



**RESTAURANT  
MANAGEMENT SOFTWARE**

SUCCESS STORY

MAD PIZZA



## Mad Pizza is Crazy for Ctuit RADAR

**Above-store solution provides centralized information of all restaurant locations.**

Ctuit Software, the leader in business intelligence software for restaurants, announced that Mad Pizza, Seattle, Washington's source for insanely great pizza, deployed Ctuit RADAR throughout its restaurants. Utilized as a central office solution, Ctuit RADAR enables the company's restaurant managers and operations team to communicate and understand important sales and trends for each location.

By automating the process of consolidating historical data from multiple locations with Ctuit RADAR, Mad Pizza easily generates reports to analyze and better understand its business. "Before Ctuit, we were manually entering information into spreadsheets on a daily basis. The entire process was tedious," said Christopher S. Doyle, Vice President, Mad Pizza. The solution pulls data such as labor costs, ticket averages and product mixes from the point-of-sale providing management with detailed insight into sales and trends.

Being able to review sales and costs in Ctuit RADAR's intuitive web-based interface, Mad Pizza's management develops budgets by the week, month, quarter or year. In addition, the company monitors customer traffic for each location and determines if sales, traffic and check average are increasing together. By looking at these variables, Mad Pizza can launch a promotion to drive more traffic to meet sales projections.

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- **Christopher S. Doyle**  
Vice President

### COMPANY OVERVIEW

Mad Pizza has been serving Insanely Great Pizza in the Seattle area for the last 17 years.

### BUSINESS SITUATION

Mad Pizza needed to consolidate data across locations to analyze profitability.

### KEY RESULTS

Utilized as a central office solution, Ctuit RADAR enables the company's restaurant managers and operations team to communicate and understand important sales and trends for each location.

"With Ctuit RADAR, we can analyze our dine-in and delivery businesses and review underperforming locations. Our restaurant managers can create a marketing promotion and by using the solution, determine whether or not that promotion has an impact to revenue," commented Doyle.

"Multi-store reporting is essential to gauge the success of a restaurant. Mad Pizza is using Ctuit RADAR to better understand its sales, trends and customer traffic to take necessary actions in driving growth," 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.

### 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 Mad Pizza

Mad Pizza has been serving Insanely Great Pizza in the Seattle area for the last 17 years. Our dough is made fresh daily and hand tossed to perfection! With house made pizza sauce, hand cut vegetables and pineapple in addition to premium cheeses and meats, there isn't a better tasting Seattle Style Pizza anywhere else. Whether you come in for just a slice or order a whole pie, we have a top notch staff that embodies our "Mission" of "Insanely Great Pizza, Served Quickly, by Friendly People", to serve you. Don't get Mad – GO MAD! For more information, visit <http://www.madpizza.com>.

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

