



CREATING GREAT GUEST MEMORIES!!



Breaking the Bottle

Using the Mirus tool to alleviate the bottleneck of reporting on four unique brands.



CREATING GREAT GUEST MEMORIES!!



BENIHANA **HARU** **RA** **SAMURAI**

Presenters

Alex Gonzalez & Meredith Meisler



- My background is mainly in Accounting. I hold an Associates Degree in Accounting from Johnson & Wales along with a Bachelor's and a Masters Degree in Accounting from St. Thomas University in Miami, FL.
- My career with Benihana began 12 years ago in the Accounting & Finance Departments. In 2010, I transitioned to the Finance Department. Since 2016, I have been the Director of Financial Planning & Analysis.



- I graduated from Florida State University in 2009 with a Bachelors in Science, Business Administration and Hospitality Administration. In 2011, I graduated from Nova Southeastern University with a MBA in Finance.
- My career with Benihana began 3 years ago in the IT Department as a Systems Analyst. I transferred to the Finance Department as Financial Analyst in May 2016.



Our Heritage: Benihana & Samurai

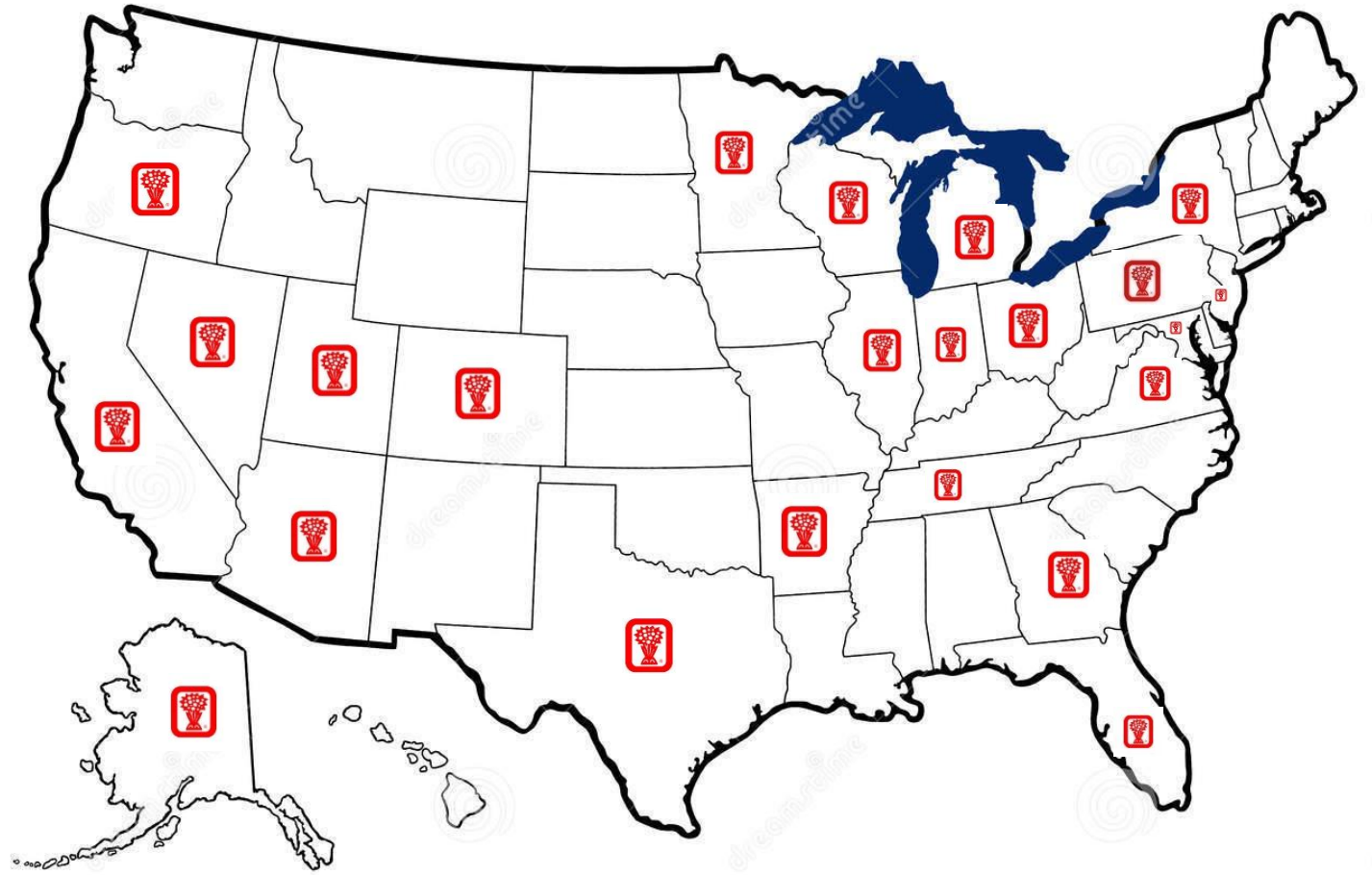
- Benihana was founded in 1964 on West 56th Street in New York City by 25 year-old Hiroaki “Rocky” Aoki
- In 1997, Samurai & Kyoto Restaurant Groups were acquired.



