

General Overview

Restaurant Data Experts

Feel like you have too much data?
It can be overwhelming but we can help.



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Issues Our Clients Face

Too Much Data

On average, multi-unit restaurants use over a dozen different software systems to manage their business. Growing businesses are dealing with the common issue of having too much disparate data and not being able to leverage individual data sources together in one solution. This root problem has spurred off several other issues that ultimately lead businesses down a hectic road.

Data Integrity and Storage

Several hands touch the data your systems produce. It's a good thing because the more appropriate eyes on company details, the more likely the business can improve what's going right and prevent what's going wrong. However, the more hands that touch raw data, the more likely details will be changed and stored in different places.

Mirus helps consolidate and store historical and current data in a custom web-based data warehouse. That way our clients can focus on running a business and less on managing data complexities.

Efficiency and Effectiveness

It shouldn't be a stretch to say that you've built some spreadsheets in your time. If I'm right, then you would understand what "Excel Hell" is. When employees need to build reports but lack the proper data warehouse and reporting solution, they tend to turn to spreadsheets. Spreadsheets help but organizations with multiple restaurants tend to have an enormous amount of data that is stored in several different places.

Without even discussing data organization, let's talk about the inefficient and ineffective processes individuals take. The person creating a report will need to locate the data, download the appropriate files, and transfer the data into their spreadsheets, which usually involves the time-consuming and error-prone process of copying and pasting. After the proper formulas and pivot tables are made, the spreadsheet should be formatted with visual graphics and shared with others.

Issues arise when edits are needed. Finding the master file after months have gone by could be difficult and because the spreadsheet are not automatically updating itself with current data, an employee will have to manually go through "Excel-Hell" each time edits or updates are needed. The person who manages raw data or creates reports could become a bottleneck because they are inundated by requests from employees across different departments.

The Human Factors

Hopefully, by now you can see that the more humans are involved the more likely errors will be made. Let's soak in that thought to truly understand how a small issue can snowball into something big.

As previously mentioned, reports usually live all over the place and can be edited by multiple people. The original report file could be difficult to find if a company has been using that report for months or even years. Over that period of time, it's not hard to imagine how fat-fingering numbers could lead to errors.

Human errors and lack of organization should not lead to business decisions that could be wrong. Marketing wants to pull the trigger on a new LTO. Finance needs to establish an inventory budget. Operations want to hire more employees. These types of decisions need accurate reports. There must be only "one version of truth". Mirus solves these issues.

How Mirus Helps

A custom data warehouse cleans, stores, and updates data automatically every day. When reports are needed, users have access to a simple drag n' drop solution to build formatted and visually pleasing reports. They can share reports with the appropriate people and even lock editing controls so only the proper personnel can make changes. Data is constantly updated, so there is no need to copy and paste anything in the future. Since the reports live online no single person becomes a bottleneck.

What We Do



1. Data Collection

- Any Source
- Multiple Locations
- Intraday Data Collections



2. Data Cleansing

- Define Business Rules
- Verify Data Accuracy
- Establish Business Logic



3. Data Maintenance

- Maintain Servers
- Monitor Storage
- Routinely Update



4. Data Analysis

- Drag n' Drop Report Creator
- Custom Alerts
- Data Visualizations
- Automated Calculations
- Manage Users and Security
- Receive Training & Support

Data Warehouse

Report Writer

What's Mirus?

Mirus provides services in data management and solutions in custom reporting for multi-unit restaurants. Mirus integrates and organizes any data from any system to support finance, operations, marketing and IT departments. Since 1999, Mirus has helped measure and improve business performance through custom data warehousing, powerful reporting filters, automated calculations and alerts, and unrivaled customer support.

1. Data Collection

While working together with the restaurant organization, Mirus creates a custom data warehouse to collect and store current and historical raw data. The initial data transfer usually starts off by transferring sales and labor data from the POS system.

