

Establish an Online Presence - Capture New Revenue Sources

MICROS webOrdering is a customer facing online ordering solution that connects your business to your consumers via the most utilized distribution channels. In today's fast paced world it pays to deliver your services and satisfy the ever growing demand for convenience. MICROS webOrdering offers a quick, easy and efficient way to build an online presence and provide your customers with the capacity to register to your site, find nearest locations, browse menus, and place orders for dine-in, delivery, or pick-up. By establishing an online ordering presence, your business becomes part of a

global community giving you the ability to engrave your brand identity in a competitive industry, as well as optimize all revenue and marketing opportunities. In today's competitive market you cannot afford to go with an unreliable system provider. MICROS webOrdering is a turnkey solution for online ordering, and best of all, your solution will be in the hands of a well-established market leader. MICROS webOrdering is a newer, better, faster solution that is already seamlessly integrated to your MICROS POS solution.



Features at a Glance:

- Simple, Branded and Intuitive online ordering interface
- Links Directly From Your Website
- Browse menu, select, and modify items, review basket and send to store
- Menu and Price by time of day and location
- Configurable order lead times by location
- POS Integrations for price & tax calculation and ordering processing
- Group Ordering, Advances Orders, Previous Orders and Favorites
- Secure, PCI certified card processing using existing POS-based transaction processing infrastructure
- Cloud-based service with no new hardware to install or maintain
- SaaS licensing to reduce startup costs
- Browser-based management & configuration
- Integrated Analytics for traffic and conversion analysis

Connect to Your Customer –Strengthen Your Brand – Improve Your Bottom-line

The food service industry is a highly competitive with most establishments not surviving past the first year. To ensure your restaurant's future, it is important to continually keep up to date with your customer's expectations. MICROS webOrdering addresses the need to bring your services closer to your customers, extending it to online channels they use on a daily basis. Your business also benefits by absorbing and analyzing marketing data, increasing employee productivity, reducing waste created by inaccurate orders and building customer loyalty and satisfaction.

Create the ideal online ordering solution with the look, price, and desired functionality that best serves your target market and business structure. MICROS works with you to implement your desired approach. MICROS webOrdering comes in different design concepts, Simplified and Optimized, to fit any size budget.

MICROS webOrdering es the most cost efficient way to get you connected to your customers. Select from a collection of preconfigured templates and add a brand-specific skin complete with colors, logos, watermarks, etc. A fully featured interface provides intuitive, wizard-like ordering, group ordering, default condiments, delivery & pickup, advanced orders, order customization and special requests. Seamless MICROS POS integration ensures real-time product pricing, order and payment processing. Customer Account Management capabilities feature easy sign in, history, favorites, and stored credit cards to expedite payment processing. webOrdering links to social media channels such as Facebook and Twitter, and fast deployment assures you're "online" in no time.

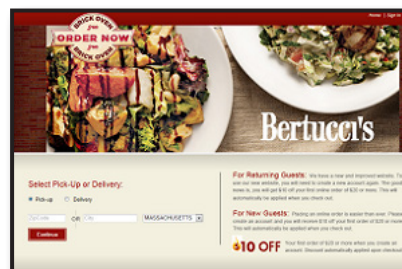


MICROS webOrdering es offers a simple yet intuitive design for your business

Profit From:

- Increased sales - via new distribution channels
- An effective marketing database, which stores customers' details allowing you to create highly successful and targeted marketing campaigns
- Reduce labor costs -by increasing sales opportunities while maintaining the same fixed wage cost
- Increases accuracy of orders by enabling the customer to take ownership of his/her order process

MICROS webOrdering is designed for a highly branded user interface featuring rich category and product imagery that gives your customers a visual taste of your menu. A dedicated web design and interface development team guides you through the creative and review process, providing highly branded promotional and brand content placement. A fully featured interface provides intuitive, wizard-like ordering, group ordering, default condiments, delivery & pickup, advanced orders, order customization and special requests.



MICROS webOrdering is a highly branded online ordering interface that lets your customers tell you exactly what they want

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.

Phone: 866.287.4736 (US and Canada)

MICROS Systems, Inc.

7031 Columbia Gateway Drive
Columbia, MD 21046-2289, USA

Sales information:

Phone: 443.285.6000

E-mail: info@micros.com

www.micros.com