



The Surfin Cowboy Rides the Mobile Wave

Located in Capistrano Beach, California, the newly opened Surfin Cowboy Sports Bar & Grill sits at the crossroads of Dana Point, a celebrated surfing mecca, and well-known equestrian destination of San Juan Capistrano. The restaurant's name and menu pays tribute to both of these unique cultures by combining their flavors in a compelling menu created by Executive Chef, Sima Ganaba.

Diners flock to the neighborhood hotspot to imbibe the popular Chimichurri skirt steak and a variety of tacos, salads, pastas, burgers and wings. The full bar is lauded by visitors who enjoy the service from knowledgeable bartenders who pour craft cocktails mixed with fresh juices squeezed in-house. An extensive cocktail menu is inspired by their own in-house mixologist, David Valiante.

The Surfin Cowboy is a down-to-earth neighborhood mainstay that stays open until 2 a.m. seven nights a week. The restaurant is divided into three sections—a lounge area with a laid-back casual vibe with sofas and a group seating area, a high top section for sports fans who want to catch a game and a traditional seating area for diners. Country music and classic rock is always playing and the restaurant's 14, HD flat-screen televisions are tuned into the sporting events of the day.

The restaurant's owners are a technology-savvy group that wanted an attractive but functional tablet POS system to go along with their new look.



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“We needed a flexible, mobile solution that would allow us to access the business financials any time, from anywhere,” said David Valiante, General Manager of The Surfin Cowboy. “We also wanted better back-office capabilities and an easy-to-learn interface, so we could make changes to the menu and specials quickly.”

The restaurant’s owners and general manager sought the assistance of California-based #1 AAA Business Solutions to help them weed thru the plethora of Point of Sale options. They were also instrumental in the complete roll-out, from installation to training of the system.

The ownership team chose POSLavu, an Apple® iPad® and iPhone®-based point-of-sale package. The new solution included all of the functionalities the restaurant needed, including remote back office capability, detailed exportable reports, mobile ordering and payments, wireless printing and kitchen display.

Once it was determined which iPad-based POS solution was the best fit for the Surfin Cowboy, the next consideration was the hardware needed to protect their iPads. They wanted a product that had the same stylish elements of the iPad but provided the necessary security and protection. After evaluating a number of different enclosures, the team selected the Archelon Enclosures EXO table top mount. The Archelon EXO is a secure, tamper-proof enclosure with a sleek design allowing movement in three planes; horizontal, vertical and side to side, offering a variety of easy-to-view angles creating a more productive and comfortable workstation. The Surfin Cowboy team was even more impressed with the flexibility of the uses, including a cord-management system which keeps the charging cable snug in place so the iPad never loses power.

“An iPad is a tempting target—especially in a busy restaurant—so we want to make sure these devices don’t grow legs and walk out the door,” said Debi Besmer, Managing Partner of Archelon Enclosures. “The Surfin

Cowboy needed something that would protect the iPads from theft and damage, but maintain the sleekness of the iPad design. The Archelon EXO did both of those things and offered some additional options they hadn’t considered.”

#1 AAA Business Solutions installed five iPad stations with the Archelon EXO throughout the restaurant, four iPod Touch devices for mobile ordering, [MODEL] Star Micronics’ printers and MagTek® iDynamo Magnetic Strip Readers.

Since the launch of the new POSLavu solution, The Surfin Cowboy has seen a positive impact on its bottom line, citing “double digit” profit growth every month since the installation. The management team also has the ability to access sales figures on their iPhones and they can see transactions and sales figures in real time. This allows them to monitor employee activity and pinpoint theft or mistakes that cause revenue loss before it becomes an issue.

“We have one customer who drinks a special type of vodka that I order exclusively for her,” said Mr. Valiante. “I logged into the system from home and saw that the transaction for this particular customer had been rung up improperly, so I was able to call the bartender and have it corrected immediately.”

The new solution has the ability to be interfaced with a loyalty system, unlike the previous system. With the loyalty system, employees can now track diners’ email addresses, birthday information and other preferences.

“It’s seems like this technology has endless possibilities and we’ve been working closely with POSLavu to cover our ‘wish list’ of items,” said Mr. Valiante. “We’re exploring options that weren’t feasible with previous systems, including a loyalty program and social networking opportunities. We’ve got some exciting things in development so if you haven’t given us a try; we invite you to see what the buzz is about!”

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