



CASE STUDY

Elevating the restaurant industry with Apple

GOIKO

MADRID, SPAIN

Using innovation to fuel company growth

A lot of restaurants make burgers. They may even make really tasty, melt-in-your mouth, highly craveable burgers. But they're different at GOIKO. When a young doctor started the company in 2013, he knew he had a good product. But after slower-than-expected growth, he decided to pivot and rethink the business model. With a fresh perspective on how to elevate the business in Madrid's popular food scene, he sought out tools that could help enhance customer experience.

Over the next four years, GOIKO opened 30 locations throughout Spain. With each move, they studied the region. They evaluated the specific tastes and behaviors of customers and solicited feedback. Understanding, and subsequently implementing, customer recommendations fueled

their growth and helped them expand to the more than 80 restaurants that currently serve some of the best food in Spain. But their focus hasn't changed. In order to continue to provide an elevated dining experience to customers, they embraced technology.

AT A GLANCE



GOIKO implemented Apple technology to deliver a better experience to staff and guests.



They use Jamf Pro to manage 800+ iPads across 80+ restaurants and in the main office.



With all of their iPads in Jamf Cloud, they are confident their data is secure.



Restaurant servers streamline processes and save time with the iPad devices.



Apple technology supports GOIKO's focus on innovation and industry transformation.



They have plans to make the iPads a centralized hub for employees.

SUPPORTING CUSTOMER EXPERIENCE WITH IPAD DEVICES

As the company grew, it maintained its focus — always keeping customers at the center. “We are a huge family, and we have the same soul,” said Andrés Luzón, IT project manager, GOIKO. “We have the same service, and we have the same desire to hear how we can improve.”

In 2016, they took their desire to continually improve to the next level by implementing technology. One of their stores received eight iPad devices — a test to see if using tablets would provide a better experience for both employees and customers. It did. After a successful pilot, GOIKO purchased iPad devices for every restaurant, as well as the corporate office.

The implementation was a big step forward. For the first time, restaurant servers didn’t take orders with pen and paper. And the kitchen staff didn’t have to interpret sometimes illegible notes, which could cause order errors. Processes were faster and more accurate, but there was still a big, unsolved problem. The company’s IT team didn’t have a way to remotely manage the devices. “That was a bad moment in my life,” Luzón said. So he sought out a solution.

USING MANAGEMENT TO AVOID LOST REVENUE

Three months later, GOIKO purchased Jamf. “I asked our key account manager at Apple for an MDM solution, and he told me Jamf was the best one,” Luzón said. After evaluating a few additional options, to ensure his decision was best for the company, he chose Jamf Pro. “We saw Jamf was the most complete solution,” he said. “And I really appreciate how Jamf connects with customers.” GOIKO deeply values a customer-first mentality, so seeing Jamf lead with the same approach made for an easy decision.

And while Luzón said Jamf Pro proves its worth every time he’s in the platform, when a colleague accidentally deleted the company’s entire point of sale (POS) system from every device, Jamf saved GOIKO from a day of headaches and lost revenue. Luzón said using Jamf to reinstall and share the appropriate credentials with all of their more than 80 locations took just moments. “It’s funny now, but it wasn’t in the moment,” he recalled.

GOIKO now manages more than 800 iPad devices across all of their restaurants and in the corporate office with Jamf Pro in the Jamf Cloud. “This is the future,” Luzón said. “Everything is moving to cloud. I know, and I’m sure the Jamf Cloud is the best way to give you the necessary security to keep your data safe.” To additionally support the company’s belief that smart and innovative technology use continues to fuel their success, each location also has a server that supplies stores with a 4G connection, should theirs fail.



“When I started, I took orders with paper and pen, and it was a nightmare. Right now if you’re in a restaurant that uses an iPad, and you had to return to paper, it would probably would drive you mad.”

– Andrés Luzón, IT project manager, GOIKO





STREAMLINING EMPLOYEE TASKS WITH TECHNOLOGY

These technological improvements continue to allow GOIKO to do what it does best: serve amazing burgers in a customer-centered environment. “You could walk three blocks and find three stores selling burgers,” Luzón explained, “But the secret at GOIKO is the service.” And Luzón would know. He started with the company as a server in 2015. At the time, there were only 60 employees, and though they strived to treat customers like guests, the company’s lack of technology kept them at a standstill. But with time, that changed. Now, iPad devices create better experiences for employees and guests at GOIKO. Here’s how:

Servers use iPad devices to:

1. Take orders with minimal to no errors
2. Provide a menu in Spanish or English
3. Show photos of menu items and ingredients
4. Share current promotions with guests
5. Review opening and closing task checklists
6. Collect customer payment

“We can use the iPad for so many things. Sometimes we use it for making a poll for the clients,” said Mariana Medina, one of the company’s operation managers. Additionally, the kitchen staff uses an iPad to review recipes and see what items are sold. This helps them understand what’s popular so they can maintain proper inventory.

“When the technology is on your side, you can see the improvement,” Luzón said. “You give more tools to make the process easier.” And it does. Medina said she luckily started after iPad devices were in place. “I can’t imagine GOIKO without iPads,” she said. “Others have told me some stories about how it was without them, and it sounded complicated and not fun.”

“I’m completely sure that technology, and in this case, iPads in the restaurant, makes work better for the employees,” Luzón said. But it doesn’t stop there. He explained that prior to implementing Jamf, it was nearly impossible to share real-time data with the restaurants. “We needed to give them enough data to understand what’s happening in the store so they could discover ways to be better.” The iPad devices make this possible and enable restaurants to receive customer feedback, inventory reports, etc. quickly so they can pivot when needed.



WORKING TOWARD AN INNOVATIVE FUTURE

Luzón said it's GOIKO's focus on innovation that directly leads to growth. "You can't have one without the other," he said. "We try to innovate every day to keep growing." While the iPad devices continue to prove their worth in the restaurants, Luzón said the company is excited to expand their use in the future. Projects include: using the devices to manage delivery orders and allowing guests to virtually build their own burger. They also plan to digitalize their ordering system, which would allow for better control around the timing that customers receive their food — including alerts to the kitchen staff when there are delays with a specific order.

Luzón said they also plan to maximize the impact of the devices for all 1,300 employees. "If you centralize everything to one device, you only have to give an employee the tablet, and they'll have everything they need," he said. "And if you make your employees happy, you'll have more happy customers."

As he's done, Luzón encourages anyone interested in transforming their industry with technology to uncover all the benefits of Apple in the enterprise. He said that, for instance, while Jamf is the biggest way to support the iPad devices in the restaurants, it helps every area of the company, from marketing to sales, and everything in between. "Jamf is for everyone," he said. "Open your mind and figure out how you can use this tool, because it's so big and powerful."

Additionally, while Jamf Pro's ease of use, affordability and unmatched support team are highlights for Luzón, he said it's Jamf's overall focus on empowering people with technology that puts humans first that makes him a proud Jamf admin. "It's complicated to find a partner that doesn't just take your money and disappear," he said. "It's really nice to find someone who's side-by-side with you and has a great solution."



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