

# Tomorrow's customer is already today's connected customer...

Hardly anyone who would argue against the impact that search, social and mobile technologies have had on the customer buying process over the last five years. However, while many companies worry about keeping ahead of their competition, they actually have a much bigger issue - keeping pace with their customers.

Technology disruptions can fundamentally change companies' market positions regardless of their size or market share. The elapsed time during which these disruptions can eliminate market leaders is getting ever shorter. The rapid growth and adoption of various internet and social media communication channels has changed peoples everyday lives. This change in communication habits has also had a massive impact on how our hospitality customers interact and do business with their online audiences. Social media and the internet have become extensions of hospitality organizations' business processes and channel strategies, and these now receive fundamental consideration when planning business objectives. Both customers and hospitality operators are now looking for new ways to interact and do business.

**MICROS** is proud to announce mycentral; the next generation eCommerce framework that enables you to gain access to new sales channels; that integrates with our loyalty solution - turning the anonymous customer into the known.



## mycentral features

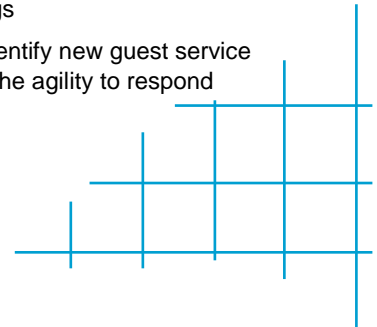
Listed below are some of the current mycentral features being utilised by our customers:

- POS integrated online ordering solution
- POS integrated call centre solution
- POS integrated iphone application
- POS integrated ipad application
- POS integrated Nokia application
- Multi interface capabilities: guest locator, store locator, loyalty system, payment provider
- MICROS and non-MICROS POS integration
- Supports multiple languages and currencies
- Robust and scalable enterprise architecture
- Multiple menu's and brands capabilities
- Order capacity management allowing you to control the volume for online orders over and above the volume of orders in your restaurant.
- Future orders
- Time zone support
- Facebook integration

## mycentral benefits

Below are some of the benefits our customers are experiencing from using mycentral:

- Increased like for like customer spend by an average of 15% per check through online and mobile ordering
- Kitchen utilisation maximised
- Improved customer service in store
- Intelligent algorithms built to deliver promise time calculations based on available kitchen capacity
- Ability to capture customer's details and spending habits through our integrated loyalty system providing the marketing department with valuable information.
- Labour cost savings
- The foresight to identify new guest service opportunities and the agility to respond



## Why MICROS?

The mycentral eCommerce framework is proven. We have been working with many of our multinational customers that have embraced this technology for the last 3 years. We offer a full end-to-end service from initial workshops with business decision makers, full detailed project scope, build and design, user acceptance testing and delivery. Contact us to see how we can help shape your business for tomorrow's connected customer....

### 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.

### What can MICROS-Fidelio do for you?

Contact us to see how we can help shape your business for tomorrow's connected customer...

[sales-eu@micros.com](mailto:sales-eu@micros.com)

### MICROS-FIDELIO GmbH

Europadamm 2–6  
41460 Neuss  
Germany

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

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

E-Mail: [sales-eu@micros.com](mailto:sales-eu@micros.com)

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