

## The Customer

Consolidated Restaurant Operations, Inc.

## Industry

Hospitality

## Number of Employees

5,800

## Key Benefits

- \* Reduced employee-related administrative staff by more than 50%
- \* Slashed W-2 outsourcing costs by 50%
- \* Integrated HR and payroll processes for all eateries

“UltiPro’s enterprise integration tools allow for an interface between our third-party systems that results in a smooth and automatic transfer of information on a daily basis with minimal human intervention—saving us significant time and money.”

### Dave Seebeck

Vice President of Information Technology  
Consolidated Restaurant Operations, Inc.



## Company Profile:

Consolidated Restaurant Operations, Inc. (CRO) operates more than 87 full-service and 29 franchise restaurants located in 12 states and the United Arab Emirates. CRO employs approximately 5,500 full and part-time employees. CRO has been named the 70th largest private company in the Dallas-Fort Worth area. Company brands include Cantina Laredo, Ill Forks Steakhouse, Cool River Cafe, Silver Fox Steakhouse, El Chico, Good Eats, and Luckys Café.

## The Challenges:

Consolidated Restaurant Operations had one dedicated IT staff member and 11 people responsible for managing payroll and human resources for all of its employees. Because the restaurant operator acquired several eateries, it was saddled with three separate HR and payroll systems. In addition, each of CRO’s stores uses a third-party point-of-sale (POS) system to capture time and attendance data and store employee master file information. Because much of this information is critical for payroll processing, the company had to manually fill out employee change forms and fax them to the corporate office where the data was manually keyed before payroll. By unifying its HR and payroll information, the company could save money, reduce many manual processes, and become more productive. The restaurant operator reviewed the offerings from both service bureaus and in-house vendors, and then selected Ultimate Software’s UltiPro in 1999.

## The Solution:

Once CRO implemented UltiPro, the company decreased its HR/payroll personnel to five, decreased its IT staff to one person working 10% of the time on HR and payroll, and cut W-2 processing costs by 50%. In addition, information now passes between UltiPro and the POS without redundant data entry and with fewer opportunities for error.

The restaurant operator also increased efficiencies and savings by using internal manpower to annually print its 16,000 to 20,000 W-2s instead of relying on a service bureau. By moving the process in-house with UltiPro, CRO reduced that annual cost by approximately 50%.

UltiPro also meets key business requirements of the hospitality industry, helping CRO streamline its HR-related processes. For example, UltiPro easily handles tips and their associated taxes and is adept at processing the complex and constantly changing payroll needs of the restaurant industry.

“I had worked for the Spaghetti Warehouse when it was an independent, publicly traded restaurant chain. Before it became a member of the CRO family, we had used UltiPro there, so I was familiar with the product,” said Dave Seebeck, vice president of information technology for CRO.

“My history with the solution and Ultimate Software was a key factor in our selection criteria because I had been very pleased with the company, the way UltiPro functioned for the hospitality industry’s specifications, and with Ultimate’s excellent customer support.”