

A publication of the



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Get Your Gift Cards in
Time for Holiday Sales

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We say "Aloha"

to our recent customers

Hello, {FIRST_NAME}!

Plan your holiday gift card promotions now

Order your gift cards in time for holiday sales

Gift cards are a cost-effective way to drive revenue growth and increase store traffic. In addition, a great customer loyalty solution will attract new repeat customers and helps you maintain a competitive edge in today's crowded restaurant marketplace.



Make sure you have enough time to get your gift cards for your holiday sales and promotions. The upcoming holidays are a great time to promote your gift card sales and offer promotions, while boosting your bottom line at the end of the year.

What are the best reasons to use gift cards? They...

- are 100% targeted, measurable and accountable;
- provide a consistent, positive ROI;
- eliminate mass media's huge waste factor; and
- can be put into action quickly and easily.

You can order your gift cards from [Card Marketing Services](#), just make sure you



Solon, OH



Norwalk, OH

what crêpe ?

Detroit, MI



Oberlin, OH

order by **October 15th** to get them in time for the holidays without incurring extra rush production and shipping charges.

A Success Story: Nick's Pizza & Pub maximizes benefits of integrating loyalty, gift cards and eFrequency programs

A decade ago, Nick Sarillo opened the first Nick's Pizza & Pub in the Chicago suburb of Crystal Lake, IL. Nick's recipe of great-tasting food, friendly service and family environment was an immediate hit with the community. The success of Nick's first location led to the opening of a second Nick's location and plans for even more.

They realized they had to find new ways to connect with their customer base, and the company began investigating electronic gift cards and loyalty programs.



"It's important for our business to let our guests know that we appreciate their choosing to spend

time with us," says Matt Calabrese, controller for Nick's Pizza and Pub. "A gift card and customer reward system fit in perfectly with our strategic plan and enhances our ability to connect with our community."

Nick's set up the eFrequency system with a points-based bonus plan. Under the plan, guests who are members of the loyalty program earn five points for every dollar they spend. Reaching certain point levels, guests can receive discounts of \$5 or \$15 on their meals. To drive higher midday traffic, Nick's offers double points at lunch, which can end up providing discounts ranging from 10 to 20 percent on the total meal. Calabrese says that the opportunity to join a loyalty program and earn discounts made an immediate connection with Nick's customers and that the simplicity of signing up guests makes the program of interest to nearly everyone. Nick's currently has 11,000 customers enrolled in the program and is signing up 300 people a month at the Elgin location.

While customers benefit from the discounts, Nick's gains a variety of advantages from the loyalty program as well. Offering cash discounts is an ideal way to say thank you and give something back to repeat patrons.



Rochester Hills, MI

PCI Compliance Quick Update:

Aloha version 6.4 is the most up-to-date, secure and PCI compliant software currently available for your Radiant system. Though this is just one piece of the PCI data security puzzle, the version of Aloha POS software you're running is crucial to getting your system in full compliance.

Older versions of Aloha software will eventually expire and must be updated to provide the PCI compliance you need to keep your customer data secure. Note important expiration dates below:

- Aloha POS v 5.3 -
EXPIRED 12/2009

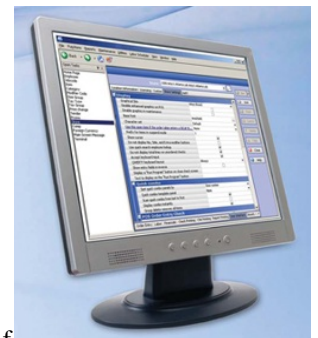
“Aloha eFrequency has helped us personalize our marketing efforts to a greater extent,” says Calabrese. “Our first direct mail campaigns after implementing eFrequency were very successful, resulting in a 15 percent response rate from our guests.”

The loyalty program is also helping Nick’s drive business growth, from increased lunchtime sales and gift card sales, powered by the Aloha eCard system. Nick’s has found that the cards make popular presents among the restaurant’s guests, and the company has sold thousands of gift cards at an average value of \$30 each.

