



Atlantic Waters USA, Inc.

DTT BUSINESS TRANSFORMATION STUDY



At A Glance

Company Information	Atlantic Waters USA, Inc. A multi-unit Franchisee of SUBWAY® restaurants throughout southern California
Office Location	Los Angeles, CA

Atlantic Waters USA, Inc. is a multi-unit Franchisee of SUBWAY® Restaurants. Headquartered in Los Angeles, CA, Atlantic Waters operates several restaurants throughout the greater Los Angeles area.

SUBWAY® is the world's largest submarine sandwich chain with more than 33,000 restaurants operating in 91 countries. The majority of restaurants are owned and operated by independent Franchisees.

Key Challenges

- Had used older surveillance cameras in restaurants but did not have loss prevention services and cash controls with POS integration

Why DTT was Selected

- Customer Support is exceptional and provided by a company that focuses exclusively on the Hospitality space
- Unmatched warranty on all components
- Outstanding loss prevention and auditing services

Implementation Best Practices

- It was really important that our operations team used the information that the DTT system provides on a daily basis
- Employee training was improved and positive behavior modification was accomplished to enhance guest satisfaction in all the restaurant locations
- By regularly reviewing SmartAudit services, revenues increased and profitability improved dramatically

Low Total Cost of Ownership

- Subscription program helped to manage operating costs and allows for low initial investment
- All support services were included at no extra cost
- Full warranty for entire subscription period
- No budget variance or additional escalation fees to pay from year to year

Financial and Strategic Benefits

- Restaurant profits have increased and the quality of service that my employees provide guests has improved.



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"I have tried other surveillance systems, but none of them have been as user-friendly and trouble free as the DTT systems. My labor costs have been reduced, food costs have improved and theft has been virtually eliminated."

Art Grigoryan
Owner



Atlantic Waters USA, Inc. Experience (Phone Interview)

We have been doing business for Subway for 6 years. We have many current locations and are planning to expand further over the next few years.

We started with DTT one year ago. I purchased technology for 2 restaurants and looked for an immediate return on my investment. I loved the system so much that I switched all my restaurants to DTT as well. After using the system for a period of time, I've contacted DTT's Post Installations Support Team for additional guidance and recommendations on how to best use all the features in the DTT Software. I'm enjoying watching the cameras on my iPhone and laptop when I am traveling and away from the office between appointments. It's so easy to log-in from anywhere. Since I am on the road managing business in many locations, the remote access features are particularly helpful to me.

The main benefit I've seen is in regards to employee awareness. If I'm not at the store they know I'm watching. This encourages my employees to provide the best guest services at all times and to stay focused on the right behavior.

DTT Surveillance helps to provide a safe environment for my employees and guests. We actually had an incident recently where someone wanted to vandalize the store and we caught it all on tape. He kept coming in at night to take things without paying and we shared the footage with the police and they were able to catch him. Problems like this were entirely eliminated.

DTT has also increased my profitability significantly, specifically by reducing employee theft. Inventory shrinkage and food costs have been dramatically reduced.

I love DTT, your customer service is excellent. I've recommended DTT to several friends and will continue to recommend it to any restaurant owner/operator.

Art Grigoryan, Owner

About SUBWAY® Restaurants

The SUBWAY® restaurant chain is the world's largest submarine sandwich franchise, with more than 33,000 locations in 91 countries. Headquartered in Milford, Connecticut, and with regional offices in Amsterdam, Beirut, Brisbane, Miami, and Singapore, the SUBWAY® chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. The SUBWAY® brand was ranked the number one franchise opportunity in Entrepreneur magazine's 2007 "Annual Franchise 500" listing – the 15th time in 20 years the chain has achieved this honor. For more information about the SUBWAY® restaurant chain, visit www.subway.com. SUBWAY® is a registered trademark of Doctor's Associates Inc.

About DTT Surveillance

Headquartered in Los Angeles, California, DTT provides digital video surveillance solutions 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.