2. Data Cleansing

Once the data is secured in one location, Mirus continues to work with the client to clean and organize the raw data. This includes defining comparable restaurant rules, customizing business logic, and tying out the data to verify accuracy. If the data is not accurate, everything from this point on will be problematic. Mirus prides itself on data integrity.

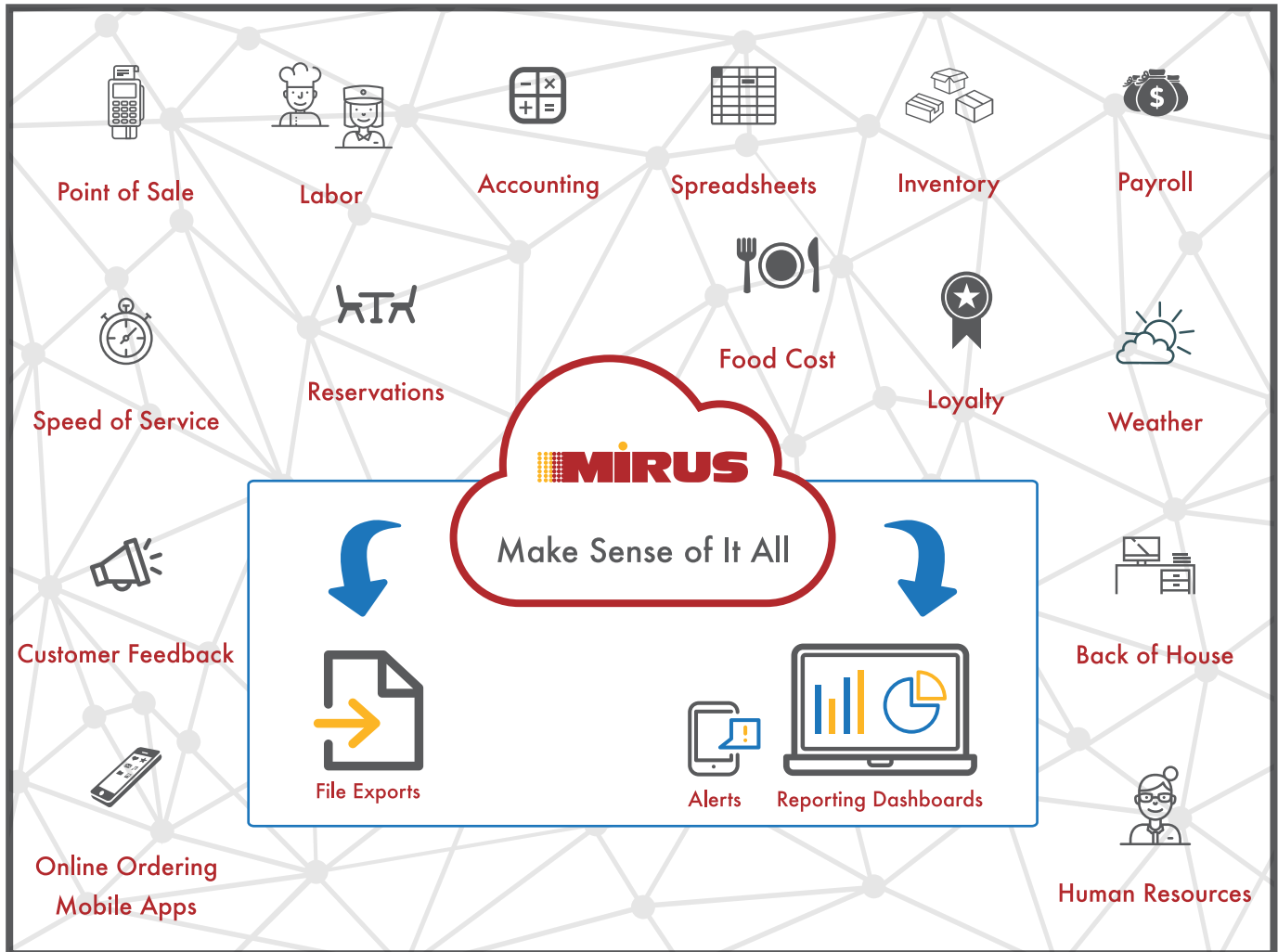
3. Data Maintenance

It's time to automate things so future incoming data can go through the same process. This includes ongoing data backups, maintaining comp rules and business logic, and routinely updating the Mirus hardware and software.

