

SUPPLEMENT TO HOSPITALITY TECHNOLOGY

SHOWCASE SERIES '10

Hospitality
TECHNOLOGY

FIREFLY • MICROS • RADIANT • SQUIRREL • VOLANTE

POS SOFTWARE **SHOWCASE**
LEADING POINT OF SERVICE SOLUTIONS FOR THE RESTAURANT INDUSTRY



2010

POS SOFTWARE SHOWCASE



Features & Functions:

- ☒ Accounting / Financials
- ☒ Business Intelligence
- ☒ e-Marketing
- ☒ Enterprise Management
- ☒ Inventory Tracking
- ☐ Kiosk Integration
- ☒ Labor Management
- ☐ Nutritional Analysis
- ☒ Mobile Phone Application
- ☒ Online Ordering
- ☐ Pay-at-Table
- ☒ PCI Standards Security Council Validated
- ☒ Remote Access
- ☒ Table Management
- ☒ Take-out / Delivery
- ☒ Web-based Reporting
- ☒ Other

Mobile phone browser access, e-mail customer receipts, centralized menu management, integrated support for call center and one-number ordering.

Customers include:

zpizza, Pizza Fusion, Elevation Burger, Extreme Pizza, Jet's Pizza, Steak-Out, Hell Pizza

Terminals installed: *3,200*



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{FIREFLY TECHNOLOGIES · PHOENIX™ POINT-OF-SALE}

WEB TECHNOLOGY FUELS INNOVATIONS IN POS

From fine dining to pizza delivery, Phoenix Point-of-Sale uses Web-based technologies with a Linux backbone to keep your business on the move with innovative features, an easy user interface, and complete reliability.

Innovation Comes Standard

With easy access to the POS system from any Web browser, including real-time manager alerts and reports on your mobile phone, Phoenix POS keeps you in control of your restaurants from anywhere. Integrated e-mail lets you send customers a copy of their receipt for order confirmation, and alert employees with schedule postings or changes.

Integrated support for online ordering and one-number/call-center features, plus a graphical conversational ordering process, make Phoenix POS an innovative choice.

Reliability You Can Count On

Based on the reliable Linux operating system with built-in fault tolerance, Phoenix POS is a workhorse you can rely on. And our open architecture makes the system simple to interface with and customize; it can be implemented in either a Windows or 100% Linux environment, and supports both hosted and distributed configurations.

Completely Customer-Driven

Phoenix has a complete feature set: integrated delivery features, full table-service capabilities, advanced coupon con-



Built on open Web and Linux technologies, Phoenix™ Point-of-Sale offers innovative features, including mobile access to reports, employee text messaging, and automatic e-mail order confirmation.

trols, complete driver and server management, cash management, inventory, marketing, labor management, sales forecasting and customizable reporting. Central database management tools give you control over multiple corporate and franchise locations, with real-time centralized reporting. Customer-driven improvements are part of our ongoing update process.

Supported by Service

Phoenix users love FireFly technical support. Remote connectivity lets technicians access your system for configuration, updates or other changes without taking your time or tying up a workstation. ■

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Digital Menu Boards, Loss Prevention, Kitchen Display Systems, Hosted Solution

Customers include:

SSP America, Aramark, Cedar Fair, Centerplate, Club Fortune, Penn State University, HEI, HMSHost/Anton Airfood, Loews Hotels, Pinnacle Entertainment, Starbucks, Sunrise Retirement

Terminals installed: *310,000*

micros®

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{MICROS SYSTEMS, INC; MICROS SIMPHONY,
PREMIER POINT-OF-SERVICE SOLUTION}

MICROS ENABLES THE RESTAURANT OF THE FUTURE

MICROS focuses on the Restaurant of the Future with Symphony, a fully-integrated, innovative solution that helps operators capitalize on the fast-changing business environment. Built on a web-services architecture (SOA), Symphony enables easy system growth, deployment, and property-level resilience while minimizing the total cost of ownership. Symphony's advanced SOA enables unparalleled offline resiliency and powerful integration to provide operators with the tools necessary to continually service guests regardless of the upstream technology conditions, increase guest traffic, improve business efficiency, and enhance the guest experience.

