

A publication of the



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*Aloha*  
ENTERPRISE

**We say "Aloha"**

Hello, {FIRST\_NAME}!

## Grow Revenue with Aloha Stored Value

### *Use gift cards to your benefit*

Gift cards are an easy and convenient way for your customers to get great gifts for any occasion and they offer a valuable marketing opportunity for your restaurant. You can target those who already like your restaurant to spread the news with others and get new customers in your door.



Remaining card balances bring customers back and increase average ticket size. Small amounts that are not used become pure profit to your restaurant. At the same time, you can track each gift card, giving you direct access to information you want, such as how the cards were used, the average value spent, when and where the cards were used, and much more.

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. Aloha Stored Value is an industry-leading gift card distribution and management solution tightly integrated with Aloha POS. Easily implemented, our gift and stored value card programs can be managed effectively across various locations, while gathering important sale and profitability reports.

**CUSTOMER PROFILE:** *Soffritto Italian Grill*

to our recent customers



Minneapolis, MN



Ann Arbor, MI



Detroit, MI

#### CHALLENGE:

Soffritto Italian Grill was looking for a technology solution that would make it easy to implement innovative marketing campaigns around selling gift cards and promoting their restaurant. Giovanni Panza, owner of Soffritto, also desired a solution that was user-friendly for his employees and allowed him to track all the information he needed in one place. Panza started searching for the right restaurant technology to better manage the business, increase sales and profits and build upon his vision for the restaurant.



#### SOLUTION:

In 2005, Panza purchased the Aloha solution, which included Radiant POS hardware terminals, Aloha Table Service point-of-sale software and Aloha eCard. The system is not only easy to use, it helps improve many parts of a restaurant's operations - including speed of service, labor controls and staff productivity.

#### RESULTS:

Installing the Aloha solution helped Soffritto's manage and implement an innovative marketing campaign around selling gift cards on Black Friday. Soffritto's offered a buy one get one half off sales discount for gift cards purchased on Black Friday. The integration of the gift card program with the Aloha POS gave Soffritto's the convenience of tracking and having all the information in one system. The flexibility of the system also allowed Soffritto's to sell the gift cards in a wide variety of ways.

- 2006 Gift Card Sales on Black Friday = Over \$17,000
- 2007 Gift Card Sales on Black Friday = Over \$25,000

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

## Do you know how much you're paying for credit card processing?

***Calculate your rates and check out Radiant Payment Services***

Processing payment transactions is a critical component to your business. Working with a merchant services provider who understands your business from the time a transaction is





Huron, OH

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## 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:

made to settlement of funds is a necessity in today's world



of increased technology complexity. That's where we come in.

Backed by Radiant Systems, a global provider of point of sale technology to the hospitality and retail industries, Radiant Payment Services (RPS) helps businesses like yours safely and efficiently process customer transactions and leverage the information related to those transactions.

From the time a transaction is made through settlement of funds, we manage the entire transaction process. As a result, you have fewer points of contact with fewer opportunities for error – while benefiting from heightened security, competitive and transparent pricing and an integrated, end-to-end solution that is easier to implement and manage.

If you're not using Radiant Payment Services, you may think you understand your card processing statement and what you pay for these services. Chances are, you probably don't know the whole story. Deciphering your monthly card processing statements is not an easy task. They're complicated — which makes it hard to determine the real rates and fees you pay.

If you don't know what you're paying, you may be paying too much ... and not even know it. For example, it's not uncommon for processors to promise a low introductory rate that increases without warning. What you don't know can hurt your restaurant — and your bottom line. Make sure you check out the National Restaurant Association's card rate calculator by [clicking here](#) and their webinars about understanding your credit card statement.

