



Sarah Enterprises, Inc.

DTT BUSINESS TRANSFORMATION STUDY



At A Glance

Owner Name	Shamoon Motheshum
Company Name	Sarah Interprises, Inc.
Operation	5 restaurants (2 Colorado, 3 Arizona)
Employess	75
Office Location	Arizona

Shamoon has been a Taco Bell® Franchisee for over 15 years. He owns 5 restaurants in total, 2 located in Colorado and 3 in Arizona.

Taco Bell® Corp., a subsidiary of Yum! Brands, Inc., is the nation’s leading Mexican-style quick service restaurant chain. Taco Bell® serves more than 36.8 million consumers each week in nearly 5,600 restaurants in the U.S.

Key Challenges

- We were suspecting a great deal of employee theft so wanted to put a system in place that could help us closely monitor the employees
- Our food costs were consistently high and increasing

Why DTT was Selected

- DTT presented us with the best plan – it suited our needs and fit our budget

Financial and Strategic Benefits

- Productivity and labor have improved significantly
- Food costs have decreased by 2%
- We’ve been able to significantly decrease employee theft

“Operating 5 restaurants means that I can’t physically be in all the stores at once – with DTT I can monitor them. It has been a wonderful experience and we have actually been able to see the business improve day after day.”

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Shamoon's Taco Bell Experience (Phone Interview)

We installed a surveillance system mainly to improve employee productivity and more accurately monitor the business. We also wanted to keep a closer eye on our food costs because we knew there was a lot of food going out the door for free. As soon as we installed our DTT systems we were able to pinpoint the existing problems and really see what was going on. DTT helped us get a stronger hold on our business.

We've even started using it in ways that we didn't initially expect. Remote monitoring and audio have been the greatest benefits. We can access our cameras from anywhere and listen to sound clips from any time of day to make sure that we know exactly how employees are communicating with customers and vice-versa. Operating 5 restaurants means that I can't physically be in all the stores at once – with DTT I can monitor them. It has been a wonderful experience and we have actually been able to see the business improve day after day.

In fact, in the past two weeks alone we caught two employees who were stealing money from our own customers! We had received several customer complaints about extra charges so when we investigated the issue we found that these employees were adding unauthorized tips to various transactions. So, customers were paying more than what they owed and the employees were keeping the money. With video and audio playback we had the proof right there - both employees were let go. We don't know how long this was going on but we do know that it will never happen again.

I have been very satisfied with all of DTT's departments. The process was smooth right from the start. All the installs were easy and the training was great. Customer Support is always helpful. Everything worked out well.

I would absolutely recommend DTT to other restaurant owners. It is a wonderful system that has helped our bottom line and eliminated incidences taking place at our restaurants that we never would've known about.

Shamoon Motheshum
Sarah Enterprises, Inc.

About Taco Bell, Inc

Taco Bell® Corp. ("Taco Bell®"), a subsidiary of Yum! Brands, Inc., is the nation's leading Mexican-style quick service restaurant chain. Taco Bell® serves tacos, burritos, signature quesadillas, Grilled Stuft Burritos, nachos, and other specialty items such as Crunchwrap Supreme®, in addition to the 79-89-99 Why Pay More® Value Menu. Taco Bell® serves more than 36.8 million consumers each week in nearly 5,600 restaurants in the U.S. Learn more at <http://www.tacobell.com/>.

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 25,000 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.