

microS **FIDELIO**

Software Documentation

EASYGUEST



Software Description

Version 2.3

Copyright 2002
MICROS-Fidelio
Software
GmbH & Co.KG

© Copyright MICROS-Fidelio Software Deutschland GmbH, Neuss 2002

Information in this manual is subject to change without notice.

MICROS Systems, Inc. makes no warranty of any kind with regard to this material, including but not limited to the implied warranties of marketability and fitness for a particular purpose.

MICROS Systems, Inc. shall not be liable for errors contained herein or for incidental or consequential damages in connection with the furnishing, performance, or use of this material.

No part of this publication may be reproduced, photocopied, stored on a retrieval system, or transmitted without the express prior written consent of the publisher.

Product names are registered trademarks.

Software Description

This document describes EasyGuest Version 2.3 software and is meant to give you a brief overview of the features included in the EasyGuest System. Please contact your local MICROS-FIDELIO representative for a more in-depth demonstration of the software.

Table of Contents:

Feature Overview	4
Scope of EasyGuest Features.....	5
Possibilities	6
Advantages.....	8
A Quick Tour of EasyGuest.....	10
Hardware & Software Requirements	18

Feature Overview

If a completely integrated, scalable, intelligent customer retention system for your MICROS 3700/8700/9700 POS System is what you're looking for, EasyGuest is the perfect solution. EasyGuest will help you keep your customers and increase your sales and profitability. Central to the development of EasyGuest is the future-oriented use of open standards like Windows 2000, Windows NT, ADO, XML, SQL database (Sybase Adaptive Server), and Crystal Reports. Based on these open standards, EasyGuest guarantees a high level of investment security and an effective integration of existing business processes.

EasyGuest can be used in the following areas:

- ◆ Hotel resorts
- ◆ Vacation clubs
- ◆ Congress centers
- ◆ Beer tents
- ◆ Amusement parks/recreation parks
- ◆ Chain restaurants
- ◆ Rest stops



Customer satisfaction is a good basis for your business.

But turning satisfied customers into loyal regulars takes more than that.

Give your customers more than just what they want - give them what they wish for, what they dream of, or even what they didn't realize they wanted!

Scope of EasyGuest Features

- ◆ **Account, address, and customer maintenance**
- ◆ **Guest-identification via mag card**
- ◆ **Comprehensive analyses of restaurants, hotels and resorts**
- ◆ **Guests can use their card to pay or collect points in all affiliated businesses**
- ◆ **Items are stored by transaction**
- ◆ **List of customer favorites**
- ◆ **Client capability**
- ◆ **Settlement/Clearing between affiliated businesses**
- ◆ **Itemized bills by account and accounting period**
- ◆ **Bills can be printed, sent via e-mail, or exported as ASCII files for further processing**

Possibilities



Debit-Card

From a commercial point of view, the best thing that can happen to your business. The customer pays in advance and without interest.



Gift-Card

There are many reasons to replace the traditional paper gift certificate with a Gift-Card. The Gift-Card is an innovative way to increase sales, reduce administration efforts, and prevent gift certificate fraud.



Incentive-Card

Every time a customer shops at your business, he receives incentive points. The collected points can be redeemed for a reward. To spur collecting fun in your customers, points per transaction and total points are printed on customer checks.



Discount-Card

Gaining new customers and keeping current ones is the primary objective here. With each use of their customer card, your regular customers receive a discount for an amount you determine.



Credit-Card

Your guests can pay without cash at any MICROS register and receive their bill statement weekly or monthly, thus eliminating the need for commission fees.



Partner-Card

An additional card can be created for a partner, giving her or him the same benefits and service that the owner of the main card has. The partner can be billed separately, if she or he prefers.



Premium Card (VIP)

Only your best customers receive this card, a second customer card. This card requires a fee but gives your customer double incentive points or a greater discount amount. One important feature is that this card looks higher quality than the standard card. The effect: customers feel like VIPs and are willing to pay for the status symbol of a premium card. Your advantage: greater customer retention and an even faster refinancing of the card system.

All features can be combined onto one card



Advantages

Sales Increase

- ◆ Loyal customers shop more often, buy more, and recommend your business to others
- ◆ Customer cards appeal to people who like to collect things
- ◆ Incentive to buy; customers want discounts; “bargain hunting”

Cost Reduction - Profitability

- ◆ Shorter transaction time through cash elimination
- ◆ Less administration effort

Customer Retention

- ◆ Image advantage over competitors
- ◆ Development and intensification of a customer relationship
- ◆ Retention of the “right” customers
- ◆ Easier selection of your potential regular customers
- ◆ Individual communication with your customers
- ◆ Rewards for your regular customers

Market Analyses

- ◆ You obtain valuable customer addresses that can be used for targeted promotions. The more a promotion is tailored to a target group, the greater your success will be.
- ◆ Detailed customer profiles (shopping habits) that help you refine your marketing events
- ◆ Personalized customer cards provide a basis for selective promotions

Solvency

- ◆ Increased solvency due to the use of Gift-Cards and Debit-cards (the customer pays in advance)

