

## Act One Pub

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### Company Profile and Project Overview

Act One Pub is Chicago's premiere north side pub, offering a wide variety of beer, wine and seasonal foods. Act One Pub is located in the new Mayne Stage music and entertainment venue in the north-side neighborhood of Chicago. Its location in the historic theater boasts great pub food and atmosphere to be enjoyed before and after events at Mayne Stage, as well as throughout any given day. This new restaurant is quickly becoming beloved in the north-side Chicago area, and is now also accessible to visitors all over the world with this new site.

The entirely new web solution and site were created by Chicago-based Mediachase Solutions Partner, Glaser Technology, built on the Mediachase eCommerce Framework (ECF). The new site and platform for the restaurant highlights current food and beverage menu items, including ever-changing specials, as well as photo galleries, reservations, press, and other information through an interactive interface. With the menu changing daily, the ECF-based solution allows Act One Pub ultimate control for their fast-paced business. Leveraging the powerful Catalog Management System and unparalleled functionality in the ECF, Glaser Technology was able to create a robust web solution for Act One Pub, as well as connect it to its fellow ECF-based site, Mayne Stage.

### Business Situation

Act One Pub is new to the Chicago scene and therefore tasked Glaser Technology with creating a brand new system- one which would be a solid foundation from which to grow. As Act One Pub establishes itself and grows as a business, the ECF will be able to expand to meet the increased requirements due to the exceptional scalability of the well architected software. The cornerstone business requirement was to be able to update the site daily with the variations of the menu items offered. Because the solution would be used and edited every day, it was a necessity that it be easy to use. All managers would be required to have training on the software, so its design and usability must be very easy to work with to create the most efficient overall business system for Act One Pub.

The new system also needed to have strong links to Mayne Stage concert venue both in design and function. Because Act One Pub is located within Mayne Stage and their businesses are intertwined, the sites needed to easily associate with one another and support cross promotions to further spur business in each realm.

## **Technical Situation**

The solution for Act One Pub would be the first of its kind for the newly opened restaurant in the recently opened Mayne Stage Theater. The system needed to not only achieve the current technical requirements, but also those of the future. The chief technical requirement was to find a robust catalog system which would handle their menu and its ever changing state. This system also needed to support promotions of the items and when needed, work in conjunction with promotions from Mayne Stage.

Because Act One Pub is a new business there were no legacy programs or current third party systems in use. As part of their business plan however, Act One Pub wanted a platform that offered the ability to be extended to integrate with third party systems in the future. The current solution would be able to be straightforward and done within the robust out of the box features offered in the ECF, while leaving the option for more complex development and integrations in the future.

*“Utilizing the ECF Catalog System, we were able to provide Act One Pub with an easy way of adding and removing menu items from their web site”*

-Frank Alonso, lead project manager,  
Glaser Technology

## **Solution and Integration**

Glaser Technology chose to work with the Mediachase ECF to establish the solution for Act One Pub because it met all of the business and technical requirements of Act One Pub, while offering an effective and efficient implementation model for Glaser developers. The main point of focus for the implementation was to establish the ideal categorizations for the menu items within the catalog. Each menu offering was an individual item in the catalog management system of the ECF. Each individual item with its own SKU was created and classified with the powerful Meta Data Engine of the ECF. This Meta Data Engine allowed for classification and organization of each menu item according to the given Meta Classes.

“Utilizing the ECF Catalog System, we were able to provide Act One Pub with an easy way of adding and removing menu items from their web site” said Frank Alonso, lead project manager from Glaser Technology. The ability for Act One Pub to quickly and efficiently add new products and edit existing



ones was a core requirement for their solution. The ECF G5 enabled this seamless capability through its powerful Business Foundation technology, which allows products, associations, promotions, and other attributes to be added, edited, or deleted from the catalog with ease. The Catalog Management engine, along with other loosely coupled systems and subsystems of the ECF, allow for easy integration and maximum flexibility.

The efficient setup of this system not only allowed for ideal separation of the menu available online, but it also allowed the Lucene search engine within the ECF to search at its optimal level. The search capabilities within the ECF allow the managers who are changing the prices of the menu items to quickly find and edit all applicable products, thereby increasing their working efficiency.

## Benefits

By creating an easy to use and efficient system, Act One Pub is able to create a sophisticated outward presence with its website, while maintaining a simple and easy to use solution internally. The easy to use system creates more efficient managers by allowing them to quickly make the daily menu changes and be able to move on to the other tasks at hand to keep a busy restaurant operating smoothly.

Leveraging the Meta Data Engine and Business Foundations technology of the ECF allowed for custom relationships to be made within the system for each product. This technology enables

users to quickly and efficiently update the daily menu offerings and can be extended with any possible promotions, coupons, or any other capability Act One Pub might desire. These promotions are also able to be extended to jointly promote Act One Pub and Mayne Stage concert venue, such as a current campaign highlighting a “Headline Dish” and offering a discount with the purchase of concert tickets. This is just an example of the innumerable promotions that can be done the ECF-based solution.

Glaser Technology’s status as a Mediachase Solutions Partner allowed them to use their extensive knowledge of the ECF to implement a quality solution for Act One Pub with a high level of professionalism and proficiency. The exceptional combination of Glaser Technology’s expertise and the leading technology of the Mediachase ECF have resulted in a great solution for Act One Pub. The Mediachase ECF platform provides Act One Pub the versatility and functionality to handle the daily changes to the system as well as the ability to grow and expand. The ECF’s strong architecture, along with its accessible full source code, gives Glaser Technology and Act One Pub complete control over any future requirements and creates the ideal foundation to advance the success of Act One Pub.

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