

First Data® POS Value Exchange™ Restaurant Solution





How does it work?

The First Data® POS Value Exchange™ Restaurant Solution consists of three restaurant-designed components:

- A Posiflex computer at the point-of-sale powered by an Intel® processor
- A software package leveraging Dinerware technology
- A First Data payments processing system that supports Credit and Gift Card transactions

You can easily use the intuitive POSVx software to quickly implement your menu, train staff, and get yourself up and running smoothly.



The Bundle Package

Hardware, software, peripherals, cables

Integrated credit card & gift card processing

Training & installation

Equipment warranty

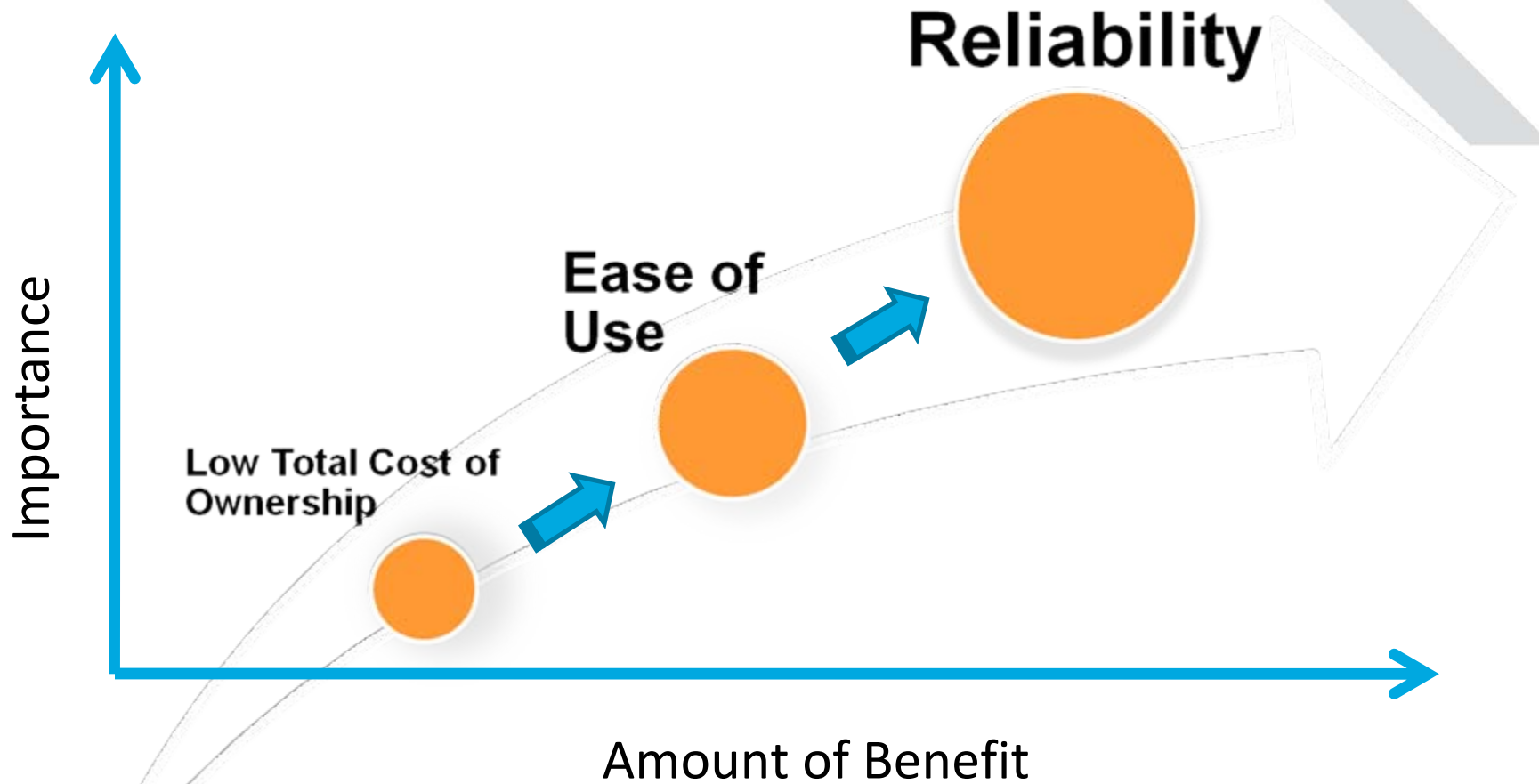
Hardware/software support

First Data financing options

High speed transactions



The 3 Pillars of the First Data[®] POS Value Exchange[™] Restaurant Solution





First Data® POS Value Exchange™ Restaurant Solution Differentiators

Simplicity

Reliability

Forward-thinking Technology

Value-Added Services

Ultimate Control

Low Total Cost of Ownership

No Back Office Server required

Menu changes on the fly

Customer tracking history

Fast pay – 2 touch tender

Labor tracking

Messaging for employees

Automatic updates/NO downtime

More time with customers

8am – 10pm EST tech support
included



What can the First Data[®] POS Value Exchange[™] Restaurant Solution do for you?

A Process Improvement Tool

Maximizing Workflow

Improve Communications

Eliminate Expense

A Customer Service Tool

More time with your customers

Accounting Tool

Save Time on Administrative Work

Easily Track Employee Hours



Designed Specifically for 1 to 3 Terminal Establishments



Fine/Casual Dining

Bars/Pubs

Nightclubs

Coffee/Café

Sandwich Shop

Diner

Health Food/Juice Bar



Think About it...

How much time do you take setting up menu changes or happy hour time limits? POS Value Exchange provides menu changes on the fly and happy hour set ups quickly and easily?

How long does it take you to train your staff on your system? What issues do you encounter when a new server is hired?