“As more restaurants implement loyalty programs, people will become more accustomed to the rewards. So, it’s important for us to continually expand our program in innovative ways,” concludes Calabrese. “We believe Aloha will give us the capabilities and flexibility to do just that.”

Easily manage your POS with Aloha Configuration Center

Aloha Configuration Center is a centralized database management application that manages Aloha Point-of-Sale configuration settings for multi-store restaurant organizations. It offers remote distribution and access capabilities through an easy-to-use .NET rich-client interface.



Aloha Configuration Center builds on the strengths of Aloha Manager and the Aloha Centralized Data Management (CDM) applications to form a new, more powerful, POS database management solution that simplifies database management and lowers the overall cost of ownership.

Access your configuration data from anywhere:

The Aloha Configuration Center .NET client provides secure access to your hosted configuration data from any location via the Internet. Network administration, data backup, server software and hardware maintenance are managed for you - allowing you to focus on your business.

Control your data with security roles & permissions:

Each user account can contain a unique set of job roles and security permissions which determine the functions and options available to the user. Record-level ownership assignments enforce multiple levels of data security.

Distribute data automatically & perform real-time updates:

Each new menu item, price change or POS configuration update is synchronized with your sites through an automated distribution process. Certain updates such

- Aloha POS v6.1 - EXPIRED 6/1/2010
- Aloha POS v6.2 - expires 12/1/2010
- Microsoft discontinued support for Windows 2000 Server - July 2010

Matrix Proven POS can help get your software upgraded to version 6.4 and help you take other steps to meet compliance requirements. Visit the PCI page at matrixprovenpos.com or call the Customer Care Center at 877-456-8890.

as price changes and adding employees take effect without requiring terminals be brought down.

Support multiple concepts & custom hierarchies:

Effectively control multiple stores as well as different concepts from a centralized source. Each site receives only the data applicable to the appropriate concept.

Manage all your POS configuration data in one place:

Aloha Configuration Center configures all your POS data including hardware and Aloha application settings.

CASE STUDY IN POINT:

With more than 150 restaurants to support, Back Yard Burgers started to face various I.T. issues with regards to management of pricing and menu changes. As Back Yard Burgers continued to grow it became clear that a manual process was no longer the most efficient means to input data. Store-level updates could take as long as an hour to manually input. The Nashville-based quick service restaurant chain needed a site systems management application that would increase control of data and allow them to centralize and distribute data more efficiently. Back Yard Burgers was able to roll out Aloha Configuration Center over the course of two months.



“The benefits are obvious when using a centralizing technology such as Aloha Configuration Center,” remarks Sanford. “We’ve found that Aloha Configuration Center has been easy to use and manage and has provided significant labor savings for us as a multi-site restaurant operation. Our operations staff rapidly adopted the application and has had little to no issues.” Back Yard Burgers was able to cut time spent managing sites down to approximately the same workload as managing one site without a centralized database.

For more information on Configuration Center, [click here](#) or call the **Customer Care Center at 877-456-8890.**

Loss prevention

Are you doing everything you can to keep loss to a minimum?

Shoplifting. Employee fraud and collusion. Credit, check, and cash fraud. Vendor theft. Abuse and

Integrated Loss Prevention & Security





mismanagement. Losses come from many different angles.

Do you have the information you need to address these threats? The loss prevention solution from Matrix

Proven POS integrates digital video surveillance with your Aloha point-of-sale (POS) to help you address security threats and reduce shrink.

Using your four-tiered approach, Matrix can provide a complete loss prevention solution. This is how it breaks down:

1. **Your Aloha POS software** provides all transaction data and sends information to Aloha Guard and Digital Video system.
2. **Aloha Guard** actively monitors transactions using artificial intelligence to identify patterns of over 30 different types of scams and thefts and continually updates your system to identify new theft patterns industry wide.
3. **Digital Video Surveillance** captures and archives all activity in your store, while Aloha transaction overlays help to search and identify fraudulent activity
4. **Utilizing your own internal security policies**, you can create unique user names and passwords, optimize Windows and Aloha security settings and provide general site security and access.

To get more information [click here](#) or call the **Customer Care Center at 877-456-8890**.

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[Read](#) the Radiant Systems marketing policy.

