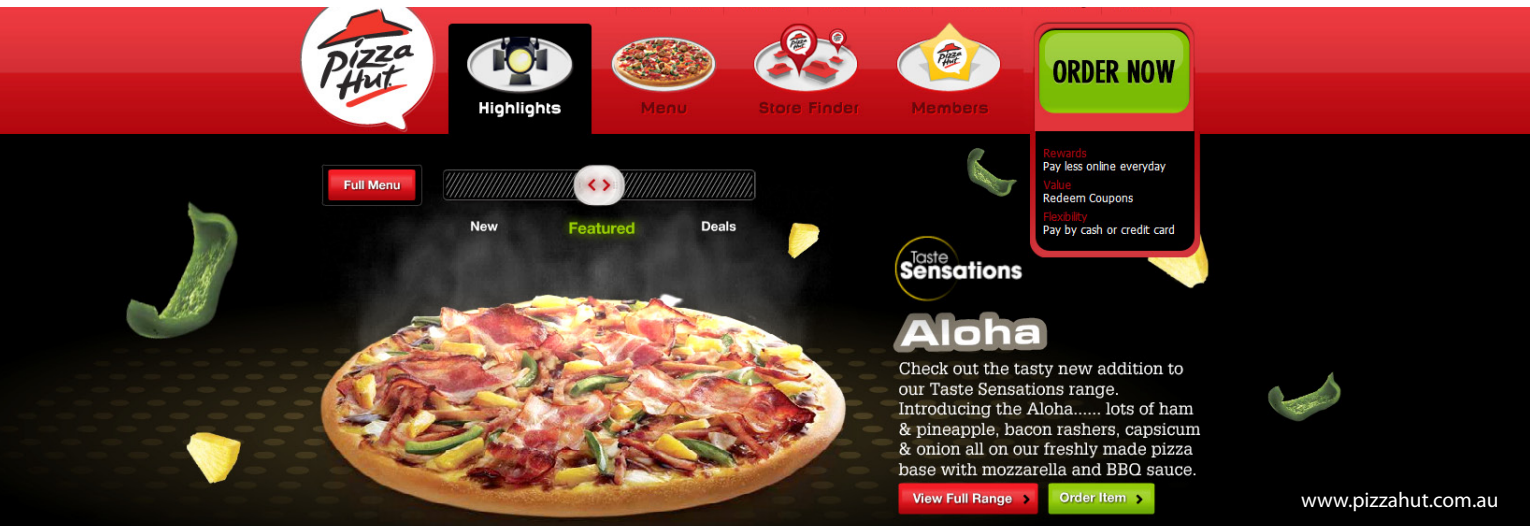


MICROS mycentral



Extend your brand beyond the four walls of the restaurant

The mycentral online ordering solution allows restaurant operators to increase sales and improve operational efficiencies by leveraging new distribution channels.

Benefits to your business

Drive Revenue

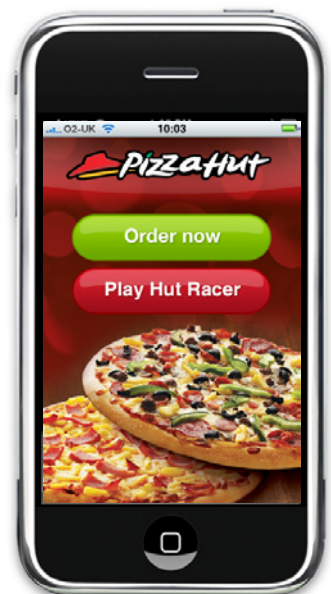
- Maximise sales via new distribution channels including the Internet and mobile applications
- Create highly successful and targeted marketing campaigns using the mycentral database, which stores customers' details, address, telephone numbers and most recent orders
- Increase average check with self-ordering; an interactive customer experience

Improve Operations

- Increase efficiency with system recognition of repeat orders
- Reduce data entry as orders placed via mycentral are transmitted directly into MICROS point-of-sale
- Base delivery times on available kitchen capacity which will result in more satisfied customers

Reduce Costs

- Reduce labour costs by increasing sales opportunities whilst maintaining the same fixed wage cost
- Increases accuracy of orders by enabling the customer to take ownership of his/her order process, saving you time and money
- Eliminate hoax customers and wastage by receiving payment up front





Product Features

Web Ordering

- Web editing tool for fast implementation and customised branding
- Link the ordering portal directly to your website
- Promote special offers and upsell products
- Request registration to build marketing database
- Customers can reorder favourites, arrange catering and order in advance
- Google Maps store locator
- Customer choice of pick-up or delivery

Mobile Ordering

- Supports multiple handsets
- Mobile website and smart phone application ordering options
- Customer can recall previous orders and favourites
- Google Maps store locator
- Customer choice of pick-up or delivery

Call Centre Ordering

- Customer lookup by name, phone, caller ID integration, account
- Up sell by referring to customer history and favourites
- Set up staff prompters

Online Engine

- Access a full suite of reporting anytime
- Easily administrate menus, pricing & hours
- Separate menus by location, time & channel
- Maintain historical orders & guest favourites
- Available as a MICROS hosted or customer self-hosted solution

Powerful Integration

In addition to the integration with point-of-sale systems, mycentral also seamlessly integrates with the following MICROS eSolutions products:

mymicros Business Intelligence

- Increase average check by incentivising upselling; track employee performance and productivity
- Capture under reported sales by recognising patterns of discounts and voids
- Easily read report summaries on colourful charts and graphs
- Rapidly access actionable information on your dashboard with drill down capabilities
- Plan for the future using advanced tools for data mining, predictive analysis, and what if?

iCare Customer Loyalty

- Increase customer visits and spending as a direct result of targeted marketing
- Save time with easy to manage gift cards and point-based loyalty programmes
- Lower total cost of ownership as only one entity is required for comprehensive CRM
- Achieve marketing consistency over the entire enterprise
- Improve customer service by communicating regularly and rewarding loyalty

Find out how your restaurant can benefit from mycentral by contacting us today.

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