How is communication between management and your employees? What are you currently using to communicate with your staff?

How do you identify your best customers? If you lose any staff, will your new servers know what the “usual” is for your customers? Check out POS Value Exchange’s easy-to-use Customer Database.

How long does it take servers to complete their close out at end of shift? Is the process manual? Server banking can now be accurate, easy, and at your fingertips.

How much does it cost to do business?

How Much Can You Monetize?

- \$20 per day= \$7,000 / Year
- \$50 per day= \$18,000 / Year
- \$100 per day = \$36,000 / Year

SALES ITEM	QTY
Administrative Hours Saved Per Day	\$ Per Hour?
Margin Selling- Push High Margin Items	\$ Items/ Day
Loss Prevention: 5%	\$
Labor Scheduling: Peak Sales	\$ Labor Saved
Efficiency gains: Increase table turns?	\$ Tables Per Day
FOH & BOH Communication	\$ Lost Food?
Up-selling or Cross-selling	\$ Add Items
Customer Behavior	\$ Happy
Integrated Services	\$ Time

What's included in the Bundle?

Main Station Bundle

POS Value Exchange Restaurant CPU Monitor Brain

POS Value Exchange Restaurant Thermal Receipt Printer

POS Value Exchange Restaurant Dot Matrix Kitchen Printer

POS Value Exchange Restaurant Cash Drawer

POS Value Exchange Restaurant Magnetic Stripe Reader

POS Value Exchange Restaurant 8-Port Router

POS Value Exchange Restaurant Main Station Power Conditioner

POS Value Exchange Restaurant Kitchen Printer Power Conditioner

POS Value Exchange Restaurant Over-the-phone Installation

POS Value Exchange Restaurant Software

POS Value Exchange Restaurant 2-hour over-the-phone Training

Keyboard included for installation and training purposes

What if I want another station?

Additional Bundle (Add up to two add'l stations)

POS Value Exchange Restaurant CPU Monitor Workstation

POS Value Exchange Restaurant Thermal Receipt Printer

POS Value Exchange Restaurant Magnetic Stripe Reader

POS Value Exchange Restaurant Main Station Power Conditioner

POS Value Exchange Restaurant Over-the-phone Installation

POS Value Exchange Restaurant Software