

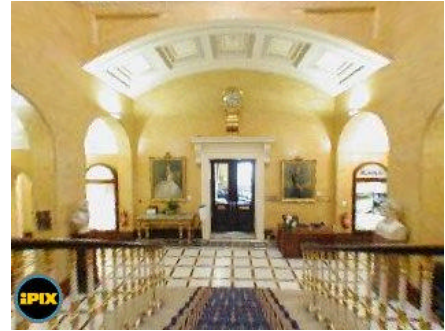


CASE STUDY – Institute of Directors

The Institute of Directors (IoD) is a non-political organisation with over 55,000 members. Members come from many sectors of the economy – from media to manufacturing, e-business to public sector. Members include CEOs of large corporations as well as entrepreneurial directors of start-up companies.

The IoD offers a wide range of business services including business centre facilities (including six regional centres), conferences, networking events, issues-led guides and literature as well as information services and free access to a comprehensive business library and enquiry service.

At their offices at Pall Mall, in the heart of London's West End, Counter Solutions installed an EPoS system in September 2003 including eight IBM SurePos terminals in areas - the Café, The Restaurant, Directors Room, Morning Room, and Brassiere. Due to a restrictive network available in the IoD building Counter Solutions were required to deliver an imaginative solution to a complex Kitchen printer requirement. This was achieved following a thorough investigation and the catering operation has now expanded into the IoD Business Centre using the Counter Solutions systems.



Ian Campbell, IoD, comments:

"We have a very diverse catering offer over a large site comprising of 6 floors and 2 buildings. Finding a partner that could satisfy all of our requirements from fine dining to conference and banqueting and a busy wine bar, lead us to Counter Solutions. We went live in September 2003. Any new IT solution presents challenges to both parties; what has been very noticeable is the consistency of staff at Counter Solutions. We now have a robust system that our operational staff are comfortable with and one that is flexible and diverse enough as our future plans develop."



Key Features at Institute of Directors

- Networked IBM Touch Screen EPoS Terminals
- Central EPoS Maintenance and Reporting
- Restaurant, Breakfast Room, Coffee Bars and Bar
- Networked kitchen printing
- Central OutletWise EPoS Management System
- StockWise Stock Management System
- Multiple price bands
- On Line Credit Card Authorisation
- Bespoke Events interface to 'Parrimark Events Perfect' Banqueting system
- Bespoke interface to the IoD membership system
- 365 days per year system support and diagnostics