

AT a Glance

COMPANY:

Yum! Brands Inc.

www.yum.com

INDUSTRY:

Restaurant and Food Service

Infrastructure:

Yum is the world's largest restaurant company in terms of system units with more than 36,000 restaurants in over 117 countries and territories and more than 1 million associates

The MICROS Benefits:

- Employees focusing on food prep and not telephone/order management
- Simplified ordering
- Low upfront investment by the market, costs are charged based on the number of transactions/stores
- Minimal infrastructure costs, no demands for costly on-premise hosting facility and lower cost of software maintenance
- Increased availability, 24/7/365, so that customers can place advanced orders any of time
- Only one engine is required between the call center and Online Ordering

A Powerful Partnership

MICROS is committed to help Yum! Restaurants International reach its operational goals

MICROS is the global leader in the restaurant industry with more than 330,000 installations worldwide. MICROS is the only full systems solutions provider for all market segments with a global distribution and service network in place for major chains, regional chains, local independents, table service, and the quick service market. MICROS provides restaurant information systems comprising hardware and software for point-of-sale (POS) and operational applications, as well as a suite of back office applications that include inventory, labor and financial management, and other centrally hosted enterprise applications. For large enterprises MICROS provides a scalable solution to manage the very large and very complex operational requirements associated with hotels, casinos, airports, theme parks, stadiums, and cruise lines.



MICROS is installed in over 2,000 Yum! Restaurants International, Inc. (YRI) locations including KFC, Pizza Hut, and Taco Bell in 40 countries. MICROS and YRI have partnered since the first installation in 2003 and have been working together to customize the best solution for all restaurants.

"MICROS is committed to working with YRI to customize the most effective solution for our business needs. The use of mycentral in initial locations has already proven it to be

incredibly valuable and profitable and we look forward to continuing the rollout!"—Jack Clare, CIO Yum! Restaurants International, Inc.



Increasing Sales Through New Channels

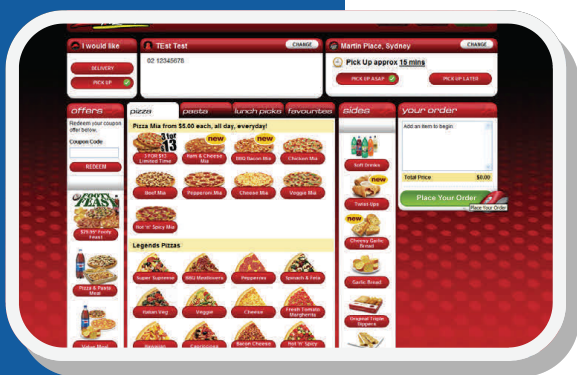


YRI's online strategy is to build an online ordering access layer across the brand. YRI has enlisted MICROS to provide an affordable and reliable online ordering platform that can be easily deployed by corporate locations and franchise markets to build the brand and increase sales. Through MICROS's mycentral, YRI hopes to improve brand consistency and enhance the customer experience across all locations. YRI is looking to mycentral to make its restaurants easily accessible and present wherever customers are looking- online, mobile, and in social media.

The mycentral suite offers an Online Engine, Web Ordering, Call Center, Mobile Ordering, Restaurant. Connect, and more to increase your sales through new channels! Highlights include:

- Customer database for targeted marketing campaigns that drive guest count and sales
- Reduced labor costs through centralized processing
- Increased accuracy of orders
- Connection from the public Internet to restaurant and CRM system
- Multiple consumer channels that expand your dining room
- Fast implementation and simple administration
- Customized screen flows, up-selling, and branding

A proven solution - mycentral has already been successfully installed in a multitude of YRI restaurants across the globe and has achieved tangible results:



- The average guest check is 10%-15% higher online than walk-ins; since go live, with 500 active stores, well over 2 million orders have been placed. –Pizza Hut, United Kingdom
- In August 2010, the Pizza Hut business in Australia experienced an average guest check for online ordering of an astonishing 138% higher than offline orders!

Drastically reduce operating costs and increase profit:

- Average incremental transactions of 5+%
- New transactions as well as migrated phone orders are cheaper to service
 - Call Center order is typically \$1-3
 - Online Order will range from \$0.25-\$0.75
- Online channel average ticket increase of 10-15%

—New items, promotions, and sides are displayed to increase food orders through the restaurant's online ordering website that is designed to complement the brand.



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Find out more about what MICROS can do for you

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About MICROS

Serving the hospitality and specialty retail industries, we are the world's leading developer of enterprise applications. Our global presence and local support have helped us build a long list of references – hotels, restaurants, conference centers, retail, stadiums, theme parks, casinos and cruise ships. We maintain an intense dialogue with colleagues throughout these industries. The result is a wide range of integrated software, hardware and business technology solutions and services. These help to optimize your operation and increase profits by providing your guests with a personalized service.

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