



# DTT BUSINESS TRANSFORMATION STUDY



## At A Glance

Owner Name	Ted Greis
Company Information	Restaurants located in Joplin, MO & Galena, KS
Employees	40
Office Location	Carl Junction, MO

Ted owns and operates Dairy Queen restaurants in Missouri and Kansas. He opened his first Dairy Queen restaurant in March, 1996.

International Dairy Queen, Inc. is a wholly-owned subsidiary of Berkshire-Hathaway, Inc. Dairy Queen operators have been providing consumers with crave-satisfying treats and food since 1940 and currently run over 5,700 restaurants throughout the United States, Canada, and 22 other countries.

### Key Challenges

- We felt like we weren't keeping a close enough eye on our crew members and wanted a surveillance system that could help us with this business problem.
- I really needed the Virtual Management Solution that DTT offers...my biggest challenge was making sure guest service was excellent at all times, even when management was away from the store.

### Why DTT was Selected

- The Exception Reports and Video Alerts are phenomenal; providing key information about operations at all times.
- POS integration is exceptional for managing cash control with video tied to every transaction at the registers.
- The subscription based model was exactly what is needed for technology and services... pay monthly versus a large capital expenditure.

### Financial and Strategic Benefits

- The fact that we can go online and remotely view our operation makes a big difference with how employees are treating each other and the customers.
- Strategically, the DTT system has discouraged crew members from giving away items, which means less food goes out the door for free.



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**Ted Greis, Owner/Operator**



## **Ted Greis on DTT (Phone Interview)**

Our old surveillance system wasn't working out for us. Honestly, it is not comparable to what DTT provides. It was very time-consuming to operate and view. DTT has made reviewing old footage and viewing remotely very easy.

The experience with DTT has been great. My only regret is that we don't have more cameras in our store! The installation was smooth and easy; and, the Support and SmartAudit™ teams are friendly, helpful, and professional.

Since installing the DTT system we have certainly been able to lower our food costs and improve the operation overall. It has made our employees more productive because they know we are always watching!

Most notably we have been able to catch several thefts. The most common trend amongst our employees was giving away free food to friends. They basically ring up items for their friends but never actually charge them. This trend has decreased a great deal. We know you can't stop it all but we have certainly been able to isolate several incidents and deal with them in the appropriate manner.

Overall, I would recommend DTT to restaurant owners. The initial set-up went exactly as it was outlined to me and was a very smooth process. We were extremely pleased with our installer and trainer as well as all the other DTT employees we've worked with. We are very happy with our system!

**Ted Greis, 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](http://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](http://www.dttusa.com) for more information.