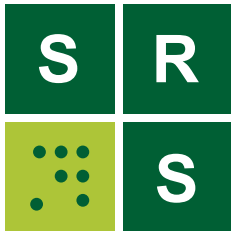


SRS chooses Borland® Delphi™ 7 Studio to deliver a Web Services-based

# BORLAND ACCELERATES SUCCESS

front-of-house application keeping them ahead of the competition



To stand out in the crowded field of restaurant information solutions, developers need to be able to build forward-thinking applications that offer greater agility and easier integration, faster. With Borland® Delphi™ Studio, Smart Restaurant Solutions is staying one order ahead of the field, with customizable modules and support for extended functionality via Web Services.

## Background

To get noticed in the competitive field of restaurant information management, it takes the creativity of a sous chef – someone who can craft an exciting new dish that rises above the everyday offerings on other menus.

Smart Restaurant Solutions, a young San Francisco-based company, imagined such a dish.

“All of the current leading restaurant software packages are point-of-sale based – none have really incorporated the personalization of the guest experience,” says Matthew O’Meara, Chief Executive Officer for Smart Restaurant Solutions. “These applications pretty much just have you type in a number for each guest – there’s no way to take into account information concerning who the customer is, like what their name is.”

By using the latest real-time technologies on the back-end, Smart Restaurant Solutions wanted to build a next-generation front-of-house restaurant application that would help restaurant owners better serve their patrons.

## Challenge

Smart Restaurant Solutions wanted to build a software solution that would allow restaurant owners to collect, manage and leverage information about their customers – especially repeat diners, the lifeblood of any meal-serving business.

“We wanted to enable restaurant owners to answer questions about their customers even before a waiter comes to their table,” O’Meara says. “The restaurant information system should know such things as if the customer has been there before, and if so, what their favorite wine is, or if it is a special occasion, such as the customer’s birthday. And it should offer this kind of information in real-time, giving managers a bird’s-eye view of all the customers in the restaurant at any given moment.”

## FAST FACTS

### BACKGROUND

Smart Restaurant Solutions (SRS) develops front-of-house restaurant solutions. To maintain a competitive edge, SRS needed to extend its existing application to enable restaurant owners to collect, manage, and leverage information about their patrons to enrich the customer experience.

### CHALLENGE

SRS needed a development environment that was easy to use, robust, extensible and open to integration and development of Web Services, to tap into functionality it didn’t have to design from scratch.

### SOLUTION

Borland Delphi Studio, with its high-productivity Web Services and component-based development platform, enabled SRS to deliver a powerful solution faster and ahead of the competition.

“Competitors who use Visual Basic and C++ have lost accounts to us too many times to count, Delphi gives me a serious advantage because I can deliver a robust, scalable visual solution to a business problem in less time.”

Matthew O’Meara, CEO, Smart Restaurant Solutions

For O’Meara and his business partners, the challenge had several components: First, as a startup, SRS needed to be able to design such a product quickly to stay ahead of its larger competitors. Next, the company needed a software tool that was both easy to use and robust so that all the baseline functionality could be quickly built in. Also, SRS needed to produce code that was extensible and open to integration to better serve its key initial customers. Lastly, the company wanted to take advantage of the growing momentum around Web Services, to tap into functionality that its programmers didn’t have to design themselves.

### **Borland Solution: Delphi Studio**

Even with a full menu of rapid application development tools to choose from, O’Meara knew which one he would order: Borland® Delphi™ Studio, with its fully integrated support for Web Services.

“I’ve been a Delphi user ever since Delphi 2, and for this project there was no other option than Delphi,” O’Meara says. With selection criteria that included speed, object-based framework and plug-and-play components, Delphi Studio is superior to even well-known competitors such as Microsoft® Visual Basic® and Microsoft Visual C++,® O’Meara says.

“Competitors who use Visual Basic and C++ have lost accounts to us too many times to count,” O’Meara claims. “Delphi gives me a serious advantage because I can deliver a robust, scalable visual solution to a business problem in less time, while also being extensible to meet ongoing feature requests.”