4. Data Analysis

As you can see, a lot of work is laid out before anyone should begin creating business reports. Once the groundwork is established, Mirus provides a report writing tool anyone can use. There are no spreadsheet formulas or SQL coding knowledge needed. The color-coded, drag n' drop interface allows users to easily build custom reports. Reports are automatically updated with future data and can be sent as alerts to specific employees.

Data Synergy



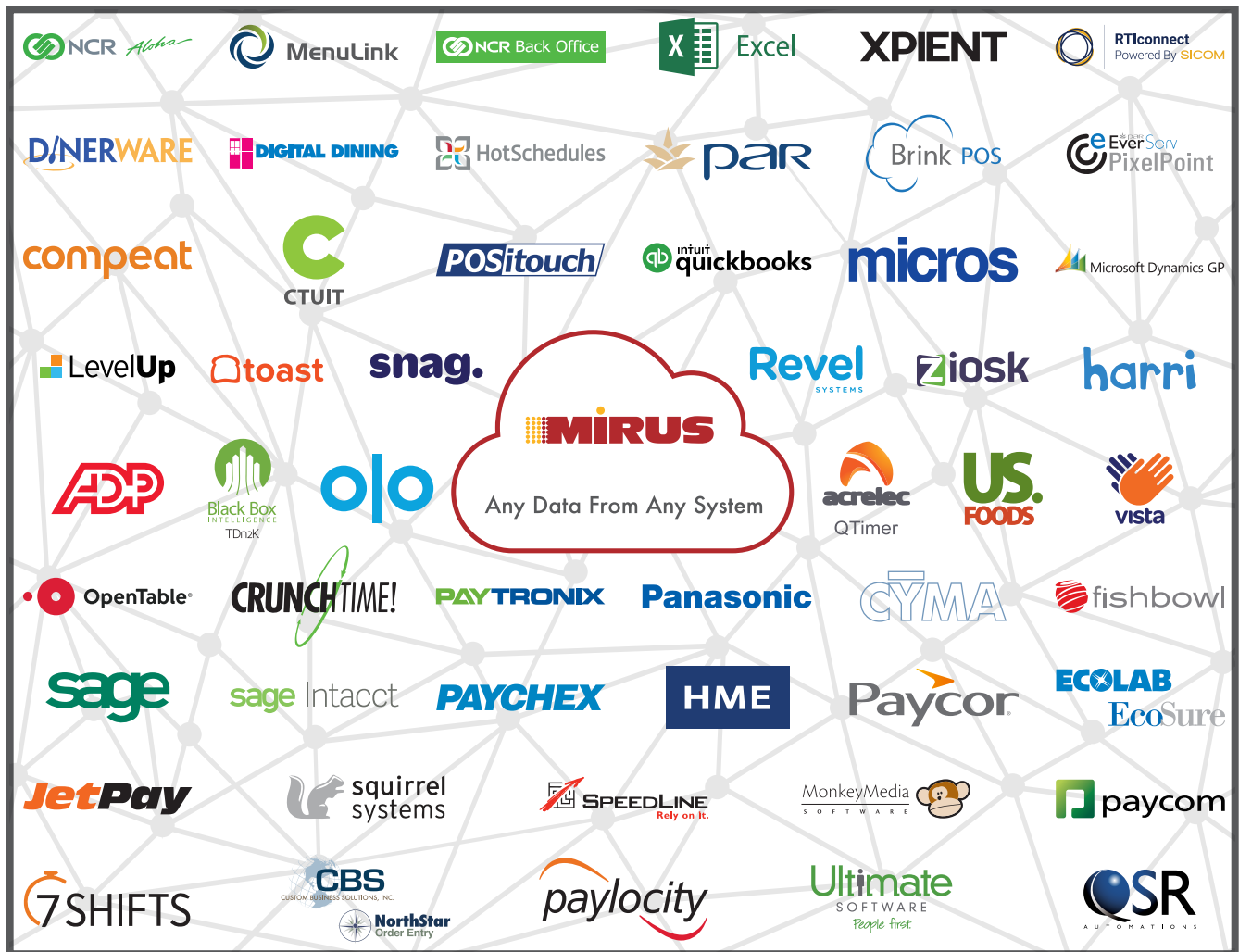
Make Sense of Apples + Oranges

Our focus is helping multi-unit restaurants leverage their existing data so they can gain new insights and perspectives on their business. First, a discussion on data collection issues needs to be addressed before integrating multiple systems into one storage location takes place. Then, with the client, work begins by creating a custom data warehouse and implementing the data collection process.

Once collection is implemented, a standardized cleansing process is needed to prevent business logic confusion and errors. For example, a client could have a POS system and a speed-of-service solution that title their day-parts differently. One system refers to day-parts as "breakfast, lunch, and dinner" while the other system uses "breakfast, lunch, supper and late night". If you combine the data from both systems into your data warehouse and use it for reporting, there are going to be business logic issues. That's when apples + oranges = a mess. With Mirus, the day-parts would be mapped together based on the client's singular day-part definition.

Companies continue to change over time. Employees come and go, menus transform, and data source systems swap out. If you spent the time and effort to build a custom data warehouse, then you shouldn't forget to maintain your investment. Mirus creates automated tasks that keep your data warehouse organized. This way, the future decision-makers of your business don't have to worry about storage limitations, back-end technology updates, or issues with data polling. That's what we refer to as data maintenance.

The Power of Integration



What Our Clients Say...

