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WE MEAN BUSINESS

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Episode Three | The Sensitive Baker



Mom-and-pop style operations have left this gluten-free baker in the red. [Read More](#)

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Episode Five | Brownstone Pizzeria



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"We Mean Business" Synopsis

What happens when struggling entrepreneurs get business advice from industry experts? Tune in to "We Mean Business" on A&E and watch how small businesses rebuild with help from Dell and Intel.

"We Mean Business" Hosts



Katie Linendoll
Tech Expert

As the resident technology wizard on "We Mean Business," Katie Linendoll is no stranger to sharing her special brand of tech wisdom. Katie launched an on-air career in hosting and reporting after earning a Bachelor of Science in IT New Media from the Rochester Institute of Technology and has honed her expertise as the guest gadget host on HSN Network. [Full Bio](#)



Bill Rancic
Business Expert

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Episode Three

The Sensitive Baker

Dell™ Technology Gives Small Bakery the Ingredients for Success

View the episode video clips and then read the details below.



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Dell Vostro™ 200 Slim Tower Intel®-powered desktop designed for small business

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Dell PowerConnect™ 2716 Efficient and secure unmanaged or web-managed switching

One Mobile Technology

Two In-Store Customization

Three Inventory Management

Four Customized Touch Screen Kiosks

Five Wall-mounted Entertainment

Six Mobile Productivity

Seven Storage Solution

Eight Marketing

The Business Challenge

With the rising popularity of gluten-free diets, the owners of The Sensitive Baker recognized an ideal business opportunity. So they launched their small bakery in 2007 to become the premier provider of gluten-free breads and desserts in the Los Angeles area.

However, the store's profits were quickly being eaten away by the mom-and-pop style of operations. Checking out customers with a cash register and Post-it® Notes was proving to be horribly inefficient. They were constantly running out of ingredients because there was no easy way to manage inventory. In fact, key recipes were being made entirely by memory. The quaint neighborhood store almost seemed like a good idea gone bad.

The Custom Solution from Dell and Intel

With the help of Dell and Intel, The Sensitive Baker became a highly efficient, yet stylish operation. A new touch screen point-of-sale (POS) system empowered staff with restaurant-quality order processing and inventory-tracking capabilities, down to the ingredient level. Two digital displays, powered by Dell™ OptiPlex™ technology, were also installed to improve the customer experience. The equipment displayed an easy-to-update menu and facts about going gluten-free.

Behind the scenes, the bakery gained a powerful Dell server — with Intel® Core™2 Quad Technology — for networking and data protection, as well as a Dell Latitude™ laptop for working remotely. Plus, a Dell multifunction printer enabled easy creation of custom materials, from to-go menus to product flyers.

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Episode Five

Brownstone Pizzeria

Small Pizzeria Improves Customer Service with Dell Technology

View the episode video clips and then [read the details below.](#)



Featured Products



 **Restaurant Pro express**
Point of Sale Solution for Restaurants

OptiPlex™ 755 Ultra Small Form Factor
Powerful computing for advanced graphics and processing.

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Customization
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Productivity
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Marketing

The Business Challenge

Brownstone Pizzeria was welcomed by a hungry market for New York-style pizza in the Los Angeles area. But the owners were barely making it from month to month. Their dreams of creating the ultimate family-friendly destination seemed almost ridiculous as they watched their savings quickly slipping away.


One of the biggest stumbling blocks for the pizzeria was its archaic, paper-based operations. Taking orders on a paper pad, ringing them up and transferring them to the kitchen made the "time-to-pizza" incredibly slow. What's more, the restaurant had almost nothing to entertain customers as they waited to be served. The interior was boring, and even the lack of take-away menus hurt their chances for repeat business. Was it all a lost cause?

The Custom Solution from Dell and Intel

Dell and Intel helped Brownstone Pizzeria reach a new level of customer service. Now, the staff could take orders with a touch screen system, featuring the latest restaurant point-of-sale (POS) software and Dell™ OptiPlex™ technology. And [AAccess Online Payment Systems](#) replaced the restaurant's struggling payment processor with a reliable, Internet-based electronic funds transfer system, which integrated seamlessly with the new POS.

To improve the atmosphere, two 37" LCD TVs were installed to give customers a taste of sports, current events and more. A wall-mounted digital display would also show webcam slideshows, created on the OptiPlex system with Intel® Core™2 Duo Technology. Plus, a Dell multifunction printer enabled affordable printing of custom to-go menus and marketing materials.

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Episode Seven

Spinal Fit

Single-Doctor Practice Strengthens Business with Dell™ Solutions

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Mobile computing performance with enhanced security

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Intel® Core™2 Duo processing

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Kiosks
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Marketing

The Business Challenge

Located in the heart of Redondo Beach, California, the Spinal Fit chiropractic clinic was built around a genuine concern for the well-being of patients. Yet, it was the health of the small business that was truly at risk.

Under the care of a single doctor, the struggling practice was getting buried under a mountain of paperwork. In fact, schedules were updated and printed several times a day. Also, while the clinic had upgraded facilities and a full range of services, many patients were unaware of all the options. The clinic desperately needed to drum up more business, or else the staff — and patients — would be out of luck.

The Custom Solution from Dell and Intel

With the help of Dell and Intel, Spinal Fit turned its clinic around. A new Dell™ Vostro™ 410 system centralized their bookkeeping and scheduling, while networked data was protected by a Dell PowerVault™ RD1000 storage solution. Also, a Dell Vostro 200 Slim Tower was connected to diagnostic equipment for faster results.

Beyond the clinic, the doctor could use a Dell Vostro laptop for presentations. In addition, in-house seminars were made possible by installing a Dell 5100MP Projector and a 70" screen, powered by Dell OptiPlex™ technology. Services were also showcased on a digital display in the lobby, as well as within materials created with their Dell multifunction printer.

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