual Usage \$	Theor. Usage \$	Variance \$
Active	6000	56,958.70	42,168.32	(14,790)
	6000	60,609.07	57,823.32	(2,786)
	6020	22,124.54	22,157.25	33
	6030	9,188.01	24,877.59	15,779
	6050	47,037.88	45,625.78	(1,412)
	6060	11,106.33	6,233.59	(4,873)
	6070	4,584.88	3,824.98	(760)
	6080	24,827.14	22,558.29	(2,279)
	6090	42,265.44	36,259.32	(6,006)
	6000	44,718.98	42,828.58	(1,890)
Active	6020	14,812.89	16,758.33	1,946
	6030	7,128.54	7,704.44	576
	6050	35,454.21	35,083.44	(371)
	6060	11,483.72	5,478.35	(5,995)
	6070	4,172.02	3,485.80	(686)
	6080	19,268.00	17,333.27	(1,935)
	6090	44,763.65	40,263.27	(4,500)
	6000	96,648.21	99,344.12	2,696
	6020	11,783.72	14,214.40	2,431
	6030	8,384.32	8,588.09	204
Active Ave 5	6070	107,286.18	107,214.50	(717)
	6080	8,452.53	5,428.32	(3,024)

unfocused and expensive purchasing. Fat fingered numbers can create variances when there aren't any. MIRUS allows you to view detailed food costs, inventory balances and purchase data, and to see the underlying trends of that data over time. You can set parameters and then use Exception-Based Reporting to highlight problem areas. The system alerts you, based on parameters that you set, at individual restaurants or across your enterprise.

Variances between your actual and theoretical food costs are an indicator that improvements in planning or execution can be made. Identifying where you have significant variances quickly is key to managing food cost. MIRUS gives you a weapon to find the variances that are most damaging across your entire company, and automatically routes alerts to the people who can take corrective action.

Changes in the price of ingredients create a major challenge to managing profits in a restaurant. Today, the market prices are increasing daily, and your profits can depend on how quickly you can assess the impact of those increases. Are all your vendors in compliance with the volume purchase agreement you executed last quarter? This is another place where exception reporting from MIRUS can help. Setting reasonable boundaries for price activity and identifying where you are experiencing the biggest increases allows you to take action quickly, before there is a negative hit to your bottom line.

Price Change Alert

Trailing 2 Quarters (01/21/2012 to 03/14/2012)

Vendor	Product / Ingredient Name	Price Change % Last Week
GREEN	TOMATOES, WHEEL & S.S.	38.81%
GREEN	MISC GRA GROCGOODS	32.81%
ARFOLD	ONION BUDGET 420	32.35%
BOBBY	ONION MILLER LITE	37.19%
BOBBY	ONION	34.28%
GM	ONION BUD LIGHT REG	37.84%
COLDS	ONION BUD LIGHT REG	36.34%
EULAR	DISH CEREALS	68.94%
GORDON	GLASSBERRY	21.88%
	WALNUT BREADSTICKERS	28.22%
	TOMATOES, WHEEL & S.S.	38.81%

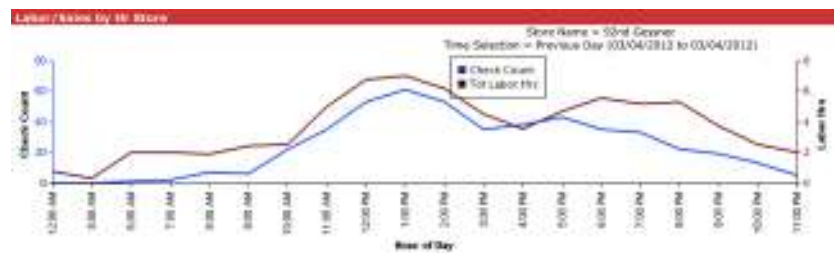
Quick service operator

"We reduced food costs more than 1% in our pilot markets in 3 months – a savings of more than \$1 million annualized across our corporate restaurants – thanks to the reduction that resulted from MIRUS's exception-based reporting and smart dashboards."

