

## CASE STUDY



### ABOUT O'TOOLE'S



A piece of Ireland on SR 60. Beautiful bar and biggest patio in the area. Great food, great atmosphere, great time guaranteed.

O'Toole's Irish Pub is a true boozer, as the Irish would say - a place of craic. So what exactly is craic, you might ask? Well, it's a mixture of music, drinks, friendly conversation, and an upbeat atmosphere, all of which equals a good time - and all of which describe O'Toole's. In a spot like Brandon, it's rare to find a bar with true character that's not a chan.

#### Hours of Operation:

Mon-Fri: 3pm-3am

Sat-Sun: 11am-3am

### BEFORE MAKING A DECISION

Marcus Winters, owner and operator of O'Toole's Irish Pub, needed a program that would allow him to have total control over his business. He needed a program that included descriptive reporting, precise inventory control, and shift scheduling. After looking at four to five POS systems, he chose MicroSale. MicroSale was the most user-friendly, had the best customer service, and was the fastest.



Bar Area inside O'Toole's

### POST INSTALLATION

The intuitive design of MicroSale enables experienced servers to learn the system in about 15 minutes, for less experienced, it only takes about an hour.

MicroSale Tech Support helped in the installation process and was able to do changes 'on the fly'. The system is calibrated, programmed and tested on the customers' terminals in MicroSale's facilities before going on site. This keeps the installation process quick and painless for the customer. When the installation was complete, the staff was able to navigate through the system quickly and easily. Mr. Winters found the inventory and frequent diner programs to be the most beneficial.

## RESULTS



Patio Area at MacDinton's

After using MicroSale in O'Toole's, Mr. Winters has decided to put MicroSale in two of his other restaurants located on Howard, Tampa's most influential night life hot spot.

*On the left displays a picture of MacDinton's on a typical Friday night.*

MacDinton's is a high volume pub/bar open til 3am most nights. Mr. Winters says that once he learned they system, it was very easy for him to make is own menu changes (pricing, adding items, promos and specials, etc.) He adds, "I would recommend the system to anyone, it's a great experience."



Main Bar Area inside MacDinton's

## ABOUT MICROSALE

MicroSale is an extremely user friendly point of sale solution that is continually revolutionizing the way restaurants do business. Since 1989, the focus has been to "Keep It Simple" (KIS Software, Inc.) MicroSale truly is an all-in-one solution. MicroSale provides intuitive screen layouts, flexible menu programming, timed pricing (such as pool tables/games), precise reporting/inventory control, online ordering, and powerful interface options.

MicroSale has the ability to handle any size installation; there is nothing too big or too small. MicroSale is tailored for quick service, table service, pizzerias, hotels, bars, nightclubs, bowling centers, and entertainment centers. For more information please visit [www.microsale.net](http://www.microsale.net) or email [info@microsale.net](mailto:info@microsale.net)

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