Case Study

New business strategy and accounting revolution with DIGI's cloud-based solutions

Business Need

Scalable and fully integrated restaurant point of sales system with customer friendly features to ease operation and improve customer overall dining experience.

Solutions

The built-in features of IPT 400 point of sales system can accustom to PappaRich's dine-in restaurant concept which requires table management user interface and reports maintenance.

Upon filing up the order chit, operators simply enter the orders via the IPT-400 terminal which will trigger the order printouts on the TVP 1500 printers at various food preparation spots in the kitchen. This helps to speed up food preparation process.

Delious Cloud enables the management to view consolidated multiple outlets at their convenience through the Internet.

Company:
PAPPARICH GROUP
SINGAPORE PTE LTD

Country:
Singapore

URL:
http://papparich.com.sg/mb/

Industry:
Hospitality; Food and Beverages

Technology:
IPT 400
Kitchen Printer
Delious Cloud

With a notable history in re-creating authentic Malaysian cuisine that's borne of age-old traditions and recipes, the PappaRich brand today is synonymous with bringing the Malaysian experience from all over the world through the enjoyment of its carefully-crafted food and homely ambience.

They open their first outlet since 2006. Expanding globally across 11 countries, 117 outlets and achieving 7 awards.

The first outlet in Singapore was opened in 2012 and till date there is 6 outlets island wide.

Mr Zainal, the Customer Service Manager for PappaRich enthusiastically raved about DIGI's user-friendly POS terminal that helped to speed up transactions. The table management feature allows them to plan operations efficiently.

He also commented how the backend team uses Delious Cloud for flash reporting, making it convenient and accessible to manage multiple outlets reports.

Mr Zainal also shared that the brand is currently embarking on a rebranding exercise to better enhance their brand presence and business model. With 6 outlets island wide, it aims to expand to 20 outlets in Singapore.

With the increasing installations locally, DIGI has also stepped up the number of technical support personnel to provide after-sales services in an efficient manner.
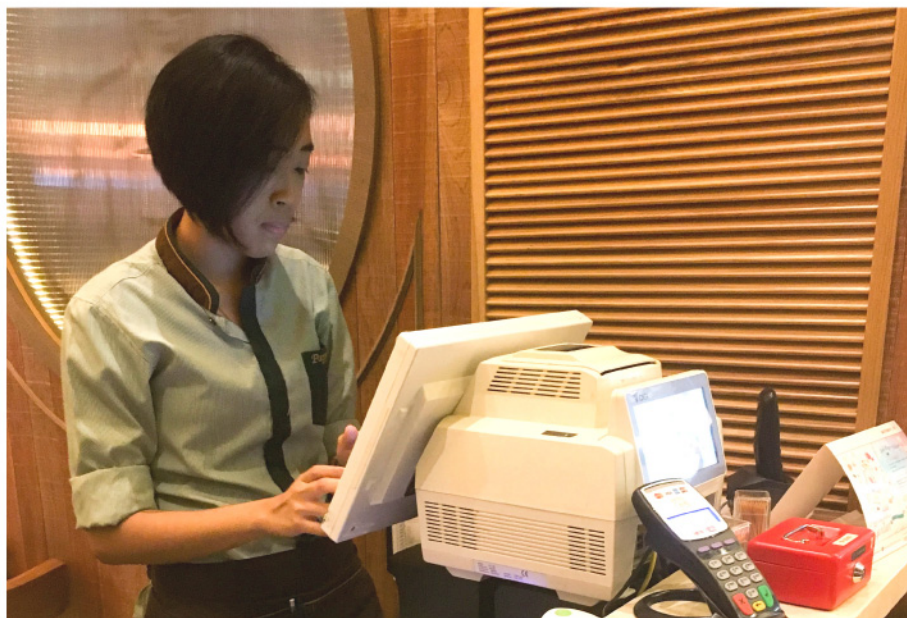
about DIGI Group

Established in 1934 in Japan, DIGI has more than 80 years history. We have always been a leading company with retail solutions in the area of IT system, checkout/POS, weighing and packaging. We made numerous world-first innovations and have been contributing to rationalization for retailers. DIGI sales and service network covers about 150 countries across the world. We value both globalization and localization to provide the best solutions with quality products and service where the customers are located in the world.