



CASE STUDY

PAR Suite Helps DiBella's Subs Tackle Data Fidelity and Payment Processing Challenges

DiBella's Subs is a family-owned sub sandwich restaurant based out of Rochester, NY, with 42 locations across New York, Connecticut, Pennsylvania, Ohio, and Michigan. To DiBella's, it is all about the bread, which they consider the core of their business. Their mission to serve every guest the best sub they have ever had is reflected in their attention to detail and dedication to fresh ingredients.

However, like many multi-unit restaurant brands, 2019 presented new challenges for DiBella's and as a result, their online operations grew in complexity. With no central POS, restaurant data management platform, or modern payment solution implemented into operations, they were faced with organization-wide cost reporting, inventory, labor scheduling, and payment processing struggles.

According to Peter Fox, President and CEO of DiBella's Subs, their "prior point-of-sale was coming to the end of its life" and they needed a new system that was not only cloud-based but could also seamlessly integrate with the solutions needed to overcome their challenges. Additionally, they needed a provider who could help simplify and streamline everything.

"We wanted our systems to be more seamless as well as have a cloud-based solution to build from. Our prior point-of-sale was coming to the end of its life and, clearly, Brink spends a lot of time and energy to continue adding enhancements and is always looking to the future."

Peter Fox, President and CEO of DiBella's Subs



DiBella's Subs



Tech Challenges:

- Missing a central cloud-based point-of-sale
- Siloed organization-wide cost reporting
- Lacking Modern Payments Solutions

Tech Integrations and Solutions:

- Brink POS®
- Data Central®
- Punchh® Loyalty
- Payment Services

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DiBella's originally turned to PAR Technology to provide them with Brink POS, a centralized, cloud-based POS solution that can be tailored to suit their specific needs. However, they quickly understood the advantages of unified commerce and transitioned their tech stack to expand upon PAR's suite of solutions.

PAR's Unified Commerce approach, featuring Brink POS, Data Central, Punchh, and PAR Payment Services, became DiBella's foundation for the new system, giving them complete control over transaction data and inventory management, along with more powerful labor scheduling tools. "The scheduling and line of sight into schedules that Data Central provides have been a fantastic addition for DiBella's," said Fox. "I can pull up schedules on my phone and see who should be on shift vs. who is actually present at the store, I can see what the labor costs are, and I can see what the daily sales are." Moreover, Data Central's powerful labor management tools have enabled DiBella's to compare current sales data to previous weeks, months, or years to paint a clear picture of transactions, customer behavior, and company growth.

PAR's Unified Commerce System has been critical in streamlining nearly all aspects of DiBella's daily operations. In the meantime, they are leveraging the extensive Brink POS integration ecosystem to grow sales channels. "Being able to collect, view, analyze, and take action on all the data coming in from our 40-plus locations allows us to improve our purchasing, inventory, and labor scheduling practices immensely," said Peter Fox. "We are seeing data we have never been able to see before, and because of it, we can make better decisions that will consistently improve our bottom line."



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PAR products have proven to be the right remedy for DiBella's data fidelity, payment processing, and disparate POS struggles. The innovative solutions implemented into DiBella's operations have positioned them for scalability and adaptability well into the future, no matter what challenges may be ahead.

REQUEST A MEETING

Let's Talk a Unified Tech Stack
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