

Hospitality Technology Solutions

**Serving  
satisfaction –**  
meeting today's business  
demands and consumer needs

The new consumer



# Expanding the dining room – with cutting-edge hospitality technology

Over the past two decades, the face of the food-service industry has changed beyond recognition. From coffee to go, lunch delivered to your office or take-away Chinese food picked up on the way home, “eating out” is part of everyday life. Consumers have defined this evolution, and they will define how technology shapes the future. MICROS-Fidelio delivers the next-generation technology and know-how needed to meet the challenges of the future – today.

**The next-generation consumer** is on the run. On the way to work, she uses her mobile phone to send an electronic order to a coffee shop by the train station. Ten minutes later, her low-fat latte is waiting for her as ordered. A friendly barista greets her by name, and hands over the coffee, wishing her a nice day, and hoping she enjoys her latte. Later, there’s no time for lunch, but she gets a healthy-eating email offer from the local deli, and orders a sandwich via their online delivery service, anyway. It comes on time, and with mustard on the side as requested.

**Today’s consumers** live and work in a time-poor society. With longer working hours and more hectic schedules, there is often little time for cooking and food preparation. Consumer trends are leaning towards faster service options, personalised attention and safer, secure and varied payment options. Our solutions let you open new revenue streams, and grow your business through traditional and non-traditional means.

**The future is here** and now. The customer’s order and name appear on a take-out kitchen display directly in front of the operator. The coffee has been prepaid via the online gateway, speeding up the entire transaction, and reducing mistakes. The system also recognises that it’s her tenth coffee purchase. She is given a free muffin. All this and much more is easily possible with intelligent next-generation technology gathering, processing and providing valuable information so that your team can deliver a service that exceeds the demanding expectations of today’s customers.

**Our innovative hospitality technology** solutions are now key industry enablers. For example, making check-in faster and more convenient via hotel kiosks. The interactive screens also allow the guest to pre-order their breakfast. The television in their room then offers the option of ordering room service on screen. The order is entered directly into the POS. Your staff can concentrate, therefore, on service rather than taking orders.

**The consumer layer** is the most important innovation in hospitality solutions to date, and MICROS-Fidelio is leading the charge. Our fully integrated solutions put the focus on your customers, giving them the flexibility they demand, while giving your team the information they need to deliver personalised service.

Tomorrow's vision – today



## A taste for technology – increasing sales and customer loyalty

Food service operators and hospitality professionals around the world trust MICROS-Fidelio solutions to reach out to their customers, and get complete control over their businesses. The following examples illustrate how companies are embracing the consumer layer with our cutting-edge solutions to increase sales and customer satisfaction.

### Pizza Hut UK

With over 700 locations in the UK and Ireland, Pizza Hut is a leading pizza delivery business in Europe. Following a revamp of their entire IT infrastructure in the UK, Pizza Hut installed the MICROS Restaurant Enterprise Solution, along with our portal solutions mymicros.net (Business Intelligence) and myInventory (inventory management), to manage their entire estate from one central location. With this backbone in place, they embarked on an online ordering project that was integrated into the store and head-office systems. The hospitality eCommerce framework myCentral has been successful in reaching out to a whole new customer base.

### wagamama

The award-winning UK super-brand wagamama operates over 65 restaurants in the UK, and is a leader in adopting new technology to reach out to the consumer. Faced with challenges in their take-away business, wagamama recently installed the hospitality eCommerce framework myCentral to expand their business. The adoption of this new technology has increased average spend by over £4 per order, reduced hoax customers and improved the customer service in their stores. With the introduction of the wagamama iPhone app, the consumer can now not only place their order on the move, but also find the next wagamama using Google™ Maps.



## KFC France

“When we take the counter team out of the equation, and let the customer order their food themselves, we find they spend more money.” This may come as somewhat of a surprise, but this highly satisfying quote comes after the introduction of self-service kiosks in a number of Kentucky Fried Chicken stores in Paris. YUM France found that the like-for-like sales increased by five per cent. Once again, our innovative solutions, fast deployment and focus on the consumer have proven to be a revenue driver.

