

HARD EIGHT BBQ // FAMILY-OWNED TEXAS BBQ

A POS built around the pit line

Hard Eight BBQ doesn't serve like a normal restaurant. NorthStar walked the pits before it configured a thing, then built Order Entry around how they actually serve: weighed by the pound, scanned, paid, and seated. POS, payments, loyalty and delivery on one platform, across five Texas restaurants.

Since '22 ON NORTHSTAR, AND COUNTING	5 TEXAS RESTAURANTS ON NORTHSTAR	\$0 CAPITAL EXPENSE: POS-AS-A-SERVICE	\$6K+ A MONTH SAVED OVERALL ON CARD PROCESSING
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OPERATOR Hard Eight BBQ, family-owned Texas BBQ, five restaurants	WHERE Texas, across the Dallas-Fort Worth area and beyond
HOW THEY SERVE Down the pit line, weighed by the pound, scan, pay, seat yourself. No host, no server	RUNS ON NORTHSTAR Order Entry POS · NorthStar Payments · Rewards loyalty · Gift cards · 3rd Party Delivery

WHAT A GENERIC POS GETS WRONG

Hard Eight doesn't run like a normal restaurant. Their POS couldn't either.

There is no host at the door and no server at the table. You move down the pit line, the pit masters serve you straight from the smoker, your plate is weighed by the pound, a barcode is scanned, you pay, and you find a seat. It is fast, it is theirs, and guests love it. A POS built for table service or a standard counter would force Hard Eight to change the thing that makes them Hard Eight.

- **Table-service flows don't fit.** No tabs, no servers, no seat-first model to build around.
- **Weigh-and-scan has to be fast.** The pay point sits at the end of the line, so it can't slow down.
- **Culture is the product.** A family brand can't have the tech make the experience feel corporate.
- **New hardware everywhere.** Re-equipping every restaurant is a real capital question.

WHAT NORTHSTAR DID

Learn the line first. Configure the POS to it.

NorthStar started on the floor in Dallas, walking the workflow before proposing anything, then set up Order Entry to match how Hard Eight actually serves.

✓ Run on NorthStar ✔ Order Entry POS configured to the pit-line workflow ✔ NorthStar Payments, saving \$6K+ a month on card processing ✔ Rewards loyalty and gift cards on the same platform	→ Fit to how they serve → Weigh-by-the-pound and barcode scan at the pay point → Handheld scanners to keep the line moving fast → 3rd Party Delivery aggregated into the same system → Rolled out on PaaS, so no big hardware check up front
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HOW IT CAME TOGETHER

From the pits to go-live.

A family business does not hand its guest experience to a vendor. NorthStar earned it step by step.

- 01

Walk the pits
NorthStar met the team on-site in Dallas to learn the pit-line, weigh-and-scan, pay-and-seat workflow before proposing a thing.
- 02

Configure to the line
Order Entry was set up around how Hard Eight serves, with weigh-by-the-pound, barcode scan and handheld scanners at the pay point.
- 03

Roll out on a service model
All five Texas restaurants went live on POS-as-a-Service, so new hardware landed with no capital project.
- 04

Take a hard look at payments
NorthStar ran a cost analysis on their card processing and moved Hard Eight onto NorthStar Payments, cutting processing costs by more than \$6,000 a month.
- 05

One platform for the rest
Rewards loyalty, gift cards and third-party delivery all run on the same system, one partner to call.
- ✔

Still serving, still supported
Years in, NorthStar keeps the restaurants running and the experience exactly the way guests know it.

By the pound

A POS BUILT AROUND THEIR LINE

Most POS systems would make Hard Eight change how they serve. NorthStar didn't.

At Hard Eight there is no host and no server. You move down the pit line, your plate is weighed by the pound, a barcode is scanned, you pay, and you find a seat. NorthStar **walked the floor before it configured anything**, then built Order Entry around that line: weigh-and-scan at the pay point, handheld scanners, fast checkout, so the experience guests love stayed exactly the same. The POS fit the restaurant, not the other way around.

If your restaurant doesn't run like the template, here's the takeaway

✔ Make the POS fit your model, not the other way around.

✔ POS-as-a-Service puts new hardware in every store with no capital project.

✔ A floor walk before configuration beats a one-size template every time.

✔ POS, payments, loyalty and delivery on one platform is one partner to call.