



Foodservice Technology SOLUTIONS

One Year Later ...

by Mike Tash

Over the last year, Michael Tash, vice president of Customer Relations at ESS has been sharing with our readers his insight into how you can use technology to be more efficient and more profitable. The recent Mid-Atlantic Food, Beverage & Lodging EXPO gave us the opportunity to talk to Mike and Jason Thompson, vice president of Operations about developments in their technology world and how they affect our readers.

ESS was founded in 1989 with one

major objective - to assist the retail and foodservice industries with their Point-of-Sale technology needs. With their service connection with McDonald's nationally, their record of smooth installations and reliability have grown the company in its Clarksburg, Md. location. A competitive edge can be found in their ability to provide an in house repair center. The 24,000 square foot state-of-the-art facility houses the repair center, product warehouse, training facilities

and administrative offices.

Tash estimates they have 15,000 plus installs – start to finish.

ESS has established a strong presence in installation, cabling, on-site service, depot repair, staging, POS parts sales, and go-live support. They are consistently adding dispatch points throughout the country. The service department has added service contracts with on-site, repair center and advance swap options. As the POS systems have become the IT center of



Mike Tash

restaurants often incorporating payroll, credit card management, accounting, inventory, reservations and security in the network, the element of service is even more critical in the marketplace.

PCI Compliance

Tash and Thompson discussed the today's concerns regarding protecting cardholder data with PCI compliance standards that helps to alleviate vulnerabilities and protect cardholder data. In the twentieth century the criminal looked to rob banks because "that's where the money is." The same motivation in the digital age makes merchants the new target for financial fraud.

It's a serious problem – more than 234 million records with sensitive information have been breached since January 2005, according to Privacy Rights Clearinghouse.org. Merchant-based vulnerabilities may appear almost anywhere in the card-processing ecosystem including point-of-sale devices; personal computers or servers; wireless hotspots or Web shopping applications; in paper-based storage systems; and unsecured transmission of cardholder data to service providers. ESS understands this and works with their customers to maintain the latest technology

in protecting your customers' financial information. Do you know what information you are capturing that may make your restaurant open to a hack and a theft of this information?

Digital Menu Boards

While visiting the ESS booth, I saw a live demonstration of the modern digital menu board. Using their PixelPoint and Total Touch POS products, the 40-inch menu board was fully configured with an integrated POS database. With split screens, smart graphics and innovative marketing, The POS world has embraced the 21st century. Looks for integrated cellular text systems like Sundrop as the business world learns to embrace social media as a marketing tool.

POS and computer systems can be considered is the nerve center of your business. It largely affects productivity, security, and even the competitive advantage of your restaurant. One bad decision can severely cripple a restaurant through lost productivity, data, or excessive costs.

Talk to the experts ... the world is changing and moving forward at the new warp speed. Are you ready?



Michael Tash is Vice President of Customer Relations at ESS. With over 20 years of restaurant experience, ESS helps you use your technology to be more efficient and more profitable. Michael can be reached at 301-944-2223 or Michael.tash@esspos.com. If you're really curious how this works, you can find my Twitter at www.twitter.com/badisblues

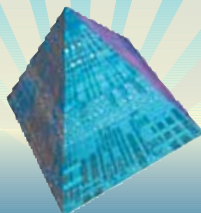
THE Source for Restaurant Technology

Touchscreen POS Systems
Cash Registers
Scanners • Scales
Cash Handling Products
Paging Systems
Wireless Headsets
Integrated Credit Cards

Sales & Leasing • 24 Hour Support
On-Site Service • Repairs • Supplies



ESS



1989-2009
Celebrating 20 Years
of "Excellence in
Service & Support"

301-944-2274

www.esspos.com

22515 Gateway Center Drive • Clarksburg, MD 20871