



ALEX RESTAURANTS

Cost optimization through managed services for MDE and receipt printers

Our Customer

The first ALEX that opened in Oldenburg, Germany, in 1989 was not just a pub or restaurant, not just a café or bar or bistro, but all of these in one. In 1999 the British operators Mitchells & Butlers took over the helm of the young restaurant chain and very successfully established and developed the unique restaurant concept in 42 branches which employ about 1,400 people in 35 cities all over Germany.

Alex's Challenge

The staff use mobile data terminals to take orders directly at guest tables, and carry these in tailor-made holsters on their uniform. The devices are subject to high stresses through everyday use in busy restaurants. Quick help is needed when a device fails at one of the branches. Fast replacement of the defective equipment as well as device-related configuration is essential.



Our Solution

For business and organizational reasons, the service concept ruled out the possibility of an additional substitute device at the branch.

The talks between ICS and ALEX revealed that the ICS replacement service was the most economical and most customer-friendly solution.

The Managed Service includes delivery of the terminals, specifically configured for the locations, within one working day. Pick-up of defective devices and subsequent repair is also ensured. The service covers more than 200 terminals and 400 receipt printers.

The Result

If a terminal or receipt printer fails, a replacement is available for the customer at the branch within a very short time. The customer avoids time-consuming configuration of the terminals and handling of repairs. The devices can be used by staff again by plug & play, without requiring any IT skills.

In a Nutshell

The Company

Mitchells & Butlers Germany GmbH
www.dein-alex.de

Industry

Catering

Project Challenges

- Heavy duty use of data terminals
- Quick help in case of failure
- Fast replacement of faulty equipment and device-related configuration

Solution

- ICS Replacement Service / Pooling
- Sending configured devices within one working day
- Pick-up of faulty devices and repair

Result

- If a device fails, customer receives a replacement within the scope of defined SLAs
- Immediate use by unskilled staff
- Cost optimization

The ICS Group is looking forward to speaking with you!

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