

Food Services Deliver Food Quickly Using Breakaway International System and Microsoft MapPoint Technology

Microsoft MapPoint Alliance Solution Study

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Every day food delivery services face the same challenge: the food staff, delivery drivers, and management need to operate at peak efficiency so customers get their food as quickly as possible. The Breakaway International product—Breakaway VISION point-of-sale restaurant management system—helps streamline food service operations and increase overall efficiency so everyone can get their job done quickly. The food staff can enter orders easily and correctly, reducing the amount of time spent preparing incorrect orders. Using Microsoft® MapPoint® technology, delivery drivers can visualize store-to-door driving maps that show them the shortest route to the customer's door so they can deliver the food quickly. And, management can access all food service data from a single location and visualize maps of customer areas and store locations, which helps them more quickly analyze marketing, sales, and driving time data—crucial information for evaluating the efficiency of a food delivery service.

Partner Profile

Breakaway International develops point-of-sale restaurant management systems, complete with hardware and software, for more than 60 fast-food delivery chains in more than 2200 locations in the United States and 38 other countries. They have gone to great lengths to find just the right combination of hardware and software products for their system. A typical system includes the Microsoft Windows® operating system, Microsoft SQL Server™, Dell servers and workstations, touch screen or standard color monitors, laser and thermal adhesive label printers, Symantec pcAnywhere communication software, and the Breakaway International multipurpose product, Breakaway VISION.

Fast delivery times and a solid knowledge of your service's delivery areas are crucial for a successful food delivery service, so Breakaway International decided to incorporate mapping capabilities into the Driver Station module of their Breakaway VISION system to increase the effectiveness of the delivery drivers and help management geographically analyze marketing and sales data. They chose the affordably-priced Microsoft MapPoint technology because it utilizes some of the most advanced mapping technologies and it includes maps not only for North America (Canada and the United States), but also for Europe, which Breakaway International needs to serve its European markets.

Breakaway International

Contact Information

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Profile

Breakaway International sells point-of-sale systems to food services in more than 2200 national and international locations.

Target Audience

Food services, such as restaurants, quick services, and delivery/carry out locations that need a point-of-sale restaurant management system

Software and Services

- Breakaway VISION
- Point-of-sale hardware and software system
- Customization, training, and support services

Microsoft Technologies

- Microsoft® MapPoint® 2002
- Microsoft Visual Basic® 6.0
- Microsoft Windows®
- Microsoft SQL Server™

Partner Satisfaction

"We required a powerful and accurate mapping product for integration into Breakaway VISION. The MapPoint ActiveX control has proven to be an exceptionally feature-rich solution. We received excellent technical support from Microsoft. Our questions were answered promptly and problems were resolved swiftly. All of the support helped make the integration process a very smooth one."

--Jimmy Vecera
Project Manager
Breakaway International

Microsoft®

Challenge

The ultimate challenge for any food delivery service is to ensure their customers get the food they ordered fast and piping hot. However, every one of us has had the unfortunate experience of biting into a lukewarm pizza or picking off the pepperoni from a supposedly vegetarian pizza. Order mistakes happen when the food staff have to keep up with phones ringing off the hook on rainy nights and late deliveries happen when delivery drivers have incorrect addresses or can't find an alternate, fast route at rush hour.

The food staff need an order entry system that's easy to learn, easy to use, and fast so they can stay on top of and correctly process orders on busy nights. The drivers need current, accurate maps that tell them the shortest route between the store and the customer's door so they can deliver the food on time. And, management needs to quickly track sales, driving times, dense customer areas, and so on, all from a centralized location.

Solution

The single point-of-sale, state-of-the-art Breakaway VISION system meets all of these food delivery service needs at a cost effective price. It helps you simplify the order entry system with a touch screen monitor—no computer skills required and easy training for new employees. Just touch the simple screen choices that lead you through the order entry process, from food choices to payment.

By incorporating the Microsoft MapPoint ActiveX® control into the Driver Station module, the Breakaway VISION product also increases the effectiveness of delivery drivers. They can look up addresses, and then view and print suggested routes for quick delivery. They can also see detailed store-to-door driving directions and the approximate amount of time it takes to reach each customer location.

The screenshot shows the 'Driver Station' software interface. At the top, it says 'Driver: Driver, Joe' and 'Map: Road Map'. Below this is a table of driving directions:

Time	Mile	Instruction	For	Toward
Summary: 6.7 miles (26 minutes)				
Highway construction information is out of date. Click this line to update.				
5:05 PM	0.0	1 Depart 3733 N Josey Ln, Carrollton, TX 75007	0.9 mi	
5:07 PM	0.9	Turn RIGHT (West) onto E Frankford Rd	1.0 mi	
5:10 PM	1.9	Turn LEFT (South) onto McCoy Rd	0.2 mi	
5:11 PM	2.1	Turn RIGHT (West) onto Golden Gate Dr	0.2 mi	
5:12 PM	2.3	Turn LEFT (South) onto Menlo Park Ln	0.1 mi	
5:12 PM	2.4	2 At Alameda Dr, Carrollton, TX 75007, return N	0.1 mi	
5:13 PM	2.5	Turn RIGHT (East) onto Golden Gate Dr	0.2 mi	

The map below the table shows a green route starting from a red location (1) at 3733 N Josey Ln, Carrollton, TX, and ending at a yellow location (2) at Alameda Dr, Carrollton, TX. The route passes through E Frankford Rd, McCoy Rd, Golden Gate Dr, and Menlo Park Ln. The map also shows other streets like Rosemeade Pkwy, E Peters Colony Rd, and W Rosemeade Pkwy. The city of Dallas is labeled on the map.

