



# Subs in Paradise, LLC.

## DTT BUSINESS TRANSFORMATION STUDY



### At A Glance

Company Information	Subs in Paradise, LLC. Operates (32) SUBWAY® restaurants in East Alabama and South West Georgia
Employees	400-500
Office Location	Columbus, GA

Subs in Paradise, LLC is a multi-unit Franchisee of SUBWAY® Restaurants. Headquartered in Columbus, GA, Subs in Paradise, LLC. operates (32) restaurants in the East Alabama and South West Georgia areas.

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

- We were in the VCR era with basic video surveillance at the majority of our stores and needed an upgrade
- We did have a few DVRs/VCRs but they were not user-friendly and no one except the owner knew how to operate them
- We needed a more proactive system; one that would push video alerts out to management, generate exception reports and help operations better control what was happening in the restaurants at all hours

### Why DTT was Selected

- The DTT system is user friendly for owners and managers
- You don't need someone to manage the system for you, we can manage it on our own
- It offers 24-hour monitoring
- High quality cameras & enhanced functionality
- Services make managing HR-related issues very easy

### Implementation Best Practices

- Excellent cash control with POS integration along with exceptional inventory management provided with SmartAudit™ services
- Guest service because you can actually monitor the level of attention you provide to customers even when a manager is not on duty - You can run a business without physically being at the restaurant
- Managers are using actionable information generated by DTT on a daily basis

### Low Total Cost of Ownership

- Subscription program tightly controls operating costs and allows for low initial investment
- All Support Services are included in the subscription with DTT...no hidden fees
- Full Warranty on all components for the life of the subscription agreement with DTT
- No budget variance and escalation in fees from year to year

### Financial and Strategic Benefits

- As far as shrinkage and cash controls are concerned we have seen significant cost savings by reducing employee theft
- Guest service and satisfaction has improved dramatically
- Profitability and revenues have really improved in all locations



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"I would like to thank DTT for its continued support as our surveillance vendor...Having the ability to view operations remotely is a very valuable tool for our management staff, and the POS interface is a must for any operation."

**Robert Newsome**  
**Operations/IT Director**



#### **The Sub Paradise, LLC Experience (Phone Interview)**

I have been affiliated with DTT since 2005. We purchased our first DTT system in December 2005 after seeing the product at a convention in Hawaii. As soon as I was contacted by a rep I purchased my first 5 systems. By the end of that year we had purchased 16 DTT video surveillance systems.

In 2008 we shifted to a subscription model and added on more stores. Currently, 29 of our 32 have DTT. All 32 will have it by the end of the year. My restaurants have POS integration and audio capture.

As far as client service from DTT, the support team has been incredible from the start. From Customer Service to Installations to Tech Support, I can name several people who have provided us with top-notch service. It is wonderful. I expect this relationship to continue.

As far as the benefit to our operations, we have had numerous situations where we have had burglaries and 90% were apprehended by assisting the police department with reports of the incidents. By being able to provide a recording of such incidents we have helped catch many thefts.

We also use DTT for cash control. In the event that there are cash shortages, we access and review the stored video with POS integration to find out what went wrong.

We also use DTT as a tool for following up on customer and/or employee complaints. This can include slip and fall or other accidents. All information is recorded and reviewed by DTT.

Overall, if I could sum up my experience with DTT I would say it has been outstanding.

#### **Robert Newsome, Operations/IT Director**

##### **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](http://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](http://www.dttusa.com) for more information.