

Aristocrat - Microsoft Partnership

The Aristocrat is a known trailblazer in the food business, but with its recent acquisition of Microsoft Dynamics, "The Philippines' Most Popular Restaurant" is on its way to being as techno-savvy as it has ever been since its humble beginnings way back in 1936. Through an agreement with Microsoft Certified Partner for Business Solutions Information Professionals Inc. (IPI), 15 Aristocrat employees from food & beverage (F&B), accounting, and receiving departments will be trained to use the new software.

Around 2,000 transactions are being processed in Aristocrat's main branch alone, and the owners recognized the need for a software solution that can coordinate everything from billing of materials down to the company's financials. "The new system will allow us to automate things as much as possible, streamline our operations, improve our inventory process and coordinate our manufacturing," Alexei Reyes, OIC for Finance, Aristocrat, said.

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables individuals and organizations to make business decisions with greater confidence. It works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve, so users will be able to get the system up and running quickly. Microsoft Dynamics is built to work easily with existing systems a company has already implemented. "The good thing about this new software is that we could cross train our people in a platform that is very much familiar and already customized to our operations," stated Reyes.

Microsoft Dynamics is designed to meet the specific business management needs of project, service, and distribution-driven organizations. It is ideal for small and midsize companies that need to integrate with other systems and serve customers better.



Photo shows: (seated from L-R) Alexei Reyes, OIC for Finance, Aristocrat; Victor Reyes, Chairman of the Board, Aristocrat; Raymund Reyes, President, Aristocrat; Ernesto Congco, President, Information Professionals Inc (IPI); Oscar Arguelles, Chief Executive Office, IPI and Anna Bautista, Vice-President for Marketing, IPI. Standing from L-R are Edna Rodriguez, Account Manager, IPI; Alfred Sarreal, Vice-President for Applications Support, IPI; and Fortune Magsadia, Business Development Manager, Microsoft Philippines.

"Microsoft Dynamics will automate the everyday processes and improve business operations of Aristocrat and we are happy to see that an institution in the food industry like Aristocrat recognizes that technology will be invaluable to their growth," said Lyn Reyes, Partner Engagement Manager, Microsoft Philippines. Aristocrat has branches in Roxas Blvd., Jupiter St., Makati, Robinson's Place Ermita, SM San Lazaro, Mall of Asia and SM North EDSA and one franchise in Subic. The new software, as said by Reyes is seen as a strategic approach for expansion, "it's going to help us gear up for our growth and coordinate our approach." The company plans to put up 25 outlets in five years as part of its expansion plans.

Aristocrat has been in the food service industry for 70 years, thus becoming known as "The Philippines' Most Popular Restaurant". It started as a small canteen founded by the late Doña Engracia Cruz-Reyes and her husband Justice Alex Reyes Sr. and now it has gone beyond the restaurant business with the Aristocrat Bakeshop, The Aristomart, and manufacturing of processed foods as well as a variety of products the local and export markets. The business is now in the hands of the third generation of Reyeses. When asked how much the historical restaurant will change under its younger management, Reyes (Aristocrat) enthused, "it's not that we're forgetting our past, but rather, I see it as more of an integration between what is good with our past as well as with the prospects that the future will provide, and we need technology for us to execute and make that dream come true."