



PIZZA RESTAURANT TECHNOLOGY SOLUTIONS

ONLINE ORDERING? A REQUIREMENT NOT AN OPTION

The pizza restaurant industry is facing changes in their customer demographics and tastes with a shift to fit young women from the frat boys and gamers that used to be the face of pizza lovers. How does this influence sales? To capture this business, PMQ magazine suggests offering unique ingredients, giving consumers the ability to customize their order and to order online. Adding online ordering can not only increase sales volume but also the average ticket as the consumer takes more time to review a menu's options.

Petrosoft offers a full suite of technology solutions so pizza restaurants and retailers can manage their menu, ordering, preparation and food costs while also reducing labor costs. Not only does this solution

offer build-your-own pizza options but also includes delivery driver management, on-site ordering kiosks, phone ordering, coupons, promotions, split orders, table, tab, and tip management features. These solutions help to create sales and cost-saving opportunities throughout the entire cycle of an order.

With Petrosoft's online and mobile ordering, consumers can do what they like to do best with their tablets and phones:

- **Look up location, directions, or hours**
- **View menus**
- **Place orders**
- **Pay for meals**
- **View nutritional information**

"You might not realize it, but every time you order dinner digitally, you subconsciously order more — whether it's Domino's, deli food, or your favorite delivery app."

Fast Company, *The Hidden Psychology Of Ordering Food Online*

"What accounts for this downturn in business for independent operators? We can only speculate, but it's a safe bet online ordering has a lot to do with it."

The 2016 Pizza Power Report
PMQ Magazine



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In noisy environments, front-of-the-house self-order kiosks can help to reduce wait time, labor costs, and increase order accuracy. The same technology integrated into a POS system, such as SmartPOS 400, can make it easy for employees to retrieve customer profiles and customize orders, making phone orders fast and easy.

Managers can also control food costs and order preparation errors with Petrosoft's prep station technology that enables step-by-step order preparation instructions and reports to track inventory, shifts, and sales. Read below to discover a few key features and benefits.



KEY FEATURES

- Delivery management
- Menu management
- Inventory management
- Nutritional information
- Online ordering
- On-site kiosk ordering
- Mobile ordering
- Phone ordering
- Recipe management
- Split orders
- Price management
- Promotions and coupons
- Shift management
- Tab management
- Table management
- Tip management

KEY BENEFITS

- Increased new on-site sales
- Increased delivery sales
- Increased takeout order sales
- Increased preparation efficiency
- Increased order accuracy
- Increased speed of service
- Increased driver efficiency
- Increased restaurant labor efficiency

KEY SOLUTIONS

- ✔ SmartPOS 100
- ✔ SmartPOS 400
- ✔ Qwickserve
- ✔ C-Store Office

SMARTPOS

MODEL 400



Restaurants who want to take advantage of phone order, self-service, and online ordering technologies should consider SmartPOS 400 and bundled solutions by Petrosoft.

SmartPOS 400 is a restaurant POS solution designed to meet the environmental challenges of tableservice, quick-service, fast casual, and pizza restaurants while helping to increase sales with unlimited promotions,

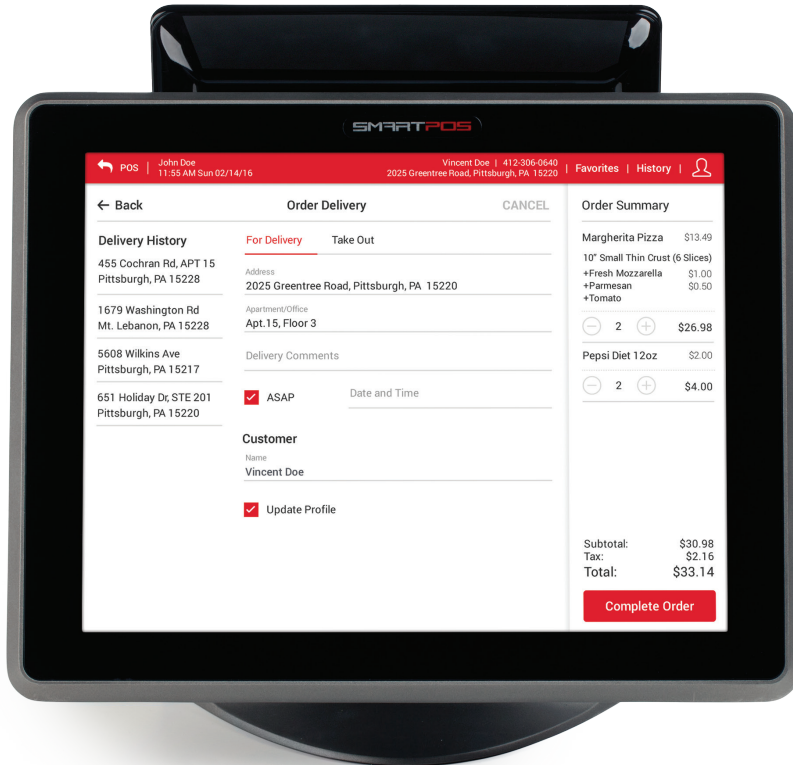
online ordering, and an embedded ordering system. For delivery and to-go orders, the embedded ordering system enables employees to pull up a customer's order history, customize their orders, and manage delivery options. This system enables labor efficiency by streamlining the ordering process with caller ID, and by transmitting customized orders to a kitchen prep station and a delivery driver.