Our Locations

The company has grown to 73 locations operating in 23 States across the U.S.

We also have an international presence in many countries



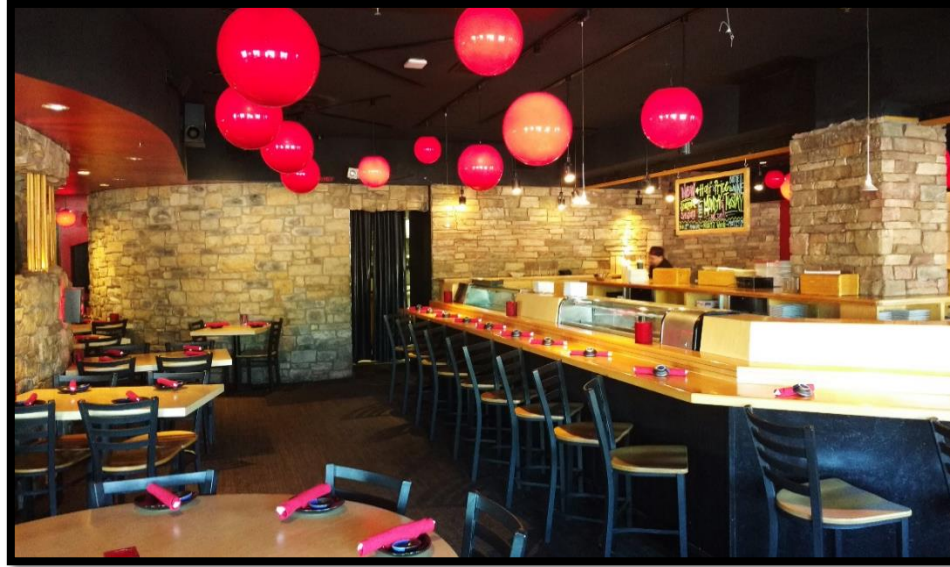
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BENIHANA HARU TRA SAMURAI

Our Heritage: RA Sushi

- RA Sushi got its start in Scottsdale, Arizona in 1997.
- With a “RA”ckin’ vibe, unique menu and the best happy hour in town, RA quickly grew and today has 25 locations.
- Creative sushi, distinctive Japanese-inspired dishes and handcrafted cocktails set RA Sushi apart from your neighborhood sushi restaurant.



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BENIHANA HARU  SAMURAI

Our Heritage: Haru Sushi

- HARU is a modern Japanese restaurant featuring specialty dishes, sushi, sake, and specialty cocktails.
- What began as a neighborhood sushi establishment on Manhattan's Upper West Side has grown into a six restaurant group in New York.
- Varying Haru locations feature vibrant bars and lounges, outdoor dining spaces and private event rooms.



