



## Prism helps The Creamery reduce labor costs by 18 percent

### CHALLENGE:

Improving operational efficiency at an already-successful café.

### SOLUTION:

Prism Skylabs mobile access and people counting.

### RESULTS:

Optimizing staffing to reduce labor costs by 18%.



Ivor Bradley, Owner,  
The Creamery

The Creamery, a unique San Francisco bistro and coffee shop, is a vibrant, local favorite. Set right by the city's Caltrain station, the neighborhood establishment is a hub for commuters and residents, alike.

As a common destination for meet-ups, happy-hour drinks and office parties, The Creamery is no stranger to high in-store traffic. It's known as a regular hangout spot for entrepreneurs, venture capitalists, and other tech types. But as the café continues to lure patrons in with its local, sustainably grown food and free Wi-Fi, Owner Ivor Bradley wants to fully understand store traffic.

"Prism Skylabs gives me real-time analytics about my store," Bradley said. "It helps me monitor my store's performance over time."

By downloading the software on existing security cameras, Bradley is able to access a full-suite of analytics and reports that showcase long-term trends across the store.

*“Prism gives me real-time analytics about my store. It helps me monitor performance over time.”*

- Ivor Bradley, **Owner**

"I check Prism to see how long the lines are during our busiest hours," Bradley said. "Long lines are not good customer experiences."

He's able to do this anywhere using his smartphone or tablet to view real-time, privacy-protected images from the café's various

**HOW THE CREAMERY USES PRISM:**

**Mobile Access**

to remotely manage the restaurant



**People Counting**

to optimize staffing



**Activity Reports**

to assess long-term trends



cameras. Based off this real data: anonymous, aggregate customer patterns such as dwell and in-store movement, Bradley can optimize staffing and ensure that the Creamery consistently offers a great experience for his customers.

“Prism is a very valuable tool,” Bradley said. “I can understand the crowds from anywhere.”

But it’s not just the remote access that impresses Bradley. “One thing that really sets Prism apart are its reports. Not only are they easy to use, but they help me understand trends over time and allow me to make data-driven decisions that otherwise would be impossible.”

