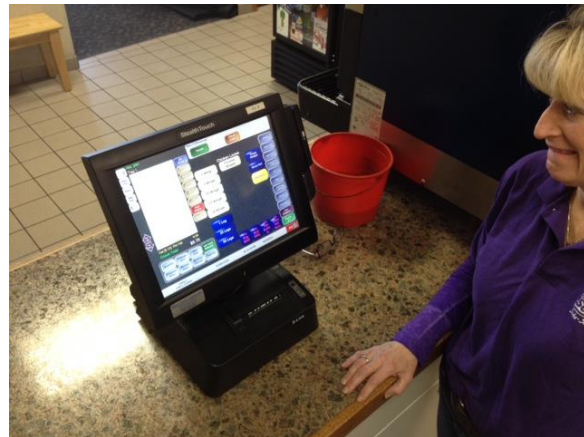


Another ‘Super’ Pioneer POS S-Line Solution Increases Profitability

March 2014 – Since 1978, Super Subby’s a restaurant chain is based in Dayton, OH, and specializes in making some of the best food in the Dayton area. As Super Subby’s has increased their customer base and expanded to twelve locations, they noticed several issues arise due to these growing pains. Super Subby’s known for its outstanding line of subs, salads, chili, and more. Their award winning chili including appetizers and sides that include wings, cheese sticks, and onion rings. If you’re planning a party or a special occasion, Super Subby’s even offers three foot subs, and veggie, meat and cheese, and any other assortment of party trays for any sized party. Their Miamisburg, OH franchise location had “outdated equipment, no latitude for growth within the existing system, and growth in the business required a POS system that was stronger more powerful than their current solution,” according to John Coppock, Vice President of Operations at [Midwest Systems Integration Group](#) who did the installation. With [Pioneer POS](#) and [MicroSale](#) restaurant software, the “sales, speed of service, reporting, phone orders, and credit card processing” were exactly the solution Super Subby’s needed John went on to add.



[MicroSale](#) restaurant software is located in Tampa, FL, and started twenty-five years ago when a restaurant franchisee grew frustrated with their POS alternatives and decided to write their own software program that could deliver specifically to the needs of their business. Fast forward several months later and not only was the franchise using what would be called MicroSale restaurant software, but thirteen other franchise restaurants in that franchise were using the same system. Partnering with MicroSale, Midwest Systems Integration Group supplied the powerful [Pioneer POS 15” S-Lines](#) and remote kitchen printer networked on the internal POS network (with soon to be connected internet for remote services). The Pioneer POS S-Line all-in-one ([watch video](#)) with MSR and biometrics loaded with the always dependable MicroSale restaurant software suite were mounted under the front counter tops along with network setup and switch with router.



The S-Line stands 15" tall and 14.5" wide (16.25" with MSR), and frees up space beside Super Subby’s POS terminals by eliminating the need of an external printer. They can now use this additional space to generate revenue by displaying food promotions or selling merchandise. John went on to mention that the Pioneer POS S-Line improved effectiveness, “Pioneer POS has improved the POS aesthetics look of Super Subby’s from the front counter the moment you walk in, while overall efficiency, productivity, and speed services has improved tremendously.” John went on to add that Super Subby’s employees now have “less keystrokes per order taking, improved order history reporting, and it is now much easier to train new employees.” The S-Line redefines the all-in-one design by integrating an EPSON® thermal receipt printer into a touchcomputer, and its compact design allows easy setup reduces cable clutter.

When asked if the client was satisfied with what both Pioneer POS and MicroSale brought to the table, John concluded that “although I am unsure of the true ROI, I can tell you that their overall business has increased tremendously.” Midwest Business Machines has been serving southeast Ohio for over 30 years with more than 4,500 customer’s happy customers ranging from small retail to corporate and large franchise levels. Midwest has a strong presence in the quick service (QSR) verticals by selling, installing, and servicing POS systems for some of the nation’s most widely recognized restaurant chains. In the end, the MicroSale-Pioneer POS Solution that Midwest Systems was able to provide improved productivity and profitability for Super Subby’s, with the installation taking only one day and they were able to go live the next day.

To [contact](#) Pioneer POS please call 888.468.9757 or email at info@pioneerpos.com.

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 MicroSale

[MicroSale](#) (KIS Software, Inc.) was founded in 1989. MicroSale is an easy to use restaurant software solution that is beneficial to many types of establishments. Whether its table service, quick service, pizza, hotels, bars, country clubs, or entertainment centers, MicroSale can meet your needs and go beyond your expectations. MicroSale has integrated technology featuring Enterprise and is PCI compliant. MicroSale sells its products through certified resellers across the Contiguous US, Alaska, Puerto Rico, Hawaii, Canada, Mexico, and Lebanon. With thousands of installations worldwide and counting, MicroSale will boost your profits and help you-help your customers. To learn more visit <http://www.microsale.net>