



eSERVICES SOLUTION

for the hospitality industry

Aloha

The Aloha eServices product suite helps you meet your customer's highest expectations while providing the necessary information to cut costs and capitalise on revenue opportunities. Our award-winning solution is comprised of Aloha Enterprise Reporting, Aloha eCard, Aloha eFrequency and Aloha Centralised Data Management (CDM). Designed to help manage and grow your business, these tools enable you to build consistent revenue streams, leverage important data and develop effective marketing programs – all while helping you manage and grow your business.

GROW REVENUE

- Build consistent and predictable revenue streams with gift card sales and compelling loyalty programs
- Leverage detailed customer intelligence and performance data to implement highly effective marketing programs and promotions

REDUCE OPERATING COSTS

- Increase visibility and control from any location to make smarter business decisions

INCREASE EFFICIENCY AND CONTROL

- Manage critical data across all sites from a central location
- Implement new database changes in a single site or multiple sites with no restaurant manager interaction

BUILD CUSTOMER LOYALTY

- Stimulate repeat business by providing valuable rewards for repeat purchases

DECREASE EMPLOYEE TRAINING TIME

- Reduce training time with easy-to-use software solutions
- Offer employees the industry's best graphical user interface



eSERVICES SOLUTION

The Aloha eServices product suite has cost-effective tools that drive revenue and deliver visibility and control of your restaurant operations. These products – Aloha Enterprise Reporting, Aloha eCard, Aloha eFrequency and Aloha Centralised Data Management (CDM), – combine advanced architecture, intelligent features and superior ease-of-use to provide visibility into your business operations and your customers' purchasing.

THE ASP ADVANTAGE

Aloha Enterprise Reporting and other eServices solutions are delivered via an Application Service Provider (ASP) model, which is an easy and cost effective way to deliver tools to your growing business. The software is installed once in a central location and data is provided to users via a standard Web browser. In addition to providing you the latest technology with minimal maintenance, the ASP model offers:

- SAS70 certification - the first service provider in the hospitality market to achieve this certification which includes a voluntary audit to validate internal controls and processes
- Minimal store-level hardware and software requirements (standard PC with Web browser)
- Automatic software updates performed at a central location and immediately made available to all restaurants
- Ongoing system management performed in one location by technology experts, not by restaurant managers or employees
- Exceptional reliability – 99.5% system uptime
- Designed to work with both dial-up and high-speed Internet connections
- Ideal for restaurant companies of any size or geographic location

ALOHA ENTERPRISE REPORTING

Wherever you are, Aloha Enterprise Reporting will let you know exactly how your business is performing. This award-winning management tool offers Web-based reporting and centralised data management that delivers unmatched visibility and control of restaurant operations and allows for fast, accurate decisions—anytime, from any location. Other benefits include:

- Consolidated, multi-store reporting with extensive drill-down analysis
- Sales analysis, forecasting and comparison reporting
- Data backup service – off-site backup and storage of data with annual updates
- Anywhere-anytime Web-based access to comprehensive reports and alerts
- Sales forecasting and analysis comparisons
- General ledger integration to many well known account packages, including QuickBooks, Great Plains, Lawson, MAS 90/200, Solomon, ACCPAC and more
- Payroll integration includes Automatic Data Processing (ADP), Millennium and others

LOSS PREVENTION TOOLS

- Robust alerts highlight unexpected issues and provide guidance for a resolution
- Audit exception reporting capabilities - find potential issues by comparing in-store employee activity to their peers

CUSTOMISABLE REPORTING

- Wizard-based Reports Builder lets you create and customize your own reports
- Create custom data elements for reports and alerts using standard built-in calculations
- Display only the reports you want on the Enterprise eDesktop
- Reports and alerts can be scheduled and emailed



ALOHA eCARD SOLUTION

Gift cards are a cost-effective way to drive revenue growth through innovative marketing programs. Easily implemented, gift and stored value card programs can be managed efficiently across various locations, while gathering important sale and profitability reports.

DRIVE CARD SALES AND REDEMPTION

- Seamless integration to the POS for card sales and redemption with near real-time authorisation
- Stored value feature allows card holders to easily add value to their existing cards
- Support for a variety of refund types, including declining balance or cash refund upon redemption
- Unlimited card types for special promotions
- Card balance printed on customer receipt
- Gift card support for multiple POS platforms through the use of eCard Terminal Edition

EFFICIENT ELECTRONIC DISTRIBUTION OF eCARD FUNDS WITH AUTOMATED CLEARING HOUSE (ACH)

This optional program offers:

- Seamless, efficient gift card settlement process using ACH to transfer funds between bank accounts
- Centralised Funds Pool, controlled and held by your company, holds outstanding eCard liabilities
- Daily ACH transfers ensure timely reconciliation of funds
- Built-in alerts and reporting provide exception-based management of eCard funds transfers

ALOHA eFREQUENCY CUSTOMER LOYALTY PROGRAM

The Aloha eFrequency customer loyalty solution delivers flexible, customisable, reward and bonus programs. The powerful Web-based system is designed to stimulate repeat business with powerful reward programs.

