

## Insei Helps DINEPOS, LLC to Create Unprecedented Shareholder Value

For companies who sell IT products, shareholder value is directly related to the costs associated with the development of the IT products, the time-to-market, and the quality of the products. DINEPOS, LLC has created unprecedented shareholder value due to Insei's successful approach for project management and software engineering based on IEEE best practice and industry standard Object-oriented Analysis, Design, and Implementation.

### The Company

DINEPOS, LLC sells service to a Point of Sale (POS) system: DINEPOS. The POS service is for restaurants and is entirely web-based. Restaurants use the Internet to access DINEPOS and perform all of the functions of a typical software-based POS, as well as greatly enhanced functionality not available through software-based programs, including, file backups, online help, online training, access real time business performance data, tracking of market effectiveness, and guest preferences.

Scott Hirschberger is the Managing Member of DINEPOS, LCC and was responsible for selecting the team to create the DINEPOS software. After significant research Scott selected Insei to do the requirements, design, and implementation. Scott selected Insei because of their outstanding record.

### The Solution:

#### PROVEN METHODS

*The Insei approach for managing projects is open, customer centric, and always delivers within the confines of the defined specifications and approved project plan. This has been demonstrated and documented by our customers.*

*"Insei has an outstanding track record for completing software development projects ahead of schedule and under budget."*

Scott Hirschberger  
Managing Member, DINEPOS, LLC



The challenge was to create software to support the needs of the business plan and commitments to the shareholders, including a “quick-to-market” advantage. The software also needed to accommodate widely different dining scenarios, from fast food to fine dining.

## The Insei Solution

To maximize the shareholders return on investment (ROI), the software had to be created “right” the first time.

Rework due to customer dissatisfaction with software functionality or due to poor programming practices is costly and inefficient. To maximize ROI Insei strictly adheres to the IEEE guidelines for software engineering as well as industry standard best practices.

In this case, leveraging user experience (i.e., the subject matter experts) was critical. Insei began by conducting Use Case Analysis. Use Case Analysis was used to define the business processes and how the processes interact with the system. Scott Hirschberger, John Rice (DINEPOS technical advisor) and other subject matter experts (SMEs) actively participated in the Use Case Analysis. The analysis was used to define software requirements. Software requirements were written to describe the processes they support, resulting in the following benefits to the shareholders:

- Ambiguities, inconsistencies, and other issues related to the expected business model were revealed long before the software was written.

### Overview:

#### Services

Custom Software Development

#### Critical Needs

The need for a quick-to-market product that would reflect the business requirements of DINEPOS, LLC shareholders.

#### Technologies

Java

SQL Server

Java Server Faces

XML

JPOS

Apache Tomcat

- Design and implementation were well understood by the SMEs, which made work progress easily auditable by the shareholders.
- Iterative releases were easily defined by the shareholders. The first release was the base functionality for market ready software and took less than 6 months to complete.
- By defining the business process without bias to technology, the most appropriate technology for the DINEPOS system was selected during the design phase of work.

The first release of the software was completed on time and under budget with all the functionality specified by the shareholders and required for a market ready product.

*“Use Case Analysis and requirement gathering activities were instrumental in helping us define our business.”*

Scott Hinschberger  
Managing Member, DINEPOS, LLC



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