Drive customer satisfaction with proper staffing

A large portion of your labor cost is a semi-fixed expense – management costs plus the skeleton crew required to operate when sales is at its lowest. The busiest meal periods are where management must make several right decisions. Successful staffing of a restaurant is achieved when you have the right amount of staff to serve customer demand at every hour of the day. Not too little, not too much.

MIRUS gives you the ability to determine how well labor is allocated by contrasting the customer demand against the amount of labor each hour. You can easily spot poor labor decisions, and create feedback for the managers to help them perform better next week.



MIRUS reports also use an exception-based approach to limit the amount of information management has to review. Staffing reports show just those hours where there was either too much or too little labor available for each location.

Labor % Sales Low Hrs Store		
Time Selection = Previous Day (03/03/04/2012)		
Store Name	Measures Hour	Labor % Sales
92nd Gessner	4:00 PM	9.97%
	5:00 PM	9.14%

Overtime prevention is another key to managing labor costs. Labor Scheduling and Time and Attendance systems provide the means to set up the right plan for the week, but then the changes start. Visibility above the restaurant to the current schedule and actual hours for each employee for this week is essential to identifying which employees are likely to go into overtime before it is too late. With visibility comes accountability, and better labor management.

A challenge for all restaurant companies is identifying their most productive employees. These people set the bar on what is possible to achieve, and you want to identify them so you can get other employees to mimic their productivity. There are lots of metrics you can use to identify top performers: transactions per labor hour, sales per labor hour, table turns, and tip amounts are all valid measurements of performance and customer satisfaction. MIRUS gives you the ability to continually measure and monitor your top performing employees for recognition and further development.

Mid-scale casual dining

"Overtime is down 39.7% YTD and 46% plus after the Labor scheduler and MIRUS were put in place. By using MIRUS we saw actual Labor savings in excess of \$410,000 for the year!"

Weed out under-performing promotions

The menu is the only long-term record a restaurant has with a customer. It lists the items offered and the price. And, of course, the menu is ever changing due to the preferences of customers or the price of raw materials. You know that customers change what they buy based on the most recent changes to the menu, but can you tell why?

To get a complete picture of all this customer purchase behavior, you must analyze the check. Only the check tells you what is sold in combination with other items. Only the check can tell you which menu items are most often associated with price-off coupons.

With Enterprise, you can quickly determine if the association of desserts to sandwiches has been disturbed by the increase in sandwich costs. Have you lost some dessert sales because the customer had to spend the extra money on sandwiches? MIRUS promotion analysis can give you precise measurement of both intended and unintended consequences.

MIRUS Enterprise can flag the information you need and answer questions such as:

- Do my Loyalty Program customers spend more or less than non-Loyalty customers, and do they buy high-margin or low-margin items, and do they discount more frequently?
- Do my \$1 menu customers only buy \$1 menu items?
- Do customers buying a kids meal spend more or less than other customers?
- Will this new menu item cannibalize the sales of my highest volume item?

Product (or) Item Report

Time Selection = Previous Day (03/03/04/2012)

This report analyzes checks that contain the Bacon Burger Combo versus checks that do NOT contain Bacon Burger combo and shows the results as a Percent of Sales Product Mix.

Product Item Name	Number of Items Sold (or) Units of Sales	Number of Items Sold (or) Units of Sales	Ratio	Percentage of Sales	Percentage of Sales
Bacon Burger Combo	\$1,195.22	1.00	41.1%	0.07%	0.00%
U.S. & Canada Cheese Dinner	\$4,218.82	1.00	6.64%	2.84%	5.96%
3 Bacon Cheesesteak	\$100.00	1.00	3.43%	7.09%	7.43%
3 Bacon Chicken W/Apple	\$100.00	1.00	3.43%	7.09%	7.09%
Bacon Cheese - Apple	\$756.25	1.00	2.61%	2.05%	1.98%
Bacon Chicken Combo	\$207.67	1.00	0.74%	0.67%	0.64%
1/2 lb Burger	\$207.67	1.00	0.74%	2.19%	2.19%
Item Totals - 11:00 Total	\$2,871.11	1.00	100.0%	100.0%	100.0%

You need timely accurate information to assess your promotions and plan follow-ups. MIRUS takes out the guesswork for you.

