



Tim Broughton, co-owner of C'est What? mans the taps at one of the location's two bars.

Above Left: the warmth of slate and bricks welcomes diners to Toronto's award winning C'est What? bistro restaurant.

# C'EST WHAT?

## A three-year search for the 'ultimate' POS system!

**Tim Broughton's search for the 'ultimate' point-of-sale system, one that could be integrated into every aspect of his business, had been going on for nearly three years before Armagh arrived on the scene.**

During that time he and his partner dissected every major POS system on the market.

"There were at least eight systems that we looked at very seriously," recalls Tim, co-owner of C'est What?, a 300-seat 'neighbourhood pub' situated on Front Street in Toronto just down the street from the bustling St. Lawrence Market.

When Armagh introduced Digital Dining, Tim felt he had a winner.

"Digital Dining covers more of the waterfront than any of the systems we looked at," Tim says. "We saw systems that were very good at specific things, but not so good at others."

Tim had a clear idea of his needs – first and foremost the system had to be a solid performer upfront, helping servers deliver great customer service. But it also had to integrate well into the back end.

quite a while, and have realized significant cost savings. Digital Dining has made running inventory easier, and those savings go straight to the bottom line."

Service from the Armagh team has been exceptional, he adds. "In comparison to other providers we have seen, Armagh is excellent. They respond when I call, and ultimately they come up with answers. They don't just brush off problems with the standard answer to reboot the system. They find out what's going on, and fix it."

C'est What?, which opened its doors in 1988, bills itself as a Canadian pub featuring Ontario microbrewery beers, VQA wines and an 'ethno-lectic menu' that caters to its culturally diverse neighbourhood. Its two bars, and varied dining rooms, are serviced from six POS terminals with plans to add at least two more including a hostess terminal.

Tim figures he has discovered a new talent in Digital Dining. "I am quite pleased with the Digital Dining system, and I can tell you we push it very hard."

### About Armagh: The POS Specialists

Armagh has been serving the grocery, retail and hospitality industries since 1979, delivering solutions for a range of operations, from single-unit locations to multi-unit national chains.

We are specialists in point-of-sale systems, but we are also experts in each of the business areas we serve. Our Sales and Service Consultants are behind you each step of the way, from initial consultation to providing ongoing support as your business prospers.

So go ahead – talk to our competitors. But when you want a solution that will deliver results for years to come, talk to Armagh.

"Digital Dining's integration into our back end is really quite slick – I am very much a fan of that. We fully utilize the inventory control systems in the package, and it has had a major impact on our cost of goods."

Since implementation of a detailed inventory system which has been enhanced with Digital Dining, Tim notes, the restaurant's food costs have dropped dramatically. "We have been running a full-fledged inventory system for

**ARMAGH**  
The POS Specialists

[www.armaghpos.com](http://www.armaghpos.com)  
180 Dundurn Street South, Hamilton, ON L8P 4K3  
P: 905.528.5903 | 1.888.528.5903 | F: 905.528.3394  
Remarkable solutions for grocery, retail & hospitality.