Pie Face Pty Ltd

Case Study

Pie Face - one of the most innovative brands in Australian food service today, turned to Safemode since 2006 for almost every IT solution. Since 2007, Safemode have helped the fast-growing franchised restaurant chain to install and maintain their security camera systems with advanced POS integration technology that help reduce cash shrinkage and provide better store management.

Customer profile:
Pie Face is one of the most innovative brands in Australian food service today. Currently with 26 stores (2010), the company has honed the store format and business model to one of the most profitable and compelling food service businesses in Australia.

Founded:
2003

Industry:
Hospitality/Fast Food

Headquarter:
Marrickville, NSW Australia

To learn more:
visit www.pieface.com.au

Pie Face - The Business
Pie Face is an Australian food retailer and manufacturer founded by Wayne Homschek and Betty Fong. Pie Face specialises in gourmet savoury/sweet pies, healthy wraps and desserts such as their delicious and decadent brownies. Like their stores, each pie has its own personality and a face to identify the flavours within.

The first Pie Face was opened in July 2003 in Waverley Street Mall, Bondi Junction. In December 2004, a second Pie Face store was opened in Kings Cross as a 24-hour operation, and was quickly adopted as an iconic brand in the eyes of locals and partygoers alike.

Since then the Pie Face “Have me Now!” (hot pies, wraps, and desserts) and its “Take me Home!!!” (cold pies for parties, functions and events) products have been enthusiastically received by the market and have led to strong growth and a rapid expansion into shopping centres and shopping strips.

Security Camera System That Tells You
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The challenges

2003 – 2006: During the early development of the business concept Pie Face faces the following problems:

1. Store control: The store experiences messy record, staffs not following procedures and products are not displayed properly. Wayne Homschek wants to know his store sales, if his staffs are working consistently and the products are displayed full and fresh.

2. Theft control: staff theft represents a major problem in hospitality industry and Pie Face wants a system that controls staff sale and enforces the accuracy of sale record.

2006 – 2008: During the growth of Pie Face networked store system, the chain faces the following problems:

1. Consistent information flow: The store reports sales in inconsistent format, paperwork goes missing and the reconciliation work at the back office becomes a burden. The head office needs to pull sale data from each store in a consistent format for the ease of processing at the back office.

2. Multiple store control: The owner needs to manage multiple stores at the same time, now with the problems of one store multiplying. Having different IT system at different stores making the remote management cumbersome and costly.

2008 onwards: During the franchising process of the brand, Pie Face faces the following problems:

Information sharing with the franchised owned stores: The franchisor wants to ensure consistency across company owned stores and franchised owned stores and also have an input into managing sales at those stores.

The solution

Safemode has been serving Wayne Homschek from before Pie Face was started. During the early business concept development with a single store, Safemode was engaged on an ad-hoc basis. Cash register and analog camera system were used to monitor store and provided by independent providers.

After Pie Face opened the second and third stores, many problem emerged, mostly due to the inconsistency between the cash registers and different camera system at different stores. The process became costly and slow in responding to problems while business at the stores were hectic.

At this stage Safemode was engaged as a complete system integrator for different Point of Sale and camera monitoring systems. The integration process was carried out as followed:

1. Advisory and implementing Enterprise solution to Point of Sale system: Cash registers at stores are replaced by integrated Point of Sale terminals that are consistent across all stores. These POS systems all connect to a centralized system at the Head Office.

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2. Implementing a standardized camera monitoring system across all stores. All stores’ cameras stream live back to the Head Office using Centralised monitoring technology by Safemode’s surveillance system.

3. Integrate between the camera system and Point of Sale system to monitor staff theft and enforce procedural control.

The outcomes
Safemode’s system integration has successfully pleased both Pie Face and their franchisees. The results have been successful that take away all the frustration and redundancy that was caused by disparate band-aid fixes.

1. Costs saving immediately: A common misunderstanding is that integrated system costs more in the beginning. Actually it doesn’t. We are able to transfer savings from our years of experience and economy of scale in providing integrated system to our clients.

2. Avoid repetition of tasks: Cutting down Back Office support and data processing costs from manual tasks to complete automation. Cost saving and minimization of errors are also the result of consistency in data reporting.

3. Providing the foundation for growth: Our standardized IT package for a franchised Pie Face store that has proven to work well is now a part of Pie Face franchising prototype and franchise system documentation. We work with Pie Face to roll over turn-key operation whenever a new store is setup.

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