

**PARTNER PROFILE**

# Tom's Watch Bar - Brink POS Solves Multi-Unit Challenges to Emerge as Champ



Founded in 2014, Tom's Watch Bar can be accurately described as the ultimate sports bar. Promising "All the Sports, All the Time", their highly curated sports programming covers all sports from collegiate to professional to international, big events and prize fights, even emerging, obscure and outrageous sports. Central oversized stadium screen clusters provide a 360° viewing experience for guests, making every seat the best seat in the house. As if that wasn't enough, their food and beverage selection and frontline services are polished, top-notch, and keep guests coming back.

But as volumes were increasing at Tom's Watch Bar, operators were asked to deal with more back-end complexity, and it became clear a new POS solution was needed. They set out to find a new POS platform that could easily scale up operations without adding more technical hurdles, and, critically, without impacting the quality of service Tom's Watch Bar guests had come to enjoy.

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Dan Doyle, Director of Technology at Tom's Watch Bar



### Tech Integration



140+ Terminals and Tablets



Kitchen Display Integration



Fully customizable menus

### PAR's Brink POS System:

- Scalable to rapidly meet increases in volume
- Flexible and open API integrates with multiple existing systems
- Installation and ongoing support from PAR channel partner Resource POS

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The new system would have to nest seamlessly within their current front- and back-of-house systems, feature tablet, QSR with bar and kitchen display integration, and make end-of-day tasks less onerous for operators.

PAR's Brink POS system stood out to Tom's Watch Bar for its ability to rapidly scale to meet large volumes, a flexible and open API for compatibility with multiple systems, and the quality of support from PAR channel partner Resource POS, who handled the implementation. Brink POS was initially deployed across 140+ PAR terminals and Touch Dynamic Tablets in 4 locations, creating a streamlined staff and guest experience from table to bar to kitchen.

Tom's Watch Bar operators were set up with the ability to build menus, integrate QSR and Liquor, Beer, and Wine (LBW) systems, and configure those massive bar displays all from the same portal, greatly reducing the overall technical complexity of running a location. "The [Resource POS] support team being onsite for training and the opening helped immensely," Dan Doyle, Director of Technology at Tom's Watch Bar said of the installation process. "They tested our menu and QSR routing to bar and kitchen rigorously beforehand, so only small tweaks were needed on go-live."

Tom's Watch Bar program owners are energized by the swift and tangible changes Brink POS has brought to their Watch Bars. They are also gaining a lot of positive feedback from their waitstaff and kitchen staff who are using the tablets, software, and dynamic features firsthand. "Servers are appreciating the more efficient interfaces and workflows," Dan explains. "They can instantly see menu changes, send orders to the proper station, accept payment and move on to the next table without having to leave their stations. Rushes are less disruptive, and a spike in volume is no longer a technical headache with bottlenecks at stations."

Tom's Watch Bar attributes much of the project's ongoing success to PAR channel partner Resource POS, citing their straightforward process-oriented approach, responsive and prompt service, and wide range of product and support options. Resource POS will continue to assist Tom's Watch Bar with their plans to have Brink POS running at 13 locations this year. "Because our relationship is treated more like a partnership, people are continually making the products, processes, and support better," said Dan. "We – as a group – work together to improve the model every day."



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