Especially attractive to O’Meara and Smart Restaurant Solutions was Delphi’s integrated support for Web Services.

Web services are software components that enable the Internet to be used as a worldwide accessible collection of application functionality that seamlessly connect businesses, Web pages, consumers, and platforms in virtually any business-to-business, business-to-consumer, or partner-to-partner scenario, using standards-based open protocols. For end users of Web Services applications, the entire infrastructure can appear as a single, seamless application, even when functionality and connectivity are being leveraged from around the globe. Application connectivity is transparent, open, standards-based, and ubiquitous.

The Borland BizSnap Web Services development platform simplifies business-to-business integration by easily creating and consuming industry-standard XML/SOAP Web Services and connections. BizSnap automatically generates WSDL (Web Services Description

Language) as its standard for building an interface to Web Services (created with Delphi Studio) and for importing WSDL from available external services simplifying and accelerating development.

Delphi Studio allows O’Meara to quickly and easily build support for all the leading Web Services protocols – including SOAP, XML, WDSL, UDDI and other technologies – without having to custom-build the services from scratch. For example, SOAP Web Services are supported natively at the compiler level, such that Delphi handles the SOAP protocol in an environment to which the developer is accustomed. Delphi Studio provides high-productivity timesaving features including design-time CodeInsight,™ compile-time data type checking, and runtime debugging with the world-class Delphi debugger.

“Delphi makes it very easy to create the object I want to create locally, while also allowing me to expose it to outside services,” O’Meara says. “Delphi does a great job of simplifying the layers of the protocols, allowing me to be more consistent with my Web Services interfaces. And by using Web Services, Delphi Studio allows me to add functionality to my product that I have no desire to build myself.”

The Delphi community’s wide range of shareware components also helped O’Meara outperform competitors with much larger development budgets.

“The Delphi Studio shareware components allow me to solve problems without having to reinvent the wheel,” O’Meara says. “It’s another way to get more functionality without having to put it directly into my environment.”

### **Result: Web Services and Delphi Studio put Smart Restaurant Services at the top of the menu**

Thanks to the speed provided by Delphi, Smart Restaurant Solutions are already testing their new software package – called “Smart Touch” – with several beta clients in Las Vegas and Los Angeles. The robustness of the initial package, when added to the easy extensibility via object-oriented code and Web Services links, should move Smart Touch to the top of restaurant managers’ menus in short order, O’Meara says.

“Out of the box, our solution is feature-rich – the robustness of Delphi has allowed us to create a ‘Version 3.0’ product on the first pass,” O’Meara says. “But we’re also able to tailor it easily to the demands of our initial, important beta clients, and we have Delphi Studio to thank for that. I can’t imagine delivering this solution on

another platform. I think the project would implode under the feature demands.”

The Web Services functionality should provide an important edge for Smart Restaurant Solutions when restaurant managers see how it can help them improve their own bottom lines, O’Meara says. One example is by using Delphi’s built-in support for standard UDDI Web Services directories; Smart Touch will let restaurant managers subscribe to future services such as address- and client-lookups, which they can directly integrate from the restaurant table into marketing efforts.

“Take a reverse directory lookup – that might be a Web Service a restaurant can subscribe to in order to get an address from a phone number, or vice versa,” O’Meara says. “That’s not a service we’re going to run, but if a restaurant owner wants to subscribe to it, he can do so through our program and Web Services.”

Restaurant owners could also directly link marketing software to the Smart Touch package via the Delphi-supported Web Services transport protocols.

“By integrating real-time restaurant floor activities with marketing software, restaurants could potentially do a better job of finding and caring for better-paying customers,” O’Meara says. “That’s not a functionality our software has, but it’s certainly what I want to leverage – and Delphi lets me do that, right out of the box.”

#### TECHNICAL ENVIRONMENT

<b>Database Server</b>	Microsoft® SQL Server™ 2000
<b>Operating System</b>	Windows® 2000
<b>Hardware Platform (server)</b>	Intel®-based Dell Servers
<b>Hardware Platform (client)</b>	Touch screens, tablet PCs
<b>Number of Users</b>	50+
<b>Development Team size</b>	1

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