

MICROS iCare + ExactTarget

Keep loyal guests coming back and attract new ones by delivering targeted marketing campaigns.

Combining MICROS iCare, a powerful enterprise-wide Customer Relationship Management (CRM) solution, with ExactTarget, a global leader in marketing communication, will enhance any new or existing organization's ability to engage and retain customers, while providing consistent brand messaging. MICROS iCare is a centrally managed database which tracks and organizes customer behavior and spending habits based upon POS transactions, recording how much, how

frequent, when, and where purchases occur. ExactTarget, a leading provider of email and interactive marketing tools, enhances communication to customers through email, mobile, social media, and websites. The MICROS iCare + ExactTarget partnership offers seamless integration to segment customers into targeted groups to distribute relevant marketing that helps to keep customers engaged and visiting your stores to ultimately drive your ROI.



MICROS iCare solution is a CRM, stored value, payment, and loyalty module within the eBusiness Enterprise suite of products; MICROS iCare collects rich real-time customer data for tracking analytics and marketing to customers. With a 360° view of all customer activity, management can drill down into consumer spending habits to create a marketing action plan to grow the business's customer base.

MICROS iCare solution has leveraged ExactTarget's technology, experience, expertise, and ISP deliverability success to offer extensive marketing functionality. This partnership offers next-generation customer remarketing based upon transactions, purchase history, and demographics to distribute highly-relevant, targeted messages. With an easy-to-use interface, email creation is straight forward and simple to execute.

Implement this Powerful Combination of MICROS iCare + ExactTarget

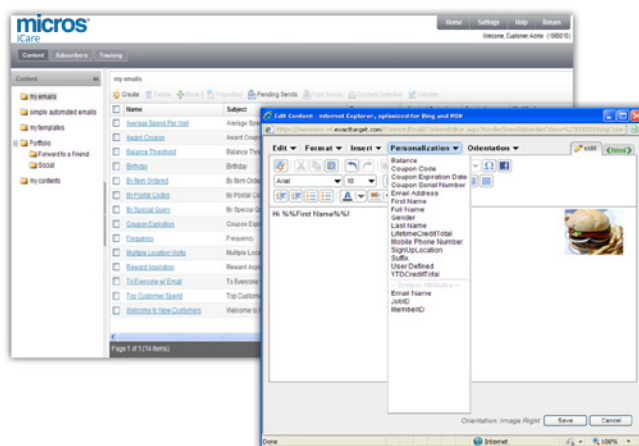
Centrally manage your campaigns. This strong partnership between two industry leaders provides the ability to schedule centrally-managed communication for popular occasions such as welcoming new members, birthdays, anniversaries, post-purchases, anniversaries, ad hoc newsletters, and promotions. Additional communication features provide customer surveys and social media, helping organizations to extend their brand communication across multiple channels while keeping within corporate-approved standards.

Make it personal. Customer behavior is greatly influenced with MICROS iCare + ExactTarget's ability to offer a personalized online experience to customers. Using unique information such as the customer's name, gender, zip code, account balance, home location, etc. adds a more dynamic and relevant marketing experience to encourage positive response. Including tracking coupons within emails as loyalty rewards or as part of ad hoc marketing, promotions can also produce more dynamic communication while helping to drive business. Especially helpful in loss prevention, coupon redemptions are fully tracked so that usage can be analyzed and coupon discounts controlled.

Track your responses. With MICROS iCare + ExactTarget you can track your email openings, bounce-backs, opt-outs, links, forwards, surveys, and beyond! These real-time results are available for all test and sent email, promotions, newsletters, or surveys.

Go to the web. A single organization or enterprise can allow its MICROS iCare account holders to use a customer-facing website to check balances on stored value, payment, or loyalty cards. From this website account holders can change existing contact information to allow your organization to send out the most up-to-date web communication.

We scale our services to you. Whether you are a single location or you have multiple sites you will be delivering professional emails marketing to your target audience. This scalable solution fits any size organization with cost-effective pricing plans. The MICROS iCare + ExactTarget solution can grow with any organization.



Personalizing emails and images is easy.

Profit From:

- Seamless integration of MICROS iCare + ExactTarget for a 360 degree view of customer activity, that allows you to drive your business marketing plan.
- Increased customer engagement, retention, and loyalty through personalized and centrally-managed communication.
- A scalable and low-cost solution for any sized organization.
- Easy to use interfaces means less time on training and more time on marketing initiatives.

Find out more about how MICROS can help you grow

Get in touch with us for more information or to schedule a demo and consultation appointment.

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