## O<sub>2</sub> World Arena

“The holistic MICROS-Fidelio 9700 HMS solution supports us perfectly in the operative business within our multifunctional arena, and enables us to operate flexibly in our complex environment. Price and other information management can be performed centrally and in real time, supporting the execution and controlling of multiple events per day. Fast and complete overview of the whole operation, from stocks to finances, is ensured. Based on a server client technology, one network allows us to operate an unprecedented number of scalable POS terminals.”

O<sub>2</sub> World Berlin, Mathias Wallburg, Director IT,  
Anschutz Entertainment Group, Germany

Products. People. Passion.

## A recipe for success – combine our products with your business, and just add customers.

Stay on top of every aspect of your business. Streamline processes and increase profitability with our fully integrated software and hardware solutions. Meet the demands of the new consumer and the changing dynamics of the industry. MICROS-Fidelio has the products, the people and the passion to provide you with the tools you need to increase sales, reduce costs and better serve your customers.

**In-store applications.** Our hospitality technology solutions give you complete control over your business, and improve cash and labour controls, as well as production management. Front of house: feature-rich point-of-sale solutions, kitchen-display systems, cash management systems and time and attendance solutions.

**Above-store applications.** The eSolutions Hospitality Business Suite covers every aspect of the management of the operation – labour controls, inventory management, loss prevention, stored value, business intelligence and innovative portal solutions.

**The consumer layer.** The final piece of the puzzle is the integration into the consumer layer. We provide the eCommerce framework that will let you tap into existing and new distribution channels. It provides the integration into online ordering, call-centre applications, centralised-payment gateways, IPTV, iPhone, kiosks, mobile phones, voice-recognition software and laser technology.

**Our products** are driven by a continued investment in research and development. This allows us to deliver seamless integration and complete scalability to meet the needs of every type and size of business. Our modular systems let you

Integrating all the necessary ingredients for your success.



**In store**

**POS applications**



**The consumer layer**

**Hospitality eCommerce framework**



**Above store**

**eSolutions hospitality**

buy only what you need, and expand quickly to meet demand. Interfaces are available for a wide range of industry standard ERP and financial solutions.

**Our people** have been developing innovative solutions for the hospitality industry for over 30 years now. Our solutions are developed and supported by a team of experts that comes directly from within, or has received extensive training specific to the hospitality industry. We understand the details of your business and have the skills – and the passion – to help you improve it.

**Our passion** drives us to stay at the cutting edge of technology. To slim down that technology and make it more accessible. To help you achieve your goals more quickly. It is exactly this drive that makes us a market leader. Because at MICROS-Fidelio, hospitality is not just business. It's our passion.

**As the number one provider** of hosted solutions in our served industries, we have built the world's largest and most innovative support-centre network for the hospitality industry. Software as a service allows your teams to focus on their core business. With five data centres and numerous regional service hubs, we back up our global presence with comprehensive local support in the respective market languages. We can help you leverage the available technology, assisting you to run your business more efficiently. Take advantage of our consulting services and business review teams to analyse your business.



## Find out more about what MICROS-Fidelio can do for you

For more information about our Hospitality Technology Solutions please contact us at [sales-eu@micros.com](mailto:sales-eu@micros.com).

## About MICROS-Fidelio

Serving the hospitality and speciality retail industries, we are the world's leading developer of enterprise applications. Our global presence and local support have helped us build a long list of references – hotels, restaurants, conference centres, retail, stadiums, theme parks, casinos and cruise ships. We maintain an intense dialogue with colleagues throughout these industries. The result is a wide range of integrated software, hardware and business technology solutions and services. These help to optimise your operation and increase profits by providing your guests with a personalised service.

### **MICROS-FIDELIO GmbH**

Europadamm 2–6

41460 Neuss

Germany

Phone: +49-(0)2131-137 0

Fax: +49-(0)2131-137 777

**[www.micros-fidelio.eu](http://www.micros-fidelio.eu)**

micros® and micros-fidelio® are registered trademarks of MICROS Systems, Inc. Certain product and company names appearing here may be the trademarks or service marks owned and/or registered by third parties. All other product and brand names are the property of their respective owners.

© Copyright 2009 MICROS Systems, Inc. All rights reserved.