



Point-of-Service

MICROS's *mycentral* is ideal for any type of hospitality organization that wishes to provide an online presence to its customers. The *mycentral*/Web Ordering application (client) allows guests to register, locate stores in the area, browse menus, and place orders for dine-in, delivery, or pick-up. *mycentral* can be seamlessly integrated into an organization's existing website. The *mycentral* Call Center application provides consolidated guest management and order taking capabilities, allowing operators to quickly toggle between locations, menus, and prices as needed. Once placed, orders from either the Web or Call Center applications are quickly routed to the in-store MICROS Point-of-Sale system for preparation and processing. Orders can alternatively be transmitted via email or fax.

mycentral supports multiple channels from the Internet to the restaurant, including the Internet, a smart phone, and a call center.



Back Office, Business Intelligence,
Customer Relationship Management,
Enterprise Support Solutions, Hardware,
Point-of-Service, Restaurant Operations,
Service Solutions



INCREASE SALES THROUGH NEW CHANNELS

mycentral Suite

- ✔ Increase sales through new channels
- ✔ Customer database for targeted marketing campaigns that drive guest count and sales
- ✔ Reduce labor costs through centralized processing
- ✔ Increase accuracy of orders
- ✔ Connection from the public Internet to restaurant and CRM system
- ✔ Multiple consumer channels expand dining room
- ✔ Fast implementation and simple administration
- ✔ Customized screen flows / Up-selling / Branding

mycentral On-Line Engine

- ✔ Connects customer channel to store and CRM
- ✔ Integration to MICROS 3700, MICROS 9700, non-MICROS POS, fax for food ordering
- ✔ Takeout, delivery, catering, advanced orders
- ✔ Easy administration of menus, pricing, store hours, etc., retrieved from restaurant location
- ✔ Separate menus by location, day part, channel
- ✔ Maintain historical orders, favorites by guest
- ✔ Full suite of reports
- ✔ MICROS Hosting or customer self-hosting

mycentral Web Ordering

- ✔ Web authoring tool for fast implementation, branding
- ✔ Link directly from your website
- ✔ Up-selling
- ✔ Advance orders, catering, group orders
- ✔ Previous order, favorites
- ✔ Customer registration, link to CRM
- ✔ Store locator/property indicator (hotels)
- ✔ Payment in-store or online

mycentral Call Center

- ✔ Customer lookup by name, phone, caller ID integration, account
- ✔ Previous orders, favorites
- ✔ Advance orders, group ordering, catering
- ✔ Up-selling
- ✔ Customer registration
- ✔ Store locator
- ✔ Payment in-store or online

mycentral Mobile Ordering

- ✔ Supports multiple handsets
- ✔ SMS/text ordering
- ✔ Mobile website ordering
- ✔ Smart phone app ordering
- ✔ One click reorder via text message
- ✔ Previous orders, favorites
- ✔ Store locator
- ✔ Payment in-store, payment via cell for registered customers

mycentral Restaurant .Connect

- ✔ Integration with MICROS and non-MICROS POS
- ✔ Link to menu, configuration from store to ease central administration
- ✔ Tax, discount calculation through store API where possible for accuracy
- ✔ Payment online or in-store
- ✔ Get order status
- ✔ Add-on orders with MICROS 3700

Future Functionality

- ✔ mycentral Interactive TV
- ✔ mycentral Table Reservations
 - Online table inventory
 - Table preference, history
 - Interface to MICROS and most major in-store table reservations systems via industry standard specifications
- ✔ mycentral iCare integration
 - Registration through online channel automatically registers guest in iCare CRM database
 - iCare stores guest profile, contact information, in-store, and online history
 - Targeted marketing campaigns via email and text message
 - Validate coupons, track redemptions
 - Access guest activity through all channels
 - Measure promotion success



Wagamama Restaurants
mycentral online ordering



Ping Pong Dim Sum
mycentral online ordering



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