

INCIPIO



Tenzo


How Incipio solved their reporting issues and saw savings of £100k/year with Tenzo

POS: Zonal

Labour Tool: Harri

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Who are Incipio?

Incipio are a London-based hospitality group with six venues ranging in size from 350 to 850 capacity. Their overall operation is quite complex with multiple bars and food traders in several locations, some of which are owned by Incipio and some of which are external.

They were growing at 70% year-over-year pre-pandemic and realised that they needed a better reporting system **to give the insights they needed to make fast, data-backed decisions for their accelerating business.**

Do we build our own reporting suite or do we buy a ready-made solution?

Initially, Incipio **tried using systems like Power BI** to build reports. The problem was that any time they wanted to change or update anything, they had to do it themselves. This took a **huge amount of time** and only a handful of people in the business had the expertise to do it. That meant every time something went wrong, it fell on them the fix and debug and was incredibly **costly both in time and money.**

Ultimately, they decided that using a system that is **specifically made for hospitality** with a **dedicated support team** was the best way to get **fast and accurate reporting** - their top priority.

On top of that, Tenzo already integrated with the systems they had chosen (Zonal for POS and Harri for labour) which **eliminated the need for a data warehouse** and the initial set up which could have taken months before it was functional.



A system like Tenzo was a much better replacement for Power BI and would give us everything we wanted.

Tom Brand
Finance Director

First challenge to overcome: End-of-night reporting

The first challenge Incipio were keen to overcome was their end-of-night reporting. In order to receive comparable reports from their General Managers they had set up a spreadsheet-based system that the closing manager would submit on a daily basis. The problem was that it required **manual input which left room for human-error** if a number was typed incorrectly and took up to 30 minutes, something that wasn't ideal at 1 in the morning.

There was also a mountain of emails to sift through the following morning as each manager sent the spreadsheet to up to 15 people in head office then had to download and review each individual spreadsheet which was clearly **very time consuming**.

They immediately replaced this process within Tenzo. **Speed of access and accuracy of data** means that the whole team is able to look at yesterday's sales first thing in the morning either in the **mobile app or with automated emails**.

The GMs also now use Tenzo's log feature to send in a simple narrative report without needing to input any numbers because they're all already in Tenzo. They can also do this from their mobile phones **on the go**.



We implemented pretty quickly and it just worked. That was the first thing that demonstrated that we wanted to roll out further.

Tom Brand
Finance Director



Going further than ever before thanks to Tenzo

Implementing a new end-of-night report structure was simply replacing a process that already existed with a more streamlined approach. However, there were also metrics that they wanted to start reporting on that they **had not been able to access previously**.

The team were keen to see their labour spend versus sales per hour, but in the past this would have meant extracting big data files of all their sales from their POS system and another data set from their HR system, then checking the data was all correct, then building a complex data sheet to create reports to analyse.

From manual, non-scalable processes...

The problem is that this is a **very manual process and not scalable** as, without Tenzo, the process must be repeated every time a new set of data comes in. As a result, it wasn't something the team looked at which was frustrating as they knew **labour deployment** was one of the biggest efficiency areas in a business like theirs.



...To automated reporting

After implementing Tenzo, they were very quickly able to just pull a **few weekly reports showing labour spend per hour versus sales** to see what their **cost of labour as a percentage of sales** was and to get a better understanding of where things were working well and where they weren't.



From relying on gut to data-based decision making

These reports were particularly useful as it gave them specific facts to base decisions on rather than **relying on gut instinct**.

They no longer had to say that it 'felt like' they were making money at this point or losing it at another. Instead **they had the data** and were able to see where they might want to adjust labour schedules to put in more people in the busier times and give more of their team a break during quieter times.



Results

By gaining access to this one report, Incipio now save around **£2,000 per week!** That's up to **£104,000 in a year.** And it's not something they would have been able to do without access to their data thanks to Tenzo.

Optimising labour deployment has added **thousands of pounds to their bottom line every week.**



I like the fact that all the energy at Tenzo is just going into building the best reporting and forecasting tool they can.

Tom Brand

Finance Director



Complexity of reporting: Using Tenzo to simplify reporting for food traders

Incipio's offering also includes food traders who are not directly affiliated with the group with the need to report sales information to all traders, both internal and external.

That means the reporting burden is on Incipio to give them the **correct figures and analytics** so they know what they're selling and can plan their business effectively.

Initially, they tried to build reports for them in Power BI, but that became a **logistical nightmare** with all the traders needing internal emails as well as personalised access which allowed them to see their sales but not Incipio's own numbers.

Switching to Tenzo allowed them to give each food trader their own login and **give them access to all the data they need to run their business.**

It has helped tremendously because everyone is on the same system and working from the **same source of truth**, avoiding any back and forth about mismatching numbers. This saves the team a huge amount of time.

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We haven't had any challenge in terms of figures for months, which is a big improvement from the previous process.

Tom Brand
Finance Director

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