



CASE STUDY

A Recipe for Success: How PAR POS Fueled Miami Grill's Innovation, Stability, and Productivity

From its humble beginnings as a small sub-shop in Key West, Florida, in 1980, Miami Grill has quickly grown into a thriving brand with 31 locations across Florida, Nevada, and South Carolina. For over 40 years, the fast-casual restaurant chain has been helping hungry diners solve the timeless "what should we eat" dilemma through its diverse and extensive menu. The brand serves up everything from cheesesteaks and Greek gyros to chicken wings, fresh salads, and everything in between, offering something for every craving. True to its roots, Miami Grill brings a taste of Miami to every table—because if you're **craving it, they're making it!**



In 2014, Miami Grill embarked on a transformative rebranding effort to refresh its image and modernize its locations. During this process, the brand realized that its legacy, non-cloud-based point-of-sale (POS) system was no longer equipped to handle the demands of its expanding operations and growing customer base. Specifically, the outdated system lacked an open API, preventing essential third-party integrations and limiting the brand's ability to optimize operations or enhance the guest experience.

Committed to staying tech-forward, Miami Grill recognized the need for a modern cloud-based POS system capable of meeting its evolving needs and supporting future growth. As Robert O'Neill, Vice President of IT at Miami Grill, explains, **"The POS is the backbone of the restaurant. It controls labor, manages money, and serves as the brains of the operation. That's why I wanted to invest in the best system, even if it costs more – because if something goes wrong, the POS is what keeps the business running."**



Previous Tech Challenges

- ✓ Brands demands outgrew previous legacy POS capabilities.
- ✓ Inability to integrate with essential third-party solutions.
- ✓ Unreliable system performance resulted in operational disruptions and lost revenue.

Solutions



Tech Results

- ✓ Optimized operations and guest experiences through seamless third-party integrations.
- ✓ Unmatched system reliability ensures operations run smoothly even during external outages.
- ✓ Robust security features that safeguard both guests and employees

To address the challenges of scaling their operations, Miami Grill selected PAR POS and PAR Pay, driven by their deep trust and confidence in PAR Technology as a partner. “I made the decision to consolidate everything with PAR because I did not want to work with multiple technology vendors,” said O’Neill. “I believe in the quality of their systems. PAR improves the companies it acquires and natively integrates them within its suite of solutions. Everything is seamless, and that’s why I wasn’t worried about switching to PAR POS – I knew that if there were any issues, I would be working with a billion-dollar publicly traded company that invests the necessary resources to solve problems and ensure our success.”

Driving Innovation through Open API Integration

Regarded as being an early adopter of emerging technologies, Miami Grill places high importance on flexibility in its systems. This strategy ensures the brand can seamlessly integrate new solutions, keep pace with changing customer expectations, and stay ahead of the competition. O’Neill emphasized the value of PAR POS’s API-first platform, which empowers Miami Grill to adapt and grow. “Sometimes I don’t even know what my problems are yet,” O’Neill explained. “That is why I wanted to go with a system that had an open API because I don’t know what the future will hold. I want my POS to be able to ingest anything that I want to integrate into our operations. That’s the secret sauce for PAR POS: allowing me to do what I want, whenever I want, with whatever company I want.”

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With PAR POS at the core of its tech stack, Miami Grill has been able to seamlessly integrate essential tools like SevenShifts for labor scheduling and delivery services such as Uber Eats and DoorDash. Additionally, the brand has been able to integrate its drive-thru camera system directly into the POS, enabling the use of dataset overlays to enhance drive-thru performance. Given that 68% of Miami Grill’s business is driven by drive-thru service, this integration plays a pivotal role in ensuring every drive-thru order is processed with speed and accuracy while providing actionable data to continuously monitor and improve operations.