Simphony's online ordering, loyalty, branding and marketing functions focus on capabilities required to positively influence top line sales. Simphony enables restaurant operators to connect with "Generation Y", tech-savvy, on-the-go customer and provides the tools to successfully utilize the latest technologies such as mobile applications, mobile web, and social media. Simphony's Digital Menu and Marketing Boards dynamically display menus while simultaneously drawing customers' attention to promotions or other relevant information in order to increase sales and enrich guest interaction.

Simphony's business intelligence, labor, inventory, and exception based reporting modules help operators protect and fortify the bottom line. Simphony's new business intelligence



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KELLY MADDERN, CHIEF TECHNOLOGY OFFICER, MICROS SYSTEMS, INC.

solutions deliver actionable data in real-time to help organizations better manage their costs, effectively analyze areas of success, and proactively manage future outcomes through intelligent and intuitive forecasting. Exception based reporting tracks exceptions and dynamically monitors trends, alerting managers of potential fraudulent activity leading to lower shrinkage and increased revenue.

Simphony's flexible configuration and deployment options, superior architecture, scalability, and resiliency distinguish it as an industry leader and the service-oriented approach makes it ideal for any business. ■

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Customers include:

Chipotle, Arby's, Burger King, Romano's Macaroni Grill, Maggiano's Little Italy, Chili's Grill & Bar, Red Robin, Checkers, Jamba Juice, P.F. Chang's

Terminals installed: *270,000+ company-wide*



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{RADIANT SYSTEMS, INC.; ALOHA RESTAURANT GUARD & TOKEN REPLACEMENT}

DETER EMPLOYEE THEFT AND INCREASE SECURITY MEASURES

Aloha Restaurant Guard

More than 3,600 restaurants use Aloha Restaurant Guard, a powerful theft deterrent application developed by Radiant Systems. Aloha Restaurant Guard provides the highest level of transaction intelligence by giving visibility into potential employee theft occurring in restaurants. In-depth reporting of theft patterns and POS transaction history allows operators to catch potential scams and fraudulent server and cashier activity. This powerful loss prevention tool can protect bottom line profits, allowing operators to focus on running their business and increasing customer satisfaction. Aloha Restaurant Guard is an above-store application, so it can be implemented quickly and with no interruption to restaurant operations. Restaurant operators have seen an increase in bottom line profits of as much as 5% a year using Aloha Restaurant Guard. In addition, this product generates employee performance metrics that help operators identify their best and worst employees.

Token Replacement

As part of its mission to help its customers better protect themselves from data security-related risks, Radiant Systems recently launched Token Replacement, a new payment security feature of the Aloha POS that allocates a unique identifier, or token, to cardholder data at the Radiant Payment Services (RPS) or RBS WorldPay host to prevent



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personal information from being stored on the point of sale. When credit cards are swiped, data is first sent to the secure host, then processed and returned with a unique token identifier for future use. Token Replacement seamlessly integrates with the Aloha POS to help increase speed of service for restaurant operators by reducing processing time so sales can happen faster, which allows restaurant operators to maximize profits. Unlike competitive alternatives, Token Replacement is available to customers with no additional fees. ■

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Customer Loyalty, Gift Cards, Reservations & Waitlist, Meal Plan Manager

Customers include:

O'Charley's, McCormick & Schmick's, Wolfgang Puck

Terminals installed: 45,000+



**squirrel
systems**

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{SQUIRREL SYSTEMS: SQUIRREL IN A BOX, SQUIRREL PROFESSIONAL}

CONTINUING A TRADITION OF POS INNOVATION AND SUCCESS

For over 25 years, Squirrel Systems has been a pioneer in developing POS solutions designed to help the hospitality industry speed service and improve profitability. Squirrel was the first company to develop a restaurant POS system with touchscreen technology. Our tradition of innovation and success continues today with Squirrel in a Box, Squirrel Professional, and Squirrel EasyCare.