"We needed a way to aggregate all our data, no matter what POS or labor system it came from."

- CFO, Lehigh Valley (Red Robin franchisee)

"Net sales between net sales of different point of sale systems is the same across the board with Mirus. That basically takes apples and oranges and says here, this is fruit juice, this is how it's supposed to be."

- Point of Sale Manager, Dewey's Pizza

"I'm a database person. I can load all this stuff into a database and pull data out of it all day long and it would always be me, never have anyone else. Building a custom data warehouse in-house would mean I'd be supporting it in-house forever and ever. I'd rather spend my time elsewhere and have Mirus handle the ongoing maintenance."

- Integrations Manager, Alamo Draffhouse

Who Uses Mirus



Operations



Finance



Marketing



I.T.

We help multi-unit restaurant decision-makers organize and leverage data to measure and improve business performance. More specifically, Mirus helps leaders in operations, finance, marketing and IT make more informed, fact-based decisions.

Operations

Isn't it worth knowing which employees are stealing through coupon fraud? Which location is producing the most repeat customers? What caused customer traffic to increase above average last week?

Marketing

Ever wonder which menu items cannibalize other menu items? What weather-related incident last year spurred the most profit? Is the loyalty program encouraging long-term customers?

Finance

Should you be questioning how can we efficiently minimize overtime? Which locations are constantly wasting inventory? Does it make financial sense to jump into third-party delivery?

Information Technology

What if you could choose best-of-breed systems? What if all those systems communicated well with each other? How could you better use your time if back-ups were put on auto-pilot and departments could create their own reports?



Your Issues Are Not Unique

Since 1999, Mirus has helped all types of multi-unit restaurant operations. You may think your data issues are complex and unique but chances are we have encountered similar issues before and that's why Mirus is THE expert in restaurant data management and reporting.

