



Southeast Corp.

DTT BUSINESS TRANSFORMATION STUDY



At A Glance

Operator Name	Doug Howard, Chief Information Officer
Company Name	Southeast Corporation, a DQ® Franchisee
Operation	13 Restaurants, TX
Employees	~275 total
Office Location	Houston, TX

Doug has been involved with Dairy Queen® for over 23 years. His family began operating their first location 30 years ago so he has long been familiar with the brand and operation. For the last 15 years, as CIO, Doug has been handling the marketing, technology, and information for the company.

International Dairy Queen (IDQ), headquartered in Minneapolis, Minnesota, develops, licenses, and services a system of more than 5,600 Dairy Queen® stores in the United States, Canada, and around the world.

Key Challenges

(10) of our restaurants already had digital surveillance systems in place (from another company) but we did not feel like we were getting enough out of that system. We were using it to prevent theft and fraudulent slip and fall claims but wanted something that would allow us to be more proactive with our operation. When we acquired 2 new stores that did not have existing surveillance equipment, we jumped on the opportunity to try out something different.

Why DTT was Selected

I knew that DTT was corporately approved and a preferred partner. Once I spoke with a sales executive for additional information, 2 items were really interesting; the SmartAudit™ service and DTT’s mobile platform. **SmartAudit™ has proven to be one of the most valuable services we’ve put in place at our locations;** and, live viewing capabilities plus accessibility to information on a Smart Device have really enhanced the way we manage our stores.

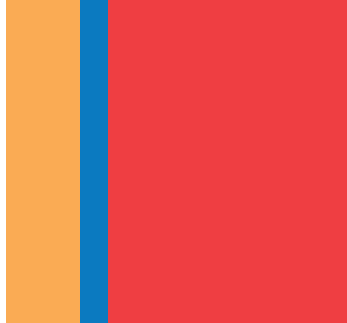
Implementation Best Practices

1. I recommend having at least 1 SmartAudit™ performed each week. Once per month is nice but it will not provide a thorough enough picture of what is going on at your restaurants. The marginal cost of 4 audits per month more than makes up for itself in time saving.
2. It is important for your managers to have remote view access (for live and recorded video). We have seen a significant improvement at our stores since giving managers access because the employees know they are being watched.

Financial and Strategic Benefits

I have seen the greatest benefits to my operation from the SmartAudit™ service. It provides accessibility to information that otherwise would either not be available, or would require a significant amount of labor and money. Especially for a multi-unit operator, **the luxury of having an LP specialist to check up weekly on my stores is invaluable.**

We have used the audits to improve training procedures and enforce company policies. Audits have enabled us to catch employees stealing money from us and, as such, have increased our profits. People try to trick the system but when their actions are caught on tape they become difficult to refute!



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"Our overall operation has improved; we are saving a great deal of time and labor, decreasing theft, resolving customer complaints, and keeping our employees honest. In the restaurant business, digital surveillance is a necessity; DTT's services are the icing on the cake."

Doug Howard, CIO, Dairy Queen Franchisee

Doug Howard's DTT Experience (Phone Interview)

As a 10-store operator a few years ago, we had digital surveillance systems installed at all of our locations but were not using them proactively. They were simply cameras that enabled us to keep a watchful eye on the stores while also verifying slip and fall claims. When we purchased 2 new locations, we opted to explore a different surveillance solution. We were most intrigued by the SmartAudits™ and found the monthly subscription price to be just right. After just 2-3 months with DTT at 2 stores, we decided to convert the rest of our locations to DTT as well. By September 2011 we had DTT systems installed at all 13 locations.

During the process I was particularly impressed with the professionalism of DTT's sales team. They understood my needs and worked with me to create a meaningful solution. In some cases I had existing cameras but DTT was able to pick and choose the components I needed in order to develop a complete system. They did not try to sell me items I did not need, which I really appreciated, and treated me like a partner right from the start.

Everyone I've dealt with on the team has actually been really wonderful to work with. The support group is quick to respond and always willing to help. Our installer was outstanding and all installations were completed seamlessly.

Since implementing the new systems we are able to check in on our stores much more frequently. Employees are aware that they have to be at the top of their game all the time because we can always be watching and as a result, their behavior and productivity have significantly improved.

More specifically, the SmartAudit™ tool has definitely impacted our operation most drastically. We see issues that we can act on immediately and problems that we can instantly resolve. The audits have helped us enhance the customer experience and improve customer service because we know what is going on (even if we can't always be at the stores). They provide eyes on our stores all the time - not something we could do with our previous system.

SmartAudit™ has proven to be invaluable while enabling us to save a great deal of time and money. With DTT specialists monitoring trends at the stores, key personnel are free to focus on other areas of the business that require attention. It's also a highly proactive tool that we use to train new and existing employees.

As far as the overall impact of DTT's services, I can't offer hard numbers but know that our costs have gone down and profit margins up. By simply catching employee theft we have been able to save money. We actually caught a seasoned Assistant Manager stealing from us! Those are the people who you really believe you can trust. To find out that someone on your management team is stealing from you is a shock; but knowing that you have a system in place that will catch them is a blessing.



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In their most basic form, a digital surveillance system will help to deter theft and other false claims but with DTT we have seen a host of other benefits. Our overall operation has improved; we are saving a great deal of time and labor, decreasing theft, resolving customer complaints, and keeping our employees honest. In the restaurant business, digital surveillance is a necessity; DTT's services are the icing on the cake.

I'm just becoming familiar with DTT's latest product, MyDTT, and it is awesome! Having one central location to house all the data for all of your locations is great. Downloading and emailing reports and other information is quick and viewing live or previously recorded video is pretty simple. It's a great way to get a feel for everything going on at your entire enterprise.

I would highly recommend DTT to other store owners because it is truly an invaluable tool. Their services provide another set of eyes and opinions at your stores, which gives you the time to grow your business in other ways. It's pretty outstanding.

About International Dairy Queen, Inc

International Dairy Queen (IDQ), headquartered in Minneapolis, Minnesota, develops, licenses, and services a system of more than 5,600 Dairy Queen® stores in the United States, Canada, and other foreign countries, offering world famous dairy desserts, hamburgers, hot dogs and beverages. IDQ is part of the Berkshire Hathaway family, a company run by Warren Buffett, the legendary investor and CEO of Berkshire Hathaway Inc. Following the successful roll out of the DQ Grill & Chill® concept, IDQ began testing the DQ® Orange Julius® concept in August 2005. DQ® Orange Julius® locations blend a sleek, new look with the feel of a traditional ice cream treat shop and offers a treat menu that includes traditional DQ favorites as well as the Orange Julius® line of premium fruit smoothies and fruit drinks. Additional information is available at www.dairyqueen.com.

About DTT Surveillance

Headquartered in Los Angeles, California, DTT provides digital video surveillance solutions to the restaurant and hospitality industries. DTT was founded in 1999 by Sam Naficy, leveraging the power of emerging digital technology to support the needs of a broad base of clientele. Since first launched, DTT has equipped, serviced and supported more than 27,000 clients. Every day, software provided by DTT protects trillions of dollars in assets and oversees nearly 2 million employees. Some of the world's most popular and respected restaurant brands use DTT including McDonald's, Subway, Dairy Queen, Burger King, Dunkin Brands, Taco Bell, KFC, Auntie Anne's, Potbelly Sandwich Works, and Pinkberry, to name a few. Please visit www.dttusa.com for more information.