Affordability and Efficiency

If you're looking for a POS solution with all the features you need to run your business more efficiently without having to pay for add-ons you'll never use, Squirrel in a Box is for you. Starting from just \$4995 USD, Squirrel in a Box arrives at your door ready to go with your menus, prices, and more, customized in advance. Winner of the 2009 Epson Envision Award for Innovation, Squirrel in a Box gives you the POS system you need — nothing more, nothing less.

Flexible Options to Fit Your Needs

For a POS solution with a more extensive feature set, Squirrel Professional is customized for you. Whether you have a single unit or a chain of hundreds of locations, Squirrel Professional provides your staff the ease of use and flexibility they want while helping you manage your bottom line by giving you

For over 25 years, Squirrel Systems has been a pioneer in developing POS solutions designed to help the hospitality industry speed service and improve profitability.

the information you need to make smarter business decisions.

Unparalleled Support

Squirrel is committed to providing the timely and quality service our customers expect through our Squirrel EasyCare support program. Squirrel EasyCare gives you access to our award-winning 24/7 help desk — based at our corporate headquarters — for questions and advice, software upgrades, and remote monitoring of your POS system via Squirrel SmartWatch. Squirrel is here for you, for any issue big or small. ■

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Customer Relationship Management, Wireless Mobile Computing, Meal Planning and, Customer Gift Card/Loyalty Points Program and more.

Customers include:

Pizza Nova Corp.; Garden Fresh Corp.; Compass Canada; PT Top Food, Indonesia, University of British Columbia

Terminals installed: 8,000



VOLANTÉ
SYSTEMS

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{VOLANTÉ SYSTEMS ENTERPRISE POS: ALWAYS EVOLVING}

NO SERVER; NO NETWORK; NO PROBLEM!

Volanté Systems is engaged in all aspects of the delivery of on demand, wired, wireless and standalone, "Enterprise POS" solutions to the global retail hospitality marketplace. The practical benefits to the client are lower costs, greater flexibility, and seamless integration with legacy systems or other complimentary, third party applications.

Protecting your investment:

To ensure that business investment decisions are not bound by costly proprietary restrictions, Volanté's Java based, open architecture design ensures a client's "freedom to choose" both operating environment (Windows, Linux or both) and hardware preferences. "With Volanté, we could choose the components of a system that suited us best, both from an operational and cost perspective. Would I experience that same condition with other POS companies? I doubt it", states Mr. Todd Krupp, I.T Coordinator, Amway Grand Plaza Hotel.

Fault Tolerance: No Server, No Network, No backup, No problem

Networks disconnect, host computers fail and these events always seem to happen at the most inopportune moments. Volanté's peer-to-peer design allows all terminals to be connected, yet work independently, ensuring continuous, non-degraded, and transactional consistent operation at all times regardless of system failures. "Reliability is very important. A software system that can stand-alone during component failures is unique to the industry. We can't have our system go down. Who wants to find themselves in that situation? So having



"We chose Volanté for its demonstrated ability to meet our financial and operational needs."

**RICHARD G. THOMSON, V.P., MIS
GARDEN FRESH CORPORATION**

no downtime at all is key", states Mr. Eddie Stutz, Executive VP of Operations, Woodbine Entertainment Group.

Exceeding Expectations:

As a systems developer, Volanté believes that technology is not limited to the introduction of new feature sets alone. It also is related to systems enabling technologies that result in the development of common technological infrastructure, such as distributed object and network design philosophies, and non-proprietary programming, operating and file handling environments that can be delivered in an understandable, supportable and cost effective manner. "We chose Volanté for its demonstrated ability to meet our financial and operational needs. We firmly believe Volanté Systems to be the industry leader from the standpoint of functional reliability, scalability, security and cost. Volanté has performed flawlessly", states Mr. Richard G. Thomson, V.P., MIS, Garden Fresh Restaurant Corporation. ■