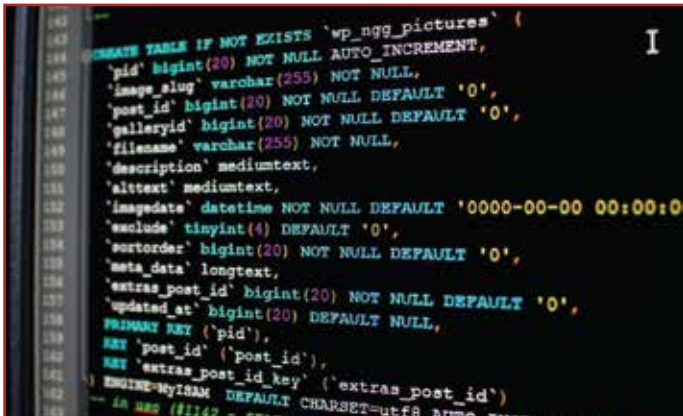
What To Consider - Other Options



Spreadsheets

The most common option restaurant operators tend to use and for good reason because it's fairly easy to use spreadsheets.

Problems occur when the data grows faster than employees can maintain it, and when multiple employees cause human-prone errors like multiple storage locations, fat-fingering numbers, using the wrong formula,s and not updating older files.



Do It Yourself (In-House Creations)

Building a custom data warehouse and reporting platform from the ground up is probably the most difficult and time-consuming option.

Companies tend to underestimate the never-ending labor needed to create and maintain a solution, not to mention the cost of technically skilled employees. Do not let a consultant sell you on the idea that it is cost effective. Consider costs for the present and into the future.



In-App Reporting

Your third-party solutions should have some type of "reporting" feature. For "mom & pop" businesses, these features might be helpful.

However, most are not robust, detailed, or customizable. These canned reports tend not to integrate well with other solutions and some companies hold your data hostage if you try to export files.



Do Nothing

If you are reading this then chances are that you are experiencing restaurant data issues. If that's the case, then doing nothing is the worst option you could take.

Believe it or not, Mirus has encountered several companies who end up taking this road for one reason or another. At a minimum, let Mirus know what you are dealing with so you can hear out some suggestions.

Price

\$75

per month, per restaurant
\$6,500 one-time setup fee



Mirus is \$75 per month per restaurant plus a one-time setup fee of \$6,500. That includes the creation of a custom data warehouse with one POS system integration. Price may vary depending on client needs and there is a monthly minimum of \$1,500.

Pay For Itself?

There's a lot of low hanging fruit in multi-unit restaurant businesses, especially if you focus on transactional check-level details. Which employees are implementing discount fraud? Which menu-items are cannibalizing other menu-items? How is weather affecting sales? If Mirus just used sales and labor data to focus on one day at one location, the leveraged insights could quickly show where you could be saving money. That's not even including other data integrations yet!

Mirus is amazing at crunching numbers, utilizing powerful filters, and structuring automated exception-based reports with large amounts of data that usually don't communicate well with each other. Spend time solving issues or rewarding hidden successes instead of wasting time collecting, organizing, maintaining, and reporting data. Let Mirus do what it has done for decades and see the solution pay for itself immediately.

Don't Take Our Word...

With Mirus, we have a loss prevention tool that is more powerful than any loss prevention department. A Mirus exception-based report enables us to notice that certain servers were ringing up water in place of other beverages. We took action and have things back under control. Now soft drink sales are up more than 6%, adding \$17,400 per location or \$540,000 to the bottom line over the course of one year.

- *Tumbleweed Southwest Grill*

The other day a franchisee challenged us to see what our highest sales volume hour of the day was. In the past, our team wouldn't know off-hand but in this instance, I quickly created a Mirus report that allowed me to present our volume by store, day, and hour. It's awesome to have this functionality! Now we can go back to our franchisees and challenge them by saying, "Let's see who can generate the most profits?".

- *OTG*

Mirus allowed us to tap into our legacy drive-thru timer systems. Accessing this data and using Mirus reports and alerts helped make the information readily available to all levels of management. It helped us reduce our speed-of-service times by 13.41%, which represents a 36-second improvement and a 9.89% increase in car count. These improvements resulted in a 13.98% increase in drive-thru sales, which is significant because our drive-thru business represents over 62% of all transactions.

- *Carl's Jr.*

Learn More

Have questions?
Want to schedule a live demo?
Want to see customer testimonial videos?

Visit our website or give us a call.

mirus.com
713-468-7300

