



**RESTAURANT  
MANAGEMENT SOFTWARE**



# 213 Ventures Deploys Ctuit RADAR for Business Intelligence

## Software provides critical restaurant data for insight and control

Ctuit Software, a leader in business intelligence software for restaurants, announced that 213 Ventures, the premier purveyor of LA nightlife entertainment, implemented Ctuit RADAR in its locations including Seven Grand and Las Perlas. The web-based solution enables restaurant management to access and generate reports on the daily operations, including sales, inventory, and payroll, of the business.

With RADAR, 213 management has consistent sales reports across its locations which are generated easily and instantaneously. The solution enables payroll processing to be streamlined and more accurate. In addition, having the visibility into daily operations with RADAR, the company can immediately address any issues with sales and trends.

Another example of how 213 uses RADAR is the analysis of product mix reports. These reports drive the drink menus at their bars. With RADAR, management can see what type of cocktails are selling and the liquors used to adjust their menus appropriately and negotiate with vendors on inventory.

**“With Ctuit RADAR, we were able to reduce travel time and emails to gather information and generate reports from each location.”**

**- Skyler Reeves**  
*Director of Operations*

“With Ctuit RADAR, we were able to reduce travel time and emails to gather information and generate reports from each location. Now, managers are able to access operational information online – anytime, anywhere. Also, having the ability to view historical data allows us to evaluate sales trends and make the appropriate strategic decisions for our business,” commented Skyler Reeves, Director of Operations, 213.

### COMPANY OVERVIEW

The first nightlife developer to stake a claim in Historic Downtown, 213 continues to set Los Angeles standards for distinctive nightlife experiences and enliven the city's cocktail culture.

### BUSINESS SITUATION

Restaurant management needed to access and generate reports on the daily operations, including sales, inventory, and payroll, of the business

### KEY RESULTS

RADAR enables payroll processing to be streamlined and more accurate. In addition, having the visibility into daily operations with RADAR, the company can immediately address any issues with sales and trends.

"As restaurants and hospitality operators expand, they require insight into the operational details across all of their sites. We continue to see businesses, like 213, achieve timely response to key metric points including sales and inventory, by deploying RADAR," said Rob D'Ambrosia, President and CEO, Ctuit Software.

Ctuit RADAR is a complete above-store, BI, Analytical and Financial reporting tool that gives the entire management team deep insight and control to quickly identify trends and operational issues. Ctuit RADAR users make informed, fact-based decisions critical to success.

**"Now, managers are able to access operational information online – anytime, anywhere. Also, having the ability to view historical data allows us to evaluate sales trends and make the appropriate strategic decisions for our business."**

**- Skyler Reeves**  
*Director of Operations*

## About Ctuit Software

Ctuit Software Inc. was founded in San Rafael, California, in 2000 with a mission to develop and deliver Business Intelligence and Decision Support Infrastructure to the restaurant industry. Ctuit's RADAR – extracts the critical data from sales, labor, and accounting that yields key intelligence upon which profitable business decisions are made. In addition, operational, financial and exception based reporting is available company-wide. With Ctuit RADAR – accounting, finance, marketing and operations can make changes to improve customer satisfaction, sales and margins. Ctuit Software is a private, employee owned company with its corporate office based in Novato, California. For more information, visit <http://www.ctuit.com>.

## About 213 Ventures

The first nightlife developer to stake a claim in Historic Downtown, 213 continues to set Los Angeles standards for distinctive nightlife experiences and enliven the city's cocktail culture. Set in reimagined architectural gems, 213's collection of urban classics; Seven Grand, Broadway Bar, Golden Gopher, Cole's Red Car Bar, The Varnish, Casey's, Tony's, CAÑA, and Las Perlas are a magnet for downtown dwellers, the city's diverse workforce, downtown LA's influential arts & creative community, and the multiculturals & social entrepreneurs reinventing modern city living. Linda Dishman, executive director of the Los Angeles Conservancy, applauds the results, "This is a company that totally gets it. Real preservation isn't merely protecting old buildings, it's reactivating them."

For more information, visit <http://www.213downtown.la>. Please contact Stephen Dorame, 213 Events, to book private parties and special events at [stephen\(at\)213downtown\(dot\)la](mailto:stephen(at)213downtown(dot)la), or call 213.258.8100. To find the latest happenings at 213, and drink specials, follow us on Twitter.

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