UNLIMITED BONUS PLANS BASED ON:

- Currency Based – how much the customer spends
- Item – which items the customer buys
- Points – how many loyalty points the customer earns
- Frequency – how often the customer visits
- Be My Guest – develop guest comp programs
- Employee Comp – manage employee meal programs
- Lottery – random rewards given to visiting customers

UNLIMITED NUMBER OF REWARDS AND PROGRAM TIERS

- Real-time promotions can be applied on the POS automatically when the reward is earned
- Rewards can be given in the form of added value on the customer's eCard
- Bounce Back Vouchers can be printed to encourage return visits

PLAN SCHEDULES AND TRIGGERED BONUS EVENTS

- Bonus plan schedules such as late-night menu club
- Bonus events such as double credit during certain hours of the day or specific days of the week

ONLINE ACCESS FOR PLAN MEMBERS THROUGH MEMBERLINK

- Enhance the guest experience and reduce administrative overhead by allowing customers to update their member profile information and see their current standings right from your restaurant's website



RADIANT GIFT CARD AND LOYALTY SOLUTIONS OFFER MANY BENEFITS TO YOUR RESTAURANT OPERATION:

- Stimulate repeat business and customer loyalty
- Utilise one card for both eCard and eFrequency programs
- Convert existing gift card and loyalty programs into the Aloha software
- Streamline loyalty program administration
- Make customers profit yielding members

ALOHA CENTRALISED DATA MANAGEMENT (CDM)

Perform numerous routine store-level database changes, such as menu, price, comp and promotion modifications, correctly and efficiently in a single task. Updates are transmitted seamlessly to groups of defined stores without store manager intervention. Reduce errors, save money, send critical store updates in minutes and:

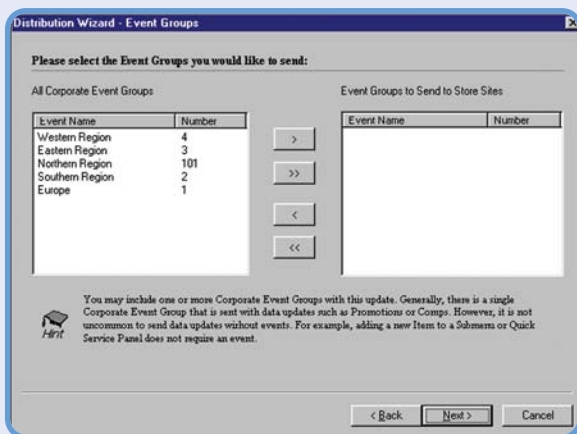
- Implement database changes quickly and at a lower cost
- Improve data consistency and compliance across restaurants
- Eliminate redundant entry of routine data

CUSTOMISABLE SYSTEM

- Add, modify or delete various types of POS data and configurations from a central location, including items, pricing, promotions, print routing and more
- Execute changes remotely without requiring intervention from the restaurant manager
- Scheduled events—set price changes, tax settings and more to take place at a specified time of day, day of week or span of days

ADVANCED SECURITY AND CONTROL

- Corporate has the ability to determine data changes at the store level
- CDM locks stores out of corporate-owned data, such as standard menu items, to ensure consistency and compliance chain-wide
- Peace of mind knowing the data is stored with a world-class datacenter



eSERVICES PROVIDES BENEFITS SUCH AS:

ROBUST WEB-BASED REPORTING

- Real-time business alerts highlight issues such as unscheduled labour hours or excessive cash over/short and provide guidance on resolving the problem
- Schedule reports with email delivery and export capabilities
- In-store reporting available at the POS or back office
- Near real-time enterprise-wide reporting, including scheduled reports delivered via email, cell phones and text pagers
- Automatic data synchronisation scheduled at user-defined intervals
- Simple, flexible configuration and instant program deployment—for the entire chain, groups of stores or one store—using Web-based wizards

CENTRALISED ADMINISTRATION

- User access security administration
- Centralised, automated software updates which means no updates or actions required at the restaurant level
- Security access levels are assigned and administered in one location

For further information on the Aloha POS System:

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