

THE SMART ORDER SOLUTION

Self-Service Ordering Boosts Sales, Convenience, and Efficiency

PROCESS UP TO 20% MORE ORDERS!



SMART ORDER is an in-store ordering platform perfectly suited for grocery, pharmacy, automotive services departments, and Quick Serve Restaurants (QSR). The solution typically includes kiosks, mobile phones / tablets, and digital signage.

- Self-service ordering and guided selling kiosks present product ordering information, customer loyalty, coupons and optional independent payment features.
- Mobile ordering and loyalty applications tied to same features as the in-store kiosks.
- Digital signage presents electronic menu boards, queuing, and order status.
- Walk-up ticketing for customers who prefer traditional methods.

Retailers can leverage SMART ORDER to improve the customer experience, reduce transaction costs and boost sales revenues.

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FUNCTIONALITY:

- Intuitive, visual User Interface (UI) with minimum text
- Controlled data, real time pricing
- Item availability response capability
- Time of day / day of week features
- Dynamic targeted offers for seasonal, local and manager promotions

STRUCTURE:

The robust application template contains several elements:

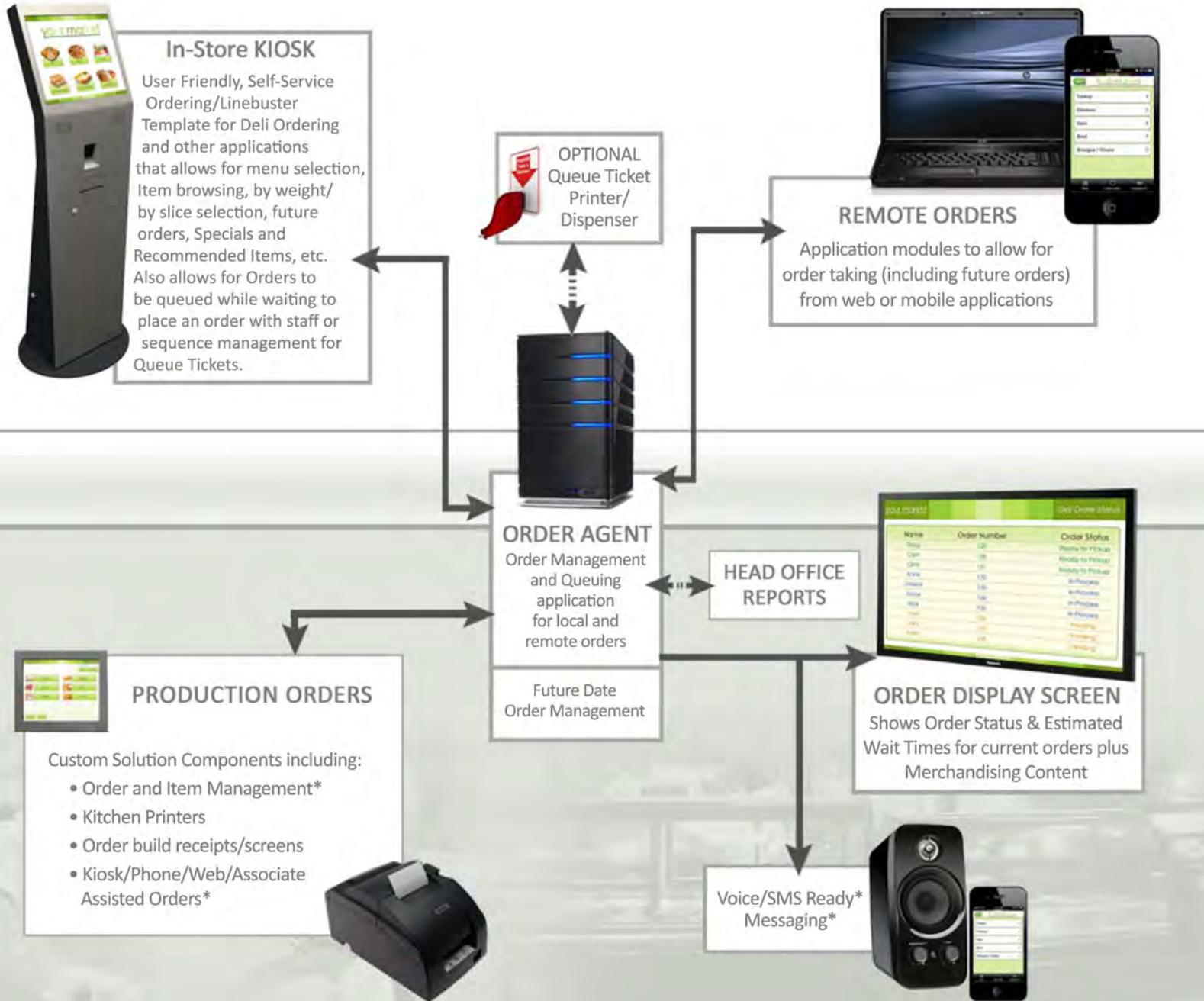
- The application object
- UI and customized media
- Key decision points to facilitate selection, orders, upsells, and payments
- Transactional kiosks for item detail and ordering, customer services, and payments
- Transaction links that support operations, including:
 - Local and remote monitoring
 - Content and software updates
 - Customer and productivity reports



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INFRASTRUCTURE OVERVIEW

IN-STORE ORDERING ARCHITECTURE



TECHNICAL INFORMATION

Operating System Platform: Win 7, Win XP Pro | Database Platform: SQL Server 2005/2008

Kiosks: MS SQL Express | Communication Layers: LAN, WAN, VPN, Dial-Up, FTP, IP, SOAP, and XML