



Saint Charles Dairy Queen

DTT BUSINESS TRANSFORMATION STUDY



At A Glance

Owner Name	Bob Cahill
Company Name	Saint Charles Dairy Queen
Operation	Dairy Queen
Employees	25
Office Location	Saint Charles, IL

Bob has been a Dairy Queen® owner for 34 years, operating in the Saint Charles, Illinois market.

Key Challenges

- I was using an older system that needed to be updated. The technology was outdated and cameras were too slow.
- I also needed to add more cameras in order to cover the entire store.

Why DTT was Selected

- The fact that DTT is an approved national account certainly helped but knowing that other owners were happy with the system really encouraged me to work with DTT.
- In comparison to other vendors, DTT's camera quality was much better.

Financial and Strategic Benefits

- My favorite feature is the iPad integration because I can view the store from anywhere!
- Crew productivity has increased since installing the new system. There is very little space in the store where they aren't visible on camera so they know I can see what is going on anytime.

Best Practices

- Most importantly, make sure you have a surveillance system! Once you do, camera placement is critical. You need a complete view of the store. For instance, the office, back room, and drive-thru must be covered.

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Bob Cahill, DQ® Owner/Operator



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Bob Cahill on DTT (Phone Interview)

The sales rep I worked with did a great job of communicating the value of DTT's system and services. It has proven to be a very useful tool for us since installation.

When we first put DTT in place we wanted to be able to monitor customer theft and employee productivity. It is also important for insurance purposes. We occasionally dealt with slip-and-fall incidences and fortunately have video footage now to handle these. Being able to review the actual incidents on camera makes it much simpler to treat.

We recently received a customer complaint about an employee and after reviewing the video footage found that my employee had actually handled the situation very reasonably. The customer over exaggerated and once we informed them that we had the incident on tape they disregarded the complaint.

The productivity of my crew has improved significantly. They know that I'm able to watch them at anytime.

Overall, the DTT system is very easy to use and everything has gone quite smoothly since the install. The installer went above and beyond the call of duty while getting us set up and the support team has been able to respond to all questions that have come up and resolve any issues immediately.

I've actually recommended DTT to several restaurant owners. It's a good system to have in place. The low initial cost and monthly payments thereafter is a great structure as well. I was previously in a situation where I paid a considerable upfront fee and then owned an obsolete system years later. With DTT I'm thankful that that will not be the case!

- Bob Cahill, DQ® Owner/Operator

About Dairy Queen®

American Dairy Queen Corporation (ADQ), which is headquartered in Minneapolis, Minn., develops, licenses and services a system of more than 5,900 Dairy Queen® stores in the United States, Canada and 16 other countries. ADQ is part of the Berkshire Hathaway family, a company owned by Warren Buffet, the legendary investor and CEO of Berkshire Hathaway. For more information, visit www.DairyQueen.com.

About DTT Surveillance

Headquartered in Los Angeles, California, DTT provides digital video surveillance solution for 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, Burger King, Dunkin Brands, TGIF, Taco Bell, KFC, Baja Fresh, Focus Brands, and Dairy Queen, to name a few. Please visit www.dttusa.com for more information.