

Imago Services at Loughborough University win prestigious Catey Award

Case Study—Imago Services at Loughborough University



Award winning partnership

Imago Services at Loughborough University was awarded the ‘**Best Use of Technology**’ Catey Award at a prestigious event held in London in July 2007. Imago Services is the first recipient of this newly created ‘technology’ award and **Loughborough University** has become the first university ever to win a **Catey**. **Starlogic** is delighted for Loughborough University and believes the award is richly deserved for the **ambition** and **insight** shown by Duncan Cressall, Operations Director, and his team at Imago Services. Starlogic is immensely proud that Loughborough University has been **recognised** by the hospitality industry for its implementation of a web-based system designed, developed and hosted by Starlogic Limited, owners of the **StarChef.NET** system.

Background

In 2006, Imago Services embarked on a project that would result in the replacement of its dated **web-site** with a new and exciting suite of web services. Imago’s goal was to create an **online presence**, offering visitors to the site, a **dynamic** and interactive **experience** that would be both useful and informative. One of the key objectives for Imago was to provide students with the ability to view **menus** and **nutritional** information for each of the dining operations available on campus. Starlogic welcomed the opportunity to work with the Imago team on this initiative as it aligned perfectly with Starlogic’s vision for its StarChef.NET product. The ability to create **nutritionally analysed recipes** and **menu cycles** was already a core feature of the StarChef.NET system so publishing this information to a public web-site was a natural extension and something Starlogic was eager to develop.

The Project

Starlogic worked in close consultation with the **Imago team** throughout the duration of the project, meeting regularly to discuss how the project was progressing and to offer assistance in preparation for the **site launch**. Starlogic collaborated closely with Imago’s design agency, Mooloop, to ensure the appearance of the

web pages developed by Starlogic were consistent with the rest of the Imago site.

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Catey Awards Judge

The Solution

Having **launched** in late **2006**, the web-site now provides students with online access to daily and weekly **menus** for an entire term for each of the dining facilities on campus. Nutritional and **food intolerance** information is also available for each menu item. All information on the menu web pages feed directly from StarChef.NET. Any **updates** made in StarChef are **reflected** on the web-site the following day.

This gives, Mark Price, Executive Chef at Imago, and his team, complete **visibility** and **control** over the content of the site prior to it being published. Starlogic believe



imago

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Our Partners

Through its relationship with Imago, Starlogic has forged productive strategic **partnerships** with MCR Systems, providers of complete EPoS solutions to the hospitality industry and VMC, a leading UK supplier of cashless systems. The result of this alliance is the ability to offer a **comprehensive** and **integrated** suite of technology **solutions** to the hospitality industry.

The future

Duncan Cressall has embraced plans to further enhance the current functionality by endorsing the **development** and implementation of a **food diary system** that will enable students to build up a comprehensive record of the food they have eaten with the ability to **compare** their eating habits against recognised **dietary standards**. The development of this new system is now well underway and should be available to students of the university in time for

that the end-to-end capability of StarChef.NET to create **nutritionally analysed** recipes, **build menu cycles** and publish this information to a public web-site is unique to StarChef.NET and not available anywhere else in the world. One of the Catey judges said "It has the potential to be rolled out in other universities. It's very awardable and something you can champion."

Starlogic and Imago Services

The close partnership that has developed between Starlogic and Imago Services since 2003, has helped drive the StarChef product forward and has contributed to Imago gaining recognition as a **pioneer** for their use of **technology** in the **university sector** and hospitality industry as a whole. Originally implemented into Imago's business to help **control the cost** management of the menus on offer at the catering facilities on campus, StarChef.NET has become an **integral** part of Imago's operation.

the commencement of the new academic year in **September 2007**.

Plans to further develop the food diary system to **integrate** with VMC's cashless card system and with MCR's innovative Symphony Reporting Engine are already well under way. Starlogic believe this capability has **far-reaching potential** and will satisfy the needs of an increasingly **sophisticated student market** well into the future.

About Starlogic

Starlogic is a **technology-driven** company that focuses exclusively on the development, delivery and support of its StarChef system and related products. Starlogic work exclusively within the **food service industry** and are able to provide a knowledgeable and **extensive catering** understanding that is complimented by recognised **expertise** in the field of **software development**.

Find out more

Find out more about Starlogic's StarChef.NET system by contacting **Adrian Chalmers** or **Stuart Wilson** on 0870 350 1162 or by emailing info@starchef.net. Alternatively, visit the StarChef.NET web-site: www.starchef.net



In partnership with MCR Systems & VMC Ltd

