



## CASE STUDY

# Bren's Traveling Bistro Serves Up Success with Star Micronics and iConnect POS

Adventurous diners are common in many places and Chef Bren Jones wants to feed them. With this in mind, Jones established Bren's Traveling Bistro, a unique food truck that moves from various locations introducing a variety of dishes from around the world to customers with a taste for new and exotic cuisine. With customers lining down the road wherever it made its temporary home, Bren's Traveling Bistro needed a solution that would enable easy, rapid access to customer information from the counter to the kitchen while conducting business operations simultaneously.

## THE SOLUTION

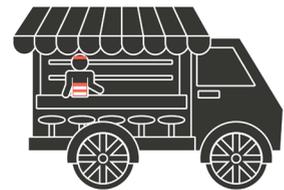
After researching a variety of options, Jones chose a POS system bundle comprised of an Apple iPad®, iConnect POS software, and a TSP650II BTi thermal receipt printer from Star Micronics. Jones identified the software's Cloud-based software platform and the printer's Bluetooth communications capability as a perfect fit for Bren's Traveling Bistro because it would support a POS system running entirely on mobile devices.

Available as a web-based POS, also compatible with iPhone®, iPad®, and Windows, iConnect POS can turn a mobile device into a fully functional cash register and generate a wide variety of reports (e.g., sales and inventory) for a low, fixed, monthly rate per employee. Compatible with most mobile devices, including all iOS and Windows, the software application is easily interfaced with POS peripherals, including the Star Micronics TSP650II. In addition to Bluetooth compatibility, the affordable, small footprint printer offers a lightning-fast print speed of 60 receipts per minute, easy "Drop-In-and-Print" paper loading, and an improved guillotine cutter that handles up to two million cuts. Other interface options include serial, parallel, USB, Ethernet and WebPRNT.

Installation of the solution took just a few seconds and necessitated only that the app be downloaded on a single iPad®. A user-friendly interface between the iPad® and the app made training employees a painless process.



TSP650II BTi Receipt Printer



## Bren's Traveling Bistro

**End-user:** Bren's Traveling Bistro

**Industry:** Food Truck

**Products:** TSP650II BTi Receipt Printer

**Solution:** Provide a reliable printer that consistently prints receipts for customers upon purchase.

## THE RESULT

iConnect enables all transactions at Bren's Traveling Bistro to be processed via the Cloud no matter where the food truck has traveled. Complementary positioning of buttons and icons on the screen ensures rapid service with minimal errors. Similarly, the Bluetooth connection between the iPad® and the TSP650II BTi indicates that the printer can receive messages from a distance away, minimizing the duration between the moment orders are placed and the time of service.

The solution also yields access to the back office on-the-go, sales, inventory, and other critical business data instantly available via Internet or the iConnect app. Maintaining a secure handle on the operation, coupled with the ability to quickly serve more customers no matter the location, has helped Bren's Traveling Bistro to establish a footprint and, in turn, boost profitability. Further upping the profitability ante, the low cost to acquire and use the solution gives Jones continued flexibility to invest in other aspects of the business at a local level.



*"I truly value the products provided by iConnectPOS and Star Micronics," Jones says. "They make running our food truck business simpler, organized, and less stressful. I will be using the POS system bundle to not only impress my customers with fast paced service, but also provide exceptional food quality."*

**Bren Jones**, Owner and Chef, Bren's Traveling Bistro