



**RESTAURANT  
MANAGEMENT SOFTWARE**

SUCCESS STORY

URBAN PLATES



# Goodness for a New Generation Urban Plates Success Story

Urban Plates is a steady growing restaurant company that's all about goodness, a concept that's re-defining the dining experience for a new generation. With the viewpoint that good, nutritious food should be available to everyone, Urban Plates offers a variety of fresh, wholesome, and delicious meals at an affordable price. It's quality food that's good for your family, and because you're making good choices, it's good for your soul.

## Business Challenges

The concept currently has 12 locations throughout California, with intentions to keep expanding. While the software they started out with in the first location was efficient for a single operation, they knew they needed a more robust and nimble solution in place that could scale with them as they continued on a rapid growth trajectory.

"We knew we wanted software as a service (SaaS) model that could expand quickly without a lot of ongoing maintenance," states Kyle Kreis, Operations Analyst. "Our previous software was from a company that was not able to fully meet our needs. We needed a company that could support our growth."

**"The software is very intuitive. Any operator can get their hands on it and start navigating through it immediately."**

- Kyle Kreis  
Operations Analyst

## The Solution

Urban Plates felt confident in switching to RADAR, in part because of Ctuit's restaurant roots and longevity of almost 20 years. They were drawn to the fact that it was developed by restaurant people for restaurant people, and the fact that they really understand the needs of the operators using the software.

### COMPANY OVERVIEW

Urban Plates offers a variety of fresh, wholesome, and delicious meals at an affordable price.

### BUSINESS SITUATION

Urban Plates needed a business intelligence solution that could keep up with their rapidly expanding business growth.

### KEY RESULTS

Urban Plates gained a software solution that met their business needs and stays ahead of the industry curve.

They are currently using Inventory, Accounts Payable, Recipes, Special Pay, GL Sales, Advanced Labor Scheduling, Prep Sheets, Intraday Polling, Invoice Imaging, and SoS QSR modules, as well as the Ctuit Schedules and On The Fly mobile apps.

## The Results

After rolling out RADAR two years ago, Kreis has never looked back. He appreciates the fact that there is little to no employee training needed. "The software is very intuitive. Any operator can get their hands on it and start navigating through it immediately," he says.

Kreis is especially pleased with the On The Fly app. "What I appreciate the most about Ctuit is the way that they stay ahead of the curve in our industry," states Kreis. "There is no reason for our managers to be in the office during a shift now that we are using the mobile app. Almost everything they did back there before can now be done with On The Fly."

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*- Kyle Kreis  
Operations Analystt*

 To learn more about Ctuit, please call us at (415) 884-4888 or email [sales@ctuit.com](mailto:sales@ctuit.com).

