

PAGODA BY P.F. CHANG'S // FAST-CASUAL CONCEPT

The POS behind P.F. Chang's fast-casual concept

When P.F. Chang's launched Pagoda, its counter-service, order-and-go concept, it needed a POS built for a different model than its full-service flagship. Pagoda runs on NorthStar Order Entry, deployed to P.F. Chang's own exacting standards.

Fast-casual A NEW P.F. CHANG'S CONCEPT	Counter-service ORDER-AND-GO, NOT FULL-SERVICE	1 POS STANDARDIZED ACROSS PAGODA	To spec STAGED TO THEIR OWN TERMINAL IMAGE
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OPERATOR Pagoda by P.F. Chang's, fast-casual concept	WHERE High-traffic US locations, from outlet centers to tourist destinations
MODEL Order-at-counter, fast-casual, to-go-forward	RUNS ON NORTHSTAR Order Entry POS · Kitchen display supported

WHY THE FLAGSHIP POS WOULDN'T DO

A full-service brand launching counter-service can't just reuse its old POS.

P.F. Chang's built its name on full-service dining. Pagoda is a different animal: order at the counter, grab and go, in high-traffic, non-traditional spaces. That model needs a POS tuned for speed at the counter, not table management, and it has to deploy cleanly into new spaces on the brand's own exacting IT standards. Reusing the flagship setup was not the answer.

- **Full-service flow doesn't fit.** Table management is the wrong model for order-and-go.
- **Enterprise IT standards.** A brand this size controls its own image and parameters, to the letter.
- **Non-traditional spaces.** Outlet centers and tourist spots each open differently.
- **Speed at the counter.** A fast-casual concept lives or dies on how fast the line moves.

BUILT FOR THE CONCEPT, DEPLOYED TO THEIR STANDARD

A counter-service POS, deployed the enterprise way.

NorthStar gave Pagoda a POS suited to counter-service and deployed it exactly the way a brand like P.F. Chang's requires.

✓ Run on NorthStar ✓ Order Entry POS tuned for counter-service speed ✓ One standard across every Pagoda location ✓ Kitchen display supported and integrated
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HOW IT CAME TOGETHER

Their standard, our deployment, every location the same.

P.F. Chang's defined the build. NorthStar made every opening match it.

- 01

P.F. Chang's sets the standard
The concept, the terminal image and the parameters were all defined by their team, to the letter.
- 02

NorthStar images to spec
CBS captures and stages every terminal to P.F. Chang's exact build before it ships.
- 03

The first Pagoda opens
The counter-service POS goes live at the first location, ready for order-and-go from day one.
- 04

Into new markets
The same POS and the same deployment repeat as new Pagoda locations open in new spaces.
- 05

One standard, every site
NorthStar keeps every location on the same build, so the concept runs consistently.
- ✓

The POS behind the concept
NorthStar supports Pagoda as P.F. Chang's fast-casual POS. Ongoing today.

To spec

DEPLOYED TO THEIR OWN BUILD

A brand this size sets the standard. NorthStar deployed to it.

P.F. Chang's runs a demanding, enterprise IT operation. For Pagoda they shipped **their own terminal image and their own parameters**, and NorthStar captured, staged and deployed every location to that exact standard. That is what it takes to be the POS a national brand trusts with a brand-new concept.

If you're launching a new concept, here's the takeaway

✓ **A new service model needs a POS built for it,** not a hand-me-down from the flagship.

✓ **Counter-service lives on speed** at the line, so the POS has to keep up.

✓ **Enterprise brands set the standard.** The POS has to deploy to their image, their way.

✓ **Get the concept right** and you become the standard for every opening.

 NorthStar

CBS NorthStar is a restaurant POS and order-management platform built for QSR and full-service operators: iPad-based Order Entry POS, payments, kiosk, customer-facing display, loyalty integrations and third-party delivery on one platform, backed by hands-on rollout and support. Operators on NorthStar include Pagoda by P.F. Chang's, Press Coffee, Hard Eight BBQ, Surcheros Fresh Mex, California Fish Grill, Biscuitville and Wahoo's Fish Taco.

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