INCREASE SALES BY STREAMLINING TAKEOUT AND DELIVERY PHONE ORDERING

Employees can automate many steps of the traditional phone order process. Whether takeout or delivery, an employee can use ordering technology to take, customize, process payments, and transmit the order to kitchen staff and delivery drivers from one device. SmartPOS 400 is a bundled software and hardware solution that includes Qwickserve ordering technology. This all-in-one POS system integrates with back-office and accounting packages for an end-to-end solution, enabling today's restaurant technology ecosystem.

WITH PHONE ORDERING SOLUTIONS EMPLOYEES CAN:

- View customer information
- View menus
- View promotions
- Enter orders
- View add-ons
- Customize orders
- Place payments
- Send orders to the kitchen
- Send orders to drivers



| Take phone orders with SmartPOS 400's embedded Qwickserve module.

INCREASE SALES WITH IN-STORE SELF-SERVICE KIOSK, MOBILE AND ONLINE ORDERING WITH QWICKSERVE

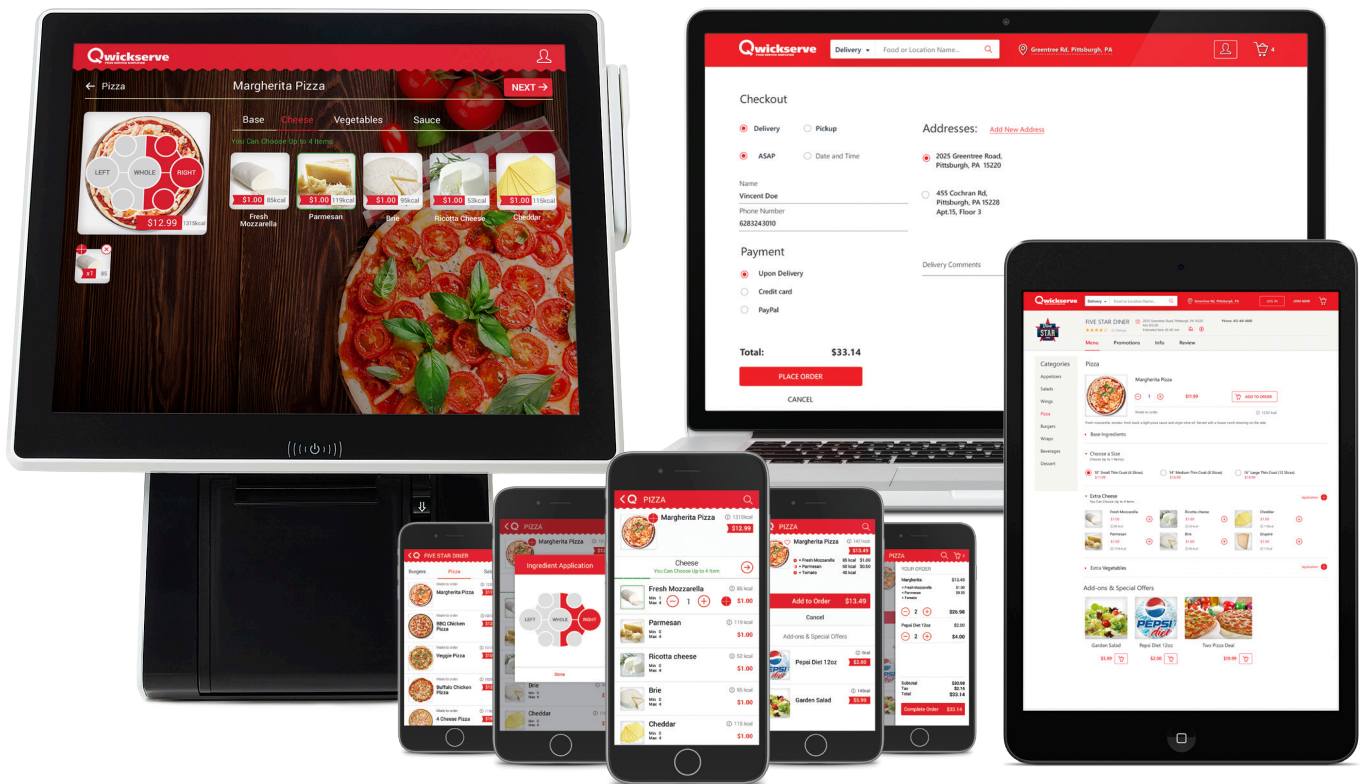
Technology can help to increase tableservice, quick-service, fast casual, and pizza restaurant sales by offering customers convenient ways to place customized (build-your-own) orders and select delivery options. Mobile and online ordering can increase not only the frequency of sales but also the average ticket since consumers have more time to read menus, customize their orders, select add-ons, and review promotions.