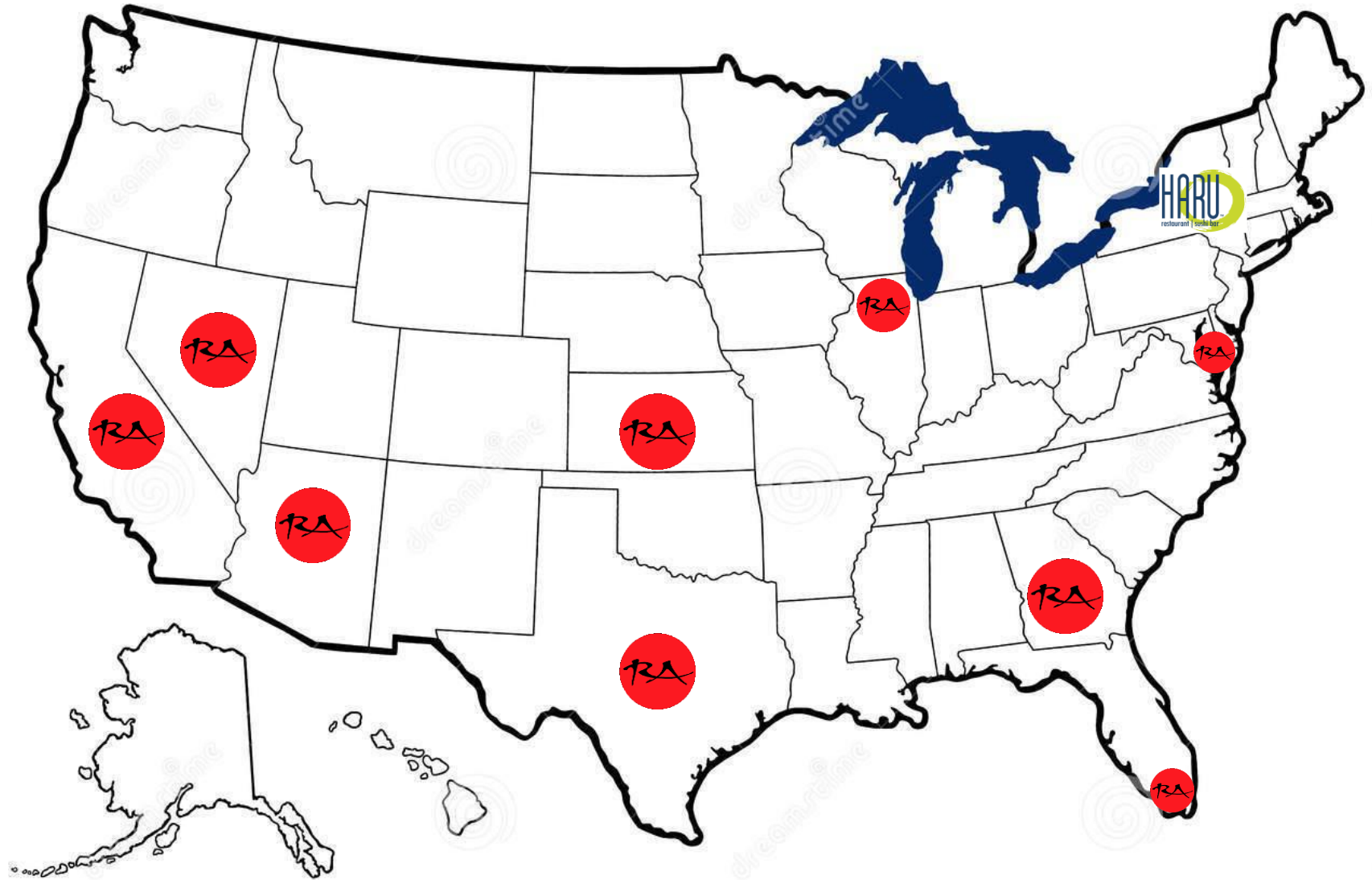
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BENIHANA HARU TRA SAMURAI

Our Locations

Both companies have grown to 31 locations operating in 10 states across the U.S.



