ABCOM

Abcom Case Study

Outback Jack's, Australia

Learn about Outback Jack's and why new franchisees have selected Abcom to be their backoffice I.T. partner.

"We have been using Abcom for over ten years and when we bought the Coolangatta restaurant we wanted the same level of stock and labour control we had enjoyed in our previous Business. Abcom have worked closely with us every day since the system was installed. Their attention to detail and commitment to training and ongoing support is second to none."
MICHAEL & JANE MCKENZIE, Outback Jack's, Coolangatta & Strathpine, QLD, Australia.

The Outback Jack's Challenge

The Outback Jack's Bar & Grill concept is the brainchild of Graeme and Denise Diamond who have been in the hospitality and retail industries for 20 years. Their vision is to create a string of destination restaurants where families, business people and travellers alike can enjoy quality steak, seafood and service with a smile whilst enjoying a range of facilities rarely seen at any one dining establishment.

In November, 2011, Mike and Jane McKenzie purchased Coolangatta Outback Jack's bar and Grill. After fifteen years in the QSR industry, Mike and Jane decided it was time to try something different.

Mike and Jane decided to become Outback Jack's franchisees and after considerable previous experience within the field they could very quickly see that their new business needed a Back Office System to assist them in their new venture.

The Abcom Solution

In early 2012 Outback Jack's Queensland master franchisors were given a detailed presentation of Abcom systems. Outback Jack's then issued additional specifications that would accommodate requirements unique to Outback Jack's.

Abcom immediately supplied development resources to complete the additional requirements and integration changes and Outback Jack's Coolangatta went into immediate trial of the Abcom eProphet solution within days of handover, with a second trial initiated at the Mermaid Beach Restaurant on the Gold Coast mid 2012.

Upon completion of store trials, both stores have reported tighter business control, improved resource management and reduced labour and inventory costs thanks to the Abcom systems – leading to endorsement of Abcom as a supplier of back office systems for Outback Jack's QLD.

Following on from this success, Outback Jack's approached Abcom to provide a more reliable alternative to their current Point Of sale systems for QLD Restaurants. Abcom is well placed to meet extended needs in this area and able to offer the eProphet ePos solution which is set to be trialled in a new restaurant set-up slated for mid to late 2012.

At each stage of development Outback Jack's was engaged in our product development. The trials and implementation of Abcom's eProphet into a medium size franchise group such as Outback Jack's Bar and Grill is great demonstration of Abcom's commitment to supplying enterprises with powerful QSR technology in realistic timelines with dedicated support.

For more information on Abcom's products and other case studies like this one, go to
www.abcomqsr.com

Or contact us

Phone:
+61 7 5530 7806 (Wordwide)
07 5530 7806 (Australia)

Email:
sales@abcomqsr.com