WITH ONLINE ORDERING AND MOBILE ORDERING, CONSUMERS CAN:

- Retrieve previous orders
- View menus
- View restaurant information
- View add-ons
- View promotions
- Customize orders
- Place and pay for orders
- Select delivery options

Restaurant operators can promote their menu and enable online ordering with Qwickserve's online ordering feature.

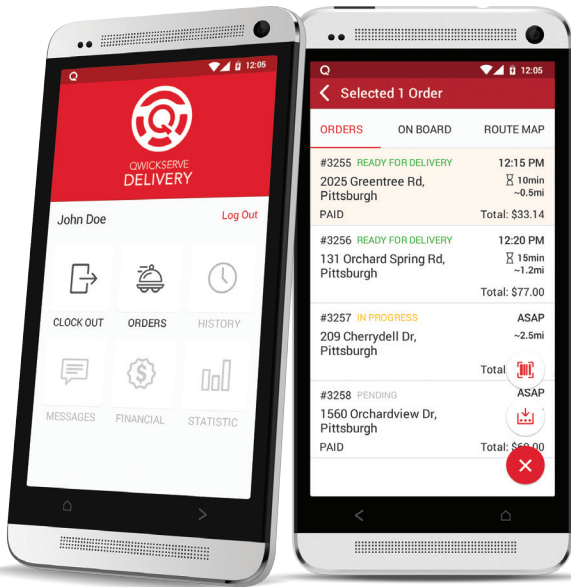
This solution also enables restaurants to send orders to kitchen staff and delivery drivers, streamlining the entire ordering process. For more information, see the Qwickserve prep station and delivery solutions from Petrosoft.



With Qwickserve's online and mobile ordering app, customers can build a customized meal, add-on items, and take advantage of promotions.

INCREASE OPERATIONAL EFFICIENCIES

DELIVERY MANAGEMENT



The delivery driver application enables tableservice, quick-service, fast casual, and pizza restaurant managers to assign orders and to track driver activity. It also enables drivers to accept orders, view order details, required delivery time and estimates, view maps with delivery points, add tips to orders, mark orders as delivered and provide an estimated time of return to the store.

With Qwickserve's delivery driver management application, drivers can obtain the detailed order information they need to stay on schedule while also staying in close communication with the restaurant.

Managers can assign deliveries. Drivers can accept assignments, view order details, view maps, apply tips, mark orders as delivered, and report their estimated return to the restaurant.

VIDEO JOURNALING

Technology can help to decrease theft and age compliance risk at tableservice, quick-service, fast casual, and pizza restaurants with video journaling, a feature of SmartPOS 400.

Track and review important transactions by automatically capturing and tying video footage from up to four cameras to transaction data. Automatically bookmark voids, cancels, no sales, and age-restricted transactions, enabling timely information and decisions for restaurant owners.

Restaurant owners can also track high-risk back-of-the-house and front-of-the-house areas that are most exposed to risk and theft.



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