



IBM Smart Business Testimonial Script

Bob Burness, Celebrity Ventures

My name is Bob Burness, and I'm involved with a company called Celebrity Ventures. We go out and build and operate celebrity-themed restaurants with high profile athletes.

Obviously one of the challenges for multiple unit operators is the accumulation of data, which is critical for making day-to-day management decisions.

We've got to see what that dining experience translates back into data, sales, cost of sales, payroll, the whole thing...and that's really how businesses are evaluated.

You need a system that can provide all that to you, not only accurately but timely. We were having issues of the system chronically going down at very, very critical times.

Think of a restaurant going down on a Saturday night at six o'clock. It's one of your worst nightmares.

I made the decision to switch over to IBM. And they came in and just did a fantastic job.

We're able actually to look at our data much more quickly and with a lot more accuracy now that IBM is in there. Any POS system out there needs to have a system of support. I know that if there's a problem they're going to be right on it for me.

And that is invaluable when you are a business owner.

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