



Womack Restaurants

DTT BUSINESS TRANSFORMATION STUDY



At A Glance

Operator Name	Mike Meling, Director of Operations
Company Name	Womack Restaurants, an IHOP franchisee
Operation	12 restaurants, OH and IN
Employees	~600 total
Office Location	Terre Haute, IN

Mike has been closely involved in the restaurant space for many years. He has been running operations for Womack Restaurants for close to 8 and before IHOP worked with both T.G.I. Fridays and Applebee's in various capacities.

Currently, Womack Restaurants operates restaurants within the Ohio and Indiana markets. A 13th restaurant will be opening soon with several other locations in development for the Dayton and Columbus, OH regions.

Key Challenges

- Our older systems used VCR tapes that constantly broke down. We needed something dependable that would give us a better understanding of what was going on at our restaurants.
- We wanted a system in place that could help us to **deter theft and also run the business more effectively** overall.

Why DTT was Selected

- We were impressed with the picture clarity and ease of use of the software.
- Most importantly, **DTT is truly the leader in surveillance** within the restaurant industry so we knew that we were making the right decision to select them!

Financial and Strategic Benefits

- DTT's system gives us a **greater sense of security** at our restaurants. We have evidence of what is going on at all locations at any given time and are able to defend ourselves in lawsuits, whether from customers or employees.
- The remote view feature has significantly helped our operation because it means that my managers and I can monitor multiple locations at one time without physically being there.
- From a monetary perspective, the subscription model has helped us to control operating costs. With a low, monthly payment, we see minimal financial impact on the business plus the opportunity to upgrade the software and hardware whenever available.

Implementation Best Practices

- Employee Training
- Managing Customer Complaints



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The IHOP Experience, Womack Restaurants (Phone Interview)

When we were looking into a new surveillance vendor years ago, we were impressed not only with DTT's system overall but also the fact that they are the leader in the industry. Selecting DTT turned out to be a win-win situation.

DTT provides a great product with exceptional customer service. It is really nice to be able to call someone on the phone that can quickly resolve a problem or answer a question. With our older systems, if equipment broke down or we had a problem, someone had to go to the store to take care of it. DTT's support team, in contrast, can take care of things remotely and immediately.

Additionally, the fact that DTT offers a subscription-based payment method is of great benefit to us because we are not required to put down a large sum of money upfront. A lot of owners worry about that; DTT makes it easy. Plus, with a monthly payment we are guaranteed software or hardware upgrades whenever they are available and also have access to 24/7 customer support throughout the subscription period.

As far as DTT's services are concerned, Remote View is an essential tool for us as a multi-unit IHOP operator with stores in several cities across 2 states because it means that we can monitor what is going on at our locations without actually being there. The ability to access the stores live as well as in playback mode has become critical for us both operationally and financially. Because we can look back at a specific incident we save ourselves a great deal of time, whether in relation to a customer or employee complaint, police investigation, or training issue.

DTT's SmartAudit™ has helped us come closer to our goals as a company. Working closely with the LP team, we are really leveraging these exception-based reports. I love the audits because they make me more aware of everything going on at the restaurants that I can't easily discern on my own! With these audits we are finding cases of cash handling abuse, food cost and backdoor security issues, and housekeeping concerns. Now that this information is available to us we have been able to reduce food costs and significantly improve customer service. We are uncovering issues and trends that have a vital impact on our business plan.

The system has also been helpful in speeding up the flow in our dining rooms. With a monitor at the hostess podium, they can easily view what tables are clean and available without having to walk through the dining room. This means that we can seat customers more quickly and efficiently.



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From a training perspective, DTT's systems allow us to identify those servers who may need additional guidance. When we review video together and they see themselves, they become partners in the evaluation process and help to identify those areas where they can improve.

We also use DTT to monitor the backdoors so we know who (and what!) goes in and out. This was particularly important at a restaurant in Marion, IN recently. This store closes at midnight and at 4 or 5am we received a phone call from the police department notifying us of a break-in. Not only were we able to pull the video footage and see the thieves walk in through the backdoor but we also noticed that one of them was an ex-employee. This footage has proven to be invaluable throughout the investigation.

Ultimately, DTT's system is very easy to use and has been incredibly effective for us on the whole. As a restaurant operator, I highly recommend DTT to others in the space. DTT is a great partner in helping us to maintain our food costs and keep our employees honest.

**-Mike Meling, Director of Operations
Womack Restaurants**

About Womack Restaurants

Womack Restaurants is a financially strong and growing franchise within the IHOP system with locations in Indiana (Fort Wayne, Muncie, Anderson, Kokomo, Terre Haute, Marion and Richmond) and Ohio (Lancaster and Chillicothe). Womack Restaurants is expanding into Columbus and Dayton, Ohio under a Development Agreement with IHOP. Learn more at <http://www.ihopjobs.com>.

About IHOP

For 53 years, the IHOP family restaurant chain has served its world famous pancakes and a wide variety of breakfast, lunch and dinner items that are loved by people of all ages. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service. As of March 31, 2011, there were 1,513 IHOPs in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico and the U.S. Virgin Islands. IHOP restaurants are franchised and operated by Glendale, Calif.-based International House of Pancakes, LLC. and its affiliates. International House of Pancakes, LLC. is a wholly-owned subsidiary of DineEquity, Inc.®

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.