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BENIHANA HARU RA SAMURAI



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BENIHANA

HARU
restaurant / sushi bar

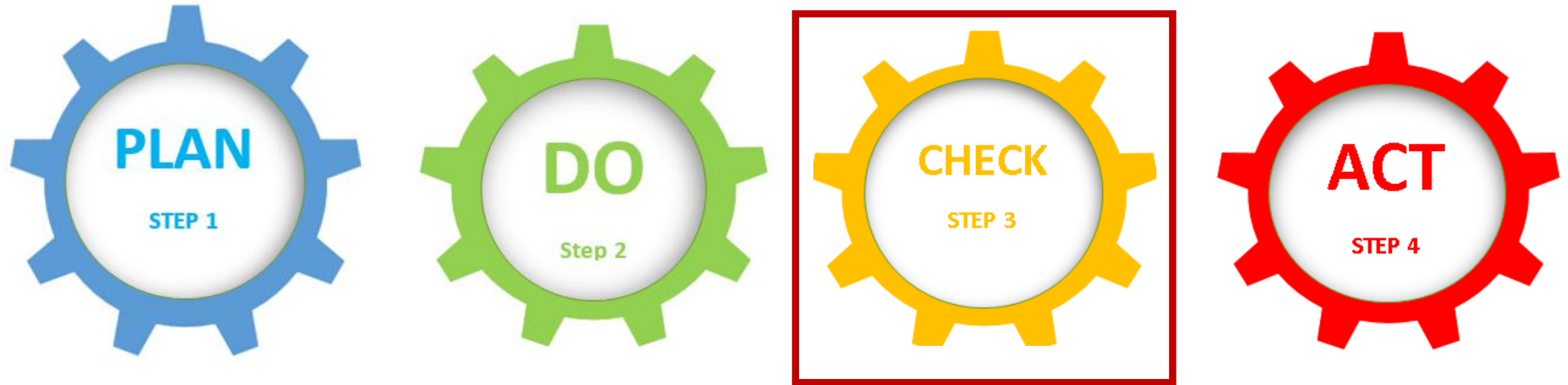


SAMURAI

How Do We Improve Performance



Timely, Accurate Data Needed to “CHECK” Results



Reporting Challenges

Data Sources

Short Staffed

Computer Processing Limitations

Software Deficits

Manual Distribution

Manual Input Errors

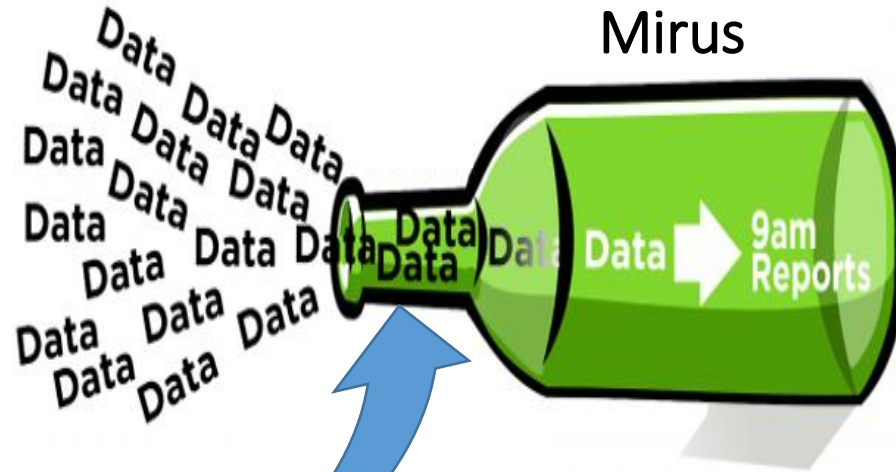
Time Consuming



Reporting Bottleneck



2016 Before
Mirus



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BENIHANA HARU TRAM SAMURAI

Report Generators



- Analysts spend too much time crunching data.
- Analysts spend too much time reconciling, mapping and processing data.
- Financial Analysts become a really expensive **REPORT GENERATOR.**
- We lose the most important aspect of a Financial Analyst... their ability to Analyze the Data.



This is One of Our Biggest Opportunities....Data!

What Data?

Turnover

Sales & Discounts

Product Mix

P&Ls

Labor

Inventory/Food



What Key Metrics Are Important?

Menu Per Check Count Hours of Operation Delivery

Fraud Prevention Comps & Voids FOH Labor

Pricing Per Guest Count Data Integrity Catering

Per Entrée Count Optimal Hours Gap to Knapp

P-Mix Reservations Menu Engineering Turnover

Guest Complaints BOH Labor



Where Do We Get The Data From?




HotSchedules
Work Smarter. Together.

INFOSYNC[®]
Comprehensive Business Process Solutions[®]

Aloha[®]
by  **NCR**
Hospitality

 **OpenTable**[®]

 **NCR Back Office**

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BENIHANA **HARU**  **SAMURAI**

Our Reporting and Data Goals

One Stop Shop

Easy to Use

Value – Added Reports

Real – Time Information

Reports Delivered Automatically...24/7



Mirus Implementation



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BENIHANA HARU RA SAMURAI

What Helped Us Evolve?

N-Step

Comp Logic

Report Scheduling

Ease of Use

Report Groups

Report Filtering



Reporting Hierarchy of Needs

Filters set are layered on top of this to make each report group brand, regional and manager specific.



We Evolved...

We went from the Flintstones...



To the Jetsons...



...And that is Alex

CREATING GREAT GUEST MEMORIES!!



BENIHANA HARU TRAM SAMURAI

The Bottle Has Been Broken



2017 After Mirus

Data Data Data Data



7am
Reports



Kaizen Award

Melissa Fletcher