Fast casual operator

"Mirus gives us a customizable marketing analysis and audit tool."

Casual dining operator

"MIRUS houses the data... They are the data warehouse, but we can see it all. We can also measure the effectiveness of any promotion we run."

Fast casual operator

"The company needed better controls for its three discount programs: Frequent Diner, Employee Meals, and Manager Comps. With MIRUS, we now have the discount data readily available and easy to analyze, enabling us to see exactly where we needed to improve our discount policy. MIRUS tools helped us find one margin point of improvement."

Tools To Navigate Your Volatile Business

Over the last twelve years, the MIRUS team has built restaurant data warehouses for dozens of companies like Church's Chicken, Dairy Queen, Uno Chicago Grill and Wolfgang Puck Fine Dining.

The MIRUS team is a unique collection of specialists in restaurant operations systems and technical data warehousing, with years of restaurant-focused expertise in software engineering, database development, industry best practices, and solution delivery.

MIRUS's proprietary software collects, integrates and securely stores our clients' data on MIRUS servers, freeing our clients from substantial and risky investments in software, hardware infrastructure and staff. The result is freedom to use their human and financial resources to focus on their unique operational and market needs.

MIRUS Reporting (for restaurant companies operating 25 or fewer locations) works with many of the most popular POS systems and is an easy to use tool for restaurants companies who want to stay on top of critical sales and labor information.

MIRUS Enterprise (for restaurant companies operating more than 25 locations) provides all the features of Reporting with the freedom to add any type of data, from speed of service to inventory to customer feedback, to your data warehouse. This freedom combined with the most robust report writer in the industry makes Enterprise the best tool for finding gold in your data.

MLog (Managers' Log) automates your manager's daily log entries to make them available to you and your team anytime, anywhere. MLog can be used standalone or can be linked with Reporting or Enterprise to create dashboards and alerts.

MIRUS Phone App gives you the convenience to see your data wherever you are, on a phone or a tablet. Standard

reports give you summaries of all the key data, and soon you will be able to build your own phone app reports to create role-based views of the data.

Casual dining operator

“MIRUS Solutions was selected from among a group of solution providers that participated in a very competitive process. MIRUS was selected ... because from the very beginning they didn’t act like a vendor; they worked with us more like an advisor or consultant. [The MIRUS] team all have experience in the restaurant business, and we wanted to work with a partner that understood the details of our business.”

	Reporting	Enterprise	MLog	Phone App
Number of Restaurants	From 1 to 30	More than 25	All	All
Data Sources	POS Only	Any system, any data	Reporting, Enterprise	Reporting, Enterprise, MLog (soon!)
Features	Save the time from cutting and pasting your data every day. Use the power of the MIRUS report writer to add value to standard reports and dashboards. So convenient you can install yourself in minutes. Begin to save today!	Full featured report writer and analysis tools combined with the most flexible model for storing your data. There are no questions that cannot be answered with the Enterprise platform. Install in days and expand for years.	Collect management data from every restaurant using our library of “gadgets.” Weather, Tasks, Logs, Sales & Labor data, Manager’s Schedules, MyAccount, and a whole lot more.	Convenience and freedom to work wherever you are. Standard summaries of key data let you stay on top of current day activity and histories. Plus, you can easily build your own reports.

About MIRUS

By changing the way restaurant managers look at their operating information, MIRUS services lets operators look at a few things and manage everything. Our Web-delivered software transforms huge amounts of data into readable information – smarter information – that's easy to use, easy to understand, and easy to share. So restaurant operators can see their key performance drivers and act on them faster. Learn more about MIRUS services at www.mirus.com.



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