



## Mad Pizza Is Crazy for RADAR

Ctuit Software (now Compeat), the leader in business intelligence software for restaurants, announced that Mad Pizza, Seattle, Washington's source for insanely great pizza, deployed RADAR throughout its restaurants. Utilized as a central office solution, 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 RADAR, Mad Pizza easily generates reports to analyze and better understand its business. "Before Ctuit (now Compeat), 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 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

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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, RADAR enables the company's restaurant managers and operations team to communicate and understand important sales and trends for each location.

variables, Mad Pizza can launch a promotion to drive more traffic to meet sales projections.

“With 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 RADAR to better understand its sales, trends and customer traffic to take necessary actions in driving growth,” said Rob D’Ambrosia, former President and CEO, Ctuit Software.

Compeat 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. Compeat RADAR users make informed, fact-based decisions critical to success.

## 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 Compeat, please call us at (512) 271-0771 or email [info@compeat.com](mailto:info@compeat.com).