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

## A Success Story: Joe's Cable Car and Orderman

*“Orderman has increased my profits in many ways. I am now able to use less labor to serve more guests. These handhelds are exactly what I needed to manage my traffic volume.”*

*-Joe Obegi, Owner, Joe's Cable Car*



For more than 40 years, San Francisco locals and hungry tourists have devoured old-fashioned steak burgers and enjoyed the

- Aloha POS v 5.3 - EXPIRED 12/2009
- Aloha POS v6.1 - EXPIRED 6/1/2010
- Aloha POS v6.2 - expires 12/1/2010
- Microsoft is discontinuing 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](http://matrixprovenpos.com) or call the Customer Care Center at 877-456-8890.

eclectic decor at Joe's Cable Car restaurant. Diners choose from 16 types of steak burgers, available in four, six and eight-ounce portions, all of which are made from meat that Joe grinds fresh daily. Many loyal customers and food critics alike have voted Joe's Cable Car as the "best burger in town." These accolades paired with Joe's fool-proof recipes and addictive personality keep his customer base growing year after year.

#### ***Challenge: Handling Increased Store Traffic***

In 2009 after being featured on the well-known Food Network series, "Diners, Drive-ins and Dives," traffic at Joe's Cable Car exploded with new customers eager to taste his fare. "We had eight servers running around, and it was just chaos," Joe says. "Every minute counts, and my servers had to review orders twice. Once at the table, and once at the terminal." With capacity to only seat 70 diners, Joe knew he needed to find a new technology solution that would help him both decrease the number of servers on the floor and increase table turns and profits.

#### ***Solution: Aloha POS Integrated with Orderman***

##### ***Handhelds***

To address the crowds, Joe turned to East Bay Point of Sale Systems, who introduced him to the Aloha solution and Orderman handheld device. Orderman integrates tightly with Aloha POS and allows his servers to send orders to the kitchen, print checks and process payments



directly from the table with bullet-proof reliability using radio frequency. With 70-to-80 percent of Joe's guests paying with credit cards, crucial time is saved and customers feel more secure with their cards always in sight. Joe's decision to implement Orderman handhelds has helped him handle the volume spike from the show.

#### ***Results: Decreased Labor Costs by \$30 an Hour***

Prior to implementing Orderman handheld technology, eight servers were required to manage guests, but since using the system, four or five servers can successfully serve guests in a full restaurant. As required in San Francisco, Joe pays his service staff \$10 an hour, so using Orderman saves him \$240 across two four-hour shifts. Average that amount against their seven day operating hours annually, and Joe is saving more than \$20,000 on labor alone. Time saved by sending orders from the table allows Joe's to turn tables faster and accommodate more guests. This means that Joe's Cable Car not only saves money from labor costs, but increases its profits through fast service and efficient payment capabilities, demonstrating Orderman's quick return-on-investment. Joe's satisfaction with his Orderman and Aloha technology tools means he will never go back to his old ways. "No more pencil. No more paper. I tell my servers – 'You do it this way,'" he says.

For more information on Orderman, [click here](#) or call the **Customer Care**

Center at 877-456-8890.

## Aloha Command Center brings big benefits

*You can focus on your restaurant, not your technology*

Real-time monitoring with Aloha Command Center means fewer issues and faster resolutions. The health of both hardware and software is automatically and continuously sent to the Help Desk where it is evaluated to ensure optimal performance and up-time. Command Center is your help key to a quick and easy solution.



### ***PROTECT YOUR SYSTEMS & GUEST DATA***

Site security settings are continuously monitored and our Help Desk is automatically notified if changes that compromise site security are made. Ensure your sites are PCI-compliant 365 days a year not just on the day of an audit.

### ***PREVENT DISRUPTIONS BEFORE THEY OCCUR***

Proactive alerts to the Help Desk allow many issues to be resolved before they impact site operations. Proper ongoing maintenance of site systems reduces the frequency of site issues and decreases the time required to resolve those that do occur.

### ***INCREASE ACCOUNTABILITY FOR ACTIONS TAKEN AT THE SITE***

All actions taken at your site are automatically logged and tracked to a specific authorized user. The Electronic Journal function can be used to investigate transaction-related events at the site.

### ***SPEND TIME WITH YOUR GUESTS, NOT SUPPORT STAFF***

Powerful support features allow remote support staff to quickly diagnose issues without causing additional disruption to staff and operations. Corrective actions can be taken without the need to temporarily take over servers and terminals.

To get more information, call the **Customer Care Center at 877-456-8890.**

## Matrix Proven POS

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

