



Seven Grand Upgrades to Industry-Leading POS System and Support from Focus POS California

Seven Grand is a whiskey connoisseur's dream. With locations in downtown Los Angeles, San Diego and its newest location in Austin, Texas, Seven Grand proudly serves some of the largest premium whiskey selections. Featuring live music, whiskey tastings, and private party areas, these whiskey bars, part of 213 Hospitality, are popular destinations.

The Seven Grand team devotes its time to creating delicious hand-crafted cocktails for its customers, including its VIP Whiskey Society members. However, the business found it was spending too much time and too many resources dealing with issues related to support from its former point of sale (POS) provider, including unresponsiveness, lack of service technician expertise, and high costs for service and upgrades.

213 Hospitality chose Focus POS California to upgrade Seven Grand's DTLA location to a Focus POS system. That began a relationship that gave Seven Grand a partner it could rely on, both to provide a POS system that supported its bustling business as well as the support it needed to keep its system operating efficiently — and in one instance, to keep the doors open.



Client:

*Seven Grand
San Diego, California*

Objectives:

Replace a POS system left in disrepair by a competitor with a fully functioning system in time to save weekend revenues for a popular whiskey bar.

Installation:

- Focus POS software
- Focus XT workstations
- Epson printers
- POS peripherals

Results:

Focus POS system successfully installed and customized to handle large database of items. Customer receives service and support it needs to stay operational.

THE CHALLENGE

Around 5 p.m. on a Thursday in February 2015, Focus POS California received a phone call from 213 Hospitality's Director of Operations. He said Seven Grand's San Diego location, which still used the former POS system, was down. Seven Grand San Diego called for POS service, but the service technician from the other company left the system in worse condition than how he found it — leaving the POS system not operational at all. Their previous provider told Seven Grand that an engineer needed to visit the San Diego location for the repair, but wasn't available until Monday.

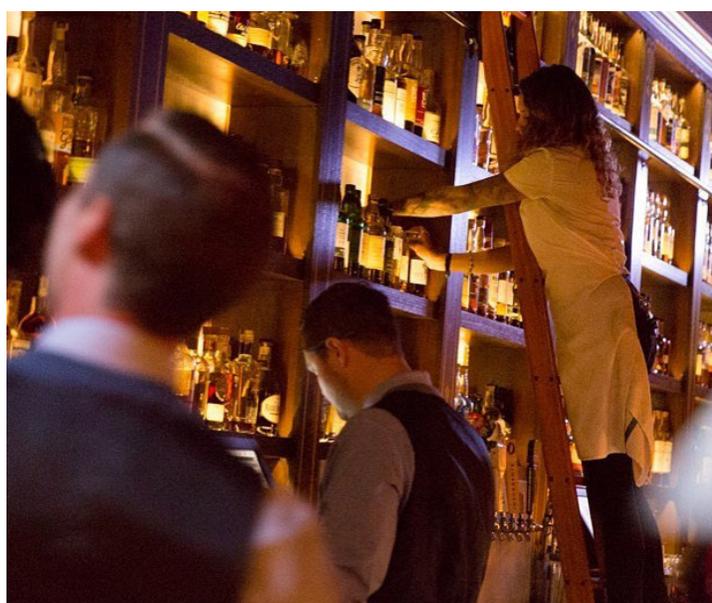
Receiving that news on a Thursday evening meant Seven Grand would have to operate on a cash-only basis all weekend or shut down — and either option would mean substantial losses in revenue.

THE SOLUTION

Focus POS California asked if Seven Grand San Diego was ready to upgrade to a Focus POS system. With the gains in efficiency at the LA location and the system backed by Focus POS California's expert support, the answer was a definite yes, but there was no one available to formally authorize the purchase before the weekend.

Based on their strong partnership with Seven Grand DTLA, Focus POS California could not let the sister location suffer.

"It's a testament to how we treat our customers," explained Brandon Wermes, of Focus POS California. "Under the circumstances, we didn't let ourselves get bogged down on the paperwork or financial side. We said, 'Hey, our neighbor's on fire. Let's help put the fire out.'"





The Focus POS California install team arrived at Seven Grand San Diego on Friday at 6 a.m., and the team's efficiency and ingenuity enabled them to have the new POS solution operational by 11 a.m.

Focus POS California installed Focus XT workstations, Epson printers and POS peripherals, and integrated the system with Seven Grand's Ctuit above-store reporting software. The agility of Focus POS software allowed Focus POS California to use the database of products from the LA location to expedite installation and setup in San Diego — it wasn't necessary to build the entire menu from scratch. Alex Gonzales, one of Focus POS California's Focus-Gold Certified Team Members, spent Friday afternoon with Seven Grand's staff. Getting the bar-team up to speed was simple due to Focus POS' streamlined and customizable interface.

Unlike its competitor that left Seven Grand with no options for a working POS system at the start of a busy weekend, Focus POS California solved the problem by providing a Focus POS system in one day.





RESULTS

With the new system, Seven Grand San Diego joined the DTLA location as a Focus POS user, enjoying the benefits of a POS system that's rock solid, reliable, and scalable.

Focus POS California's technical expertise and industry knowledge partnered with then Seven Grand DTLA GM Andrew Abrahamson's operation vision allowed Seven Grand's extensive database and the Focus POS user interface to be customized in a way that allows bartenders to quickly find the brand of whiskey the customer requests. It also enables locations to track sales and inventory in separate areas, for example Seven Grand DTLA and its Bar Jackalope, with a special collection of 120 rare international and domestic whiskey varieties, both located under the same roof.

Most notably, however, Seven Grand is now working with a provider that equips its locations with the best POS solution backed by the best support. Since Focus POS California's successful installation of the POS system at Seven Grand San Diego, the majority of 213 Hospitality venues use Focus POS.

ABOUT FOCUS POS CALIFORNIA

Founded in 1999, Focus POS CA is headquartered in Irvine, California, and serves customers throughout California, Nevada, Utah and Arizona. From single stores to multiunit chains in the food service and hospitality industries, our solutions, along with our dedication to training and support make us the best choice for streamlining your day-to-day operations and improving performance for your business.