Using Microsoft MapPoint technology, delivery drivers can view the quickest store-to-door route. Then, they can print the driving directions and map and take it with them so they don't get lost.

Customer Satisfaction

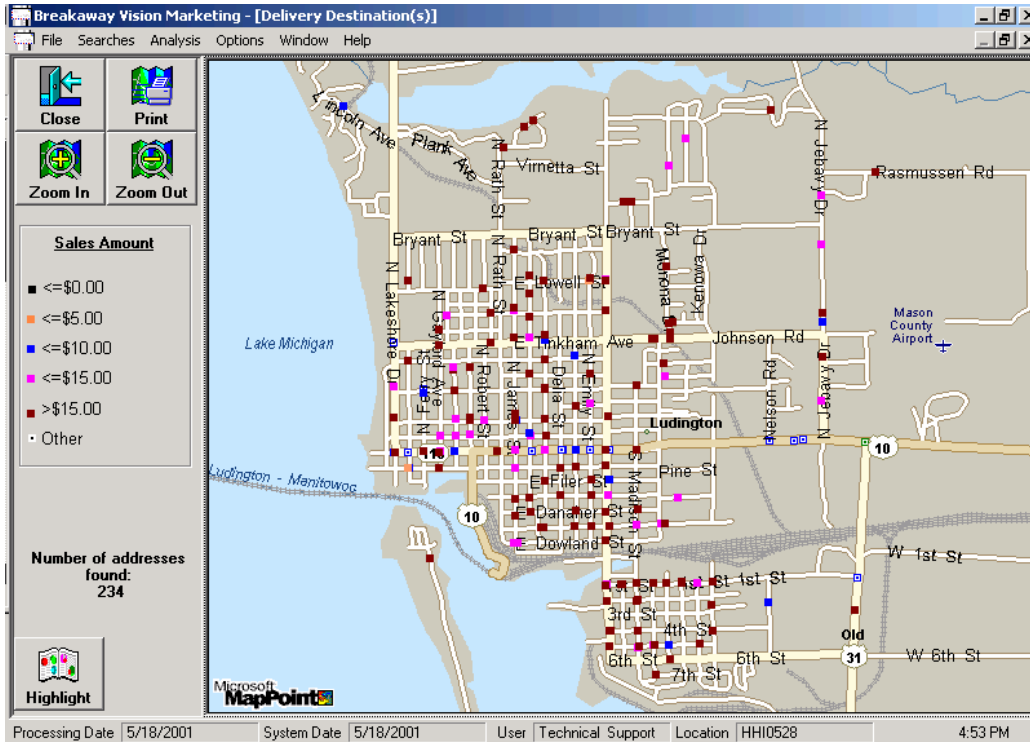
"After having Breakaway systems in all 51 of my stores for three months now, I am more comfortable than ever knowing that it was the right decision to choose the Breakaway system. The most important reason is the people in the stores can concentrate on making great pizzas and delivering them in 30 minutes. The Breakaway system helps them do that."

--Frank Meeks
President
Domino's Pizza Team
Washington, Inc.

"I was a little apprehensive about starting on computers, but now I wonder how I got by without them. The computers have saved my managers time and headaches over paperwork problems, wrong addresses, and incorrectly made pizzas. Our order takers and customers seem to get through orders so much easier and quicker now."

--Steven R. Chiodo
Chiodo Corporation

The Breakaway VISION system also helps management streamline the store operations by providing a single data source for all sales and marketing data. And, using Microsoft MapPoint technology, it enables management to visualize, analyze, and communicate geographic information. For example, management can visualize where the bulk of their customers are located. The Breakaway VISION system, using the Microsoft MapPoint ActiveX control, quickly plots the results on a map, which includes color coding for particular customer groups in particular areas. Management can then use these maps to decide to expand or contract their delivery area or to build new stores in high-traffic areas.



Using Microsoft MapPoint technology, the Breakaway VISION system can color code customer areas by the amount of sales in each area.

All of these Breakaway VISION features, combined with Microsoft MapPoint technology, help to increase the efficiency of food service staff, delivery drivers, and management, which in turn means correct orders, piping hot on those rainy nights.

Additional Information

For information on Microsoft MapPoint, visit www.microsoft.com/office/mappoint/. For information on working with the MapPoint ActiveX control and object model, visit msdn.microsoft.com/mappoint/.

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