

Win-Win Situation with Pioneer POS and WinRest

August 2013 – Originally starting with their first restaurant location in Farmington Hills, MI, La Marsa Mediterranean Cuisine is the “place to visit for traditional Mediterranean fare, with more than 15 years of experience with a casual dining atmosphere, friendly and attentive staff members, and fresh, healthy menu items,” and has grown to eight locations across the Detroit metro area. They also just happen to have a head chef with experience in some of the world’s finest hotels, the Egyptian



Presidential Palace, and cooked for the Egyptian prime minister. When Aziz Muflahi, manager of La Marsa’s Ann Arbor location wanted “reliable performance in a POS system, more space, durability, and better software,” and you have a chef with that skillset and experience you need a quality and durable POS solution to match. The [Pioneer POS all in one S-Line](#) fit the bill coupled with [WinRest Restaurant Manager Software](#) to handle all of La Marsa’s POS needs across all of their locations.

Since the [Pioneer POS S-Line](#) truly redefines the all-in-one design by integrating an Epson® thermal receipt printer into a touchcomputer, it is without rival in the hospitality industry. Its compact design allows [easy setup](#) ([watch video](#)) and valuable counter space by reducing cable clutter and generating additional revenue. Having Pioneer POS around the clock customer support also made this an easy choice for La Marsa, and the technology upgrade allowed for more control across the entire systems and improving productivity and profitability. The WinRest software integration worked seamlessly, with Aziz also noting that the S-Line “has saved time, space, and even paper, making the installation well worth it and very cost effective.” The S-Line [patented tool-less ‘slider’ design](#) is a prominent feature that allows the printer to be easily replaced in the field in about a couple minutes without affecting the entire system ([watch video](#)). The S-Line stands 15" tall and 14.5" wide (16.25" with MSR), and will free up the space beside your POS terminal by eliminating the need of an external printer.

WinRest RMS Windows based software easily integrates with the always durable [Pioneer POS terminals](#). The RMS software manages sales easily since the software has everything you need to run your restaurant efficiently. Adding and removing buttons or devices is hassle free, and the ease of use with menu maintenance is second to none. You can even manage customer databases to build customer loyalty, and the database management backs up systems daily. WinRest also sets up remote



printing and customizes receipts to keep branding consistent; promotions can be added as well social media links. Employee management is pain free since it can easily be programmed to implement all managers, servers, supervisors, bartenders, and kitchen staff to modify employee access and responsibilities across the system. Since the primary use of La Marsa’s POS systems is order taking and order execution in the kitchen, Aziz said that “both Pioneer POS and WinRest are safe and reliable, and POS update was definitely worth the investment.”



Case Study

Aziz concluded that the Pioneer POS definitely “met expectations and helped improve La Marsa’s service quality and saved time,” going on to say that, “we were able to go live instantly after the delivery of the product, and thanks to the smooth integration of the WinRest software, training took only 2-3 days and we were up and running.” Another win-win situation for Pioneer POS!

About Pioneer POS

[Pioneer POS Inc.](#) designs and manufactures a complete line of industry specific all in one computers, touch screen monitors, and kiosks. Founded in 1994 and based in California, Pioneer POS manufactures its solutions from start to finish in the USA which are deployed in Healthcare, Retail, Hospitality, and Gaming applications. Pioneer POS has built an exceptional reputation with its customers and reseller partners for superior flexibility and responsiveness to customer needs including short lead times, long product life cycles (minimum of 5 years), easy customization, and quick turn around. Pioneer POS sells through qualified technology resellers throughout the US and globally.



About WinRest

[WinRest™](#) Restaurant Management Software is the world's most advanced point of sale software. Fast, flexible and packed with convenient features, WinRest™ and its family of products enhance every sales environment. WinRest™ restaurant management software is the most trusted, secure, reliable, and affordable point of sale solution that actually helps owners and operators succeed, and helps you focus on your business. Spend less time searching and more time generating revenue with WinRest™.

To learn more please visit <http://www.winrest.ca>