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Unmatched Reliability: Keeping Operations Running Even When Others Can't

Since implementing PAR POS, Miami Grill has experienced unmatched system stability. The resilience of PAR POS has proven to be essential in keeping business operations running smoothly, even during outages. O'Neill shared a compelling example of this reliability. "Early last year, there was a widespread wave of outages that impacted several key solutions that are essential to our operations. Comcast had an outage. Uber Eats was down. DoorDash was down. Everybody had outages," O'Neill recalled. "You know who did not have an outage? PAR POS."

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Even during tough situations that affect multiple technology vendors, PAR solutions stand strong. This unparalleled performance highlights PAR's commitment to providing solutions that keep restaurants running, even in the most demanding circumstances. By leveraging PAR POS, Miami Grill not only safeguards its operations but also ensures a consistent guest experience, regardless of external disruptions.

Intuitive Design for Improved Employee Efficiency and Security

At Miami Grill, efficiency and ease of use are crucial to their technology strategy. PAR POS meets these needs with its intuitive interface and user-friendly design, allowing the brand to quickly train new employees and cashiers while boosting their productivity. "One thing I really love about PAR POS is its ease of use," said O'Neill. "I usually can have a cashier trained in a day, maybe half a day. It is very easy."

O'Neill credits the system's flexibility and configurability for streamlining the training process. The platform empowers franchisees to tailor menus to their preferences, focusing on items and modifier groups rather than relying on default combo-based setups. This strategy reduces the number of clicks required to finalize an order on the POS screen, speeding up transaction times and improving overall efficiency. By offering this level of customization, PAR



POS ensures Miami Grill's operations remain smooth and streamlined, allowing franchisees to adapt the system to suit their workflow best and optimize their service speed.

Additionally, the system delivers a user-friendly experience that works seamlessly right out of the box. "Everything works out of the box—not broken, not vaporware that I can't understand because it's too complicated," O'Neill noted. This seamless, secure design ensures Miami Grill franchisees can confidently manage their operations, knowing that their POS system supports both efficiency and security without any unnecessary complexity.

When complexities do arise, Miami Grill has peace of mind knowing they will get resolved quickly thanks to PAR's 24/7/365 US-based white glove support from a team of food industry veterans and fanatics. "Even if it's 3 a.m., I can call someone at PAR, tell them what we are dealing with, whether it's for PAR POS or PAR Pay, and know someone will get it fixed," said O'Neill.

Security is also a top priority for Miami Grill, and PAR POS excels in providing robust capabilities that protect both the business and its guests. "You guys do a great job with roles and preventing me from getting robbed," said O'Neill, highlighting the system's ability to offer granular control over user permissions and prevent unauthorized access. Whether it's tracking voids or pre-voids, PAR POS provides transparent reporting that allows franchisees to easily identify and understand any discrepancies.



"If I have to void something, I can see where the void came from. If it's a pre-void, I can see that too. The reporting is transparent"

Robert O'Neill, Vice President of IT at Miami Grill

Miami Grill By the Numbers



3 AM PAR is there to support Miami Grill



31 Locations and counting opened with PAR



13 Years with PAR

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Miami Grill Finds True PARTnership with PAR

✓ Optimized Operations

✓ Seamless Integrations

Open APIs

✗ Outgrew Legacy Capabilities

✗ Lack of Integrations

✓ 0 Hard-Downs

✓ Unmatched Support

System Reliability

✗ Unreliable Outdated System

✗ Lost Revenue to Outages

✓ Decreased Chargebacks

✓ Customer User Role Flexibility

Robust Security

✗ Too Many Chargebacks

✗ Limited User Flexibility



Empowering Growth Through a Trusted Partnership

Partnering with PAR Technology has been a transformative success for Miami Grill. By leveraging the capabilities of PAR POS and PAR Pay, the brand has not only modernized its locations but has also gained the flexibility to grow at its own pace without being held back by outdated systems. The seamless integration of cutting-edge technology has empowered Miami Grill to optimize operations, enhance customer experiences, and ensure consistency across its growing network of locations. With the ability to adapt quickly to new demands and seamlessly integrate third-party solutions, Miami Grill is positioned to stay ahead of industry trends and exceed customer expectations.



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