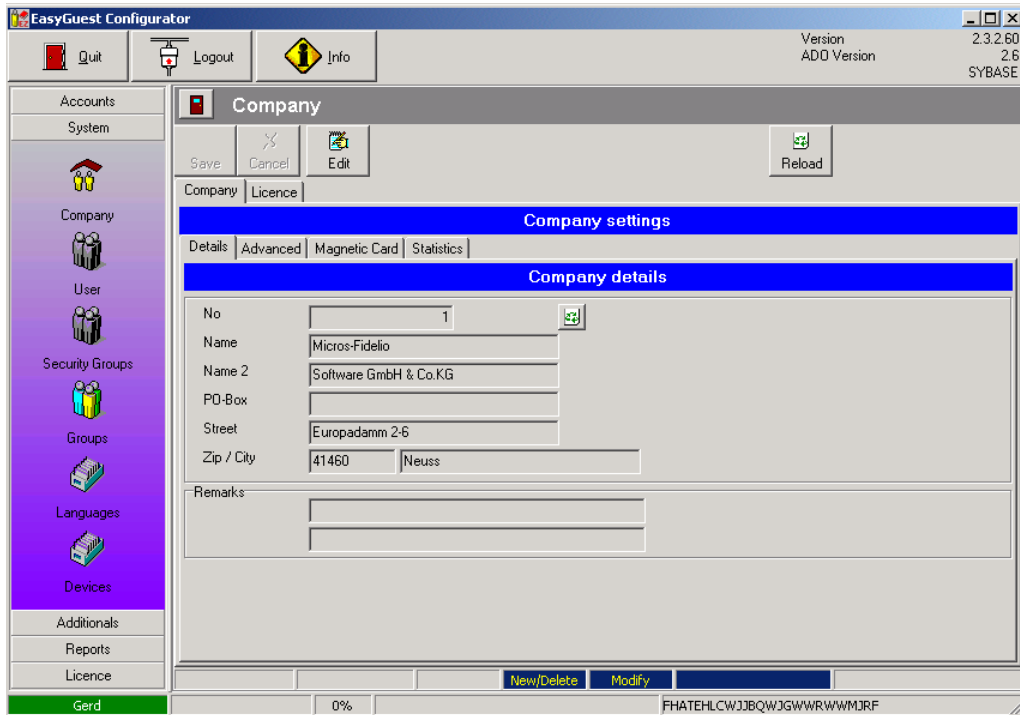
Security

- ◆ Unlike paper gift certificates, Gift-Cards cannot be counterfeited
- ◆ Cards can be cancelled at any time

A Quick Tour of EasyGuest

Multiple Stores

EasyGuest comes with multiple store functionality. Statistics, account activity, and billing can be configured for each or for all stores.

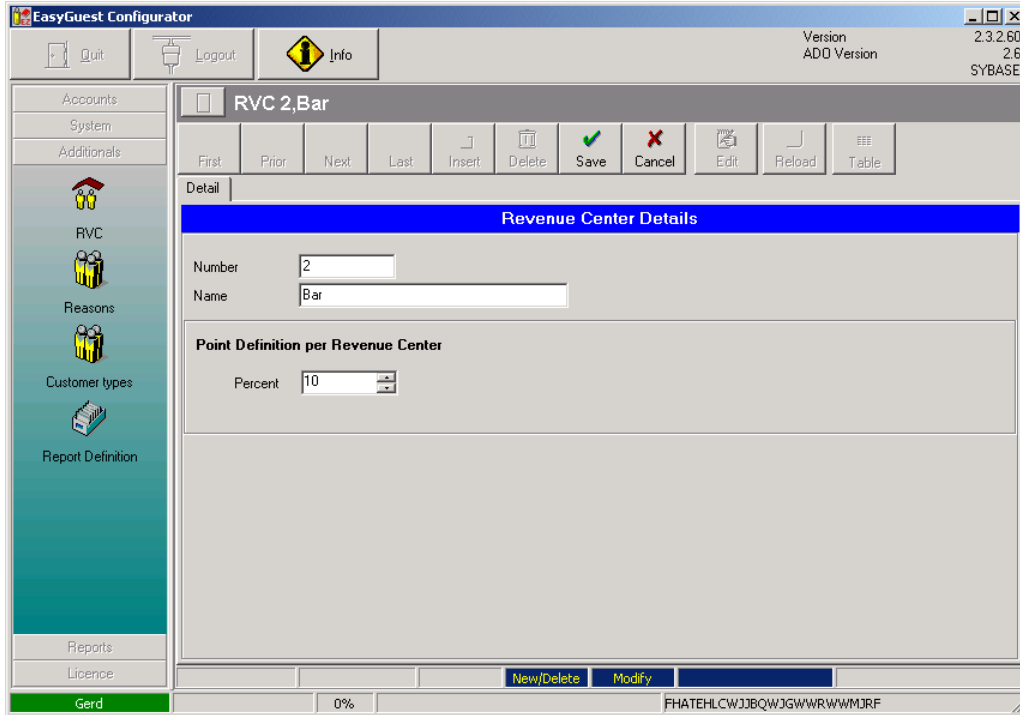


Loyalty Points

A percentage of sales can be reserved by RVC and used at a specified time as “points” to be refunded to an account.

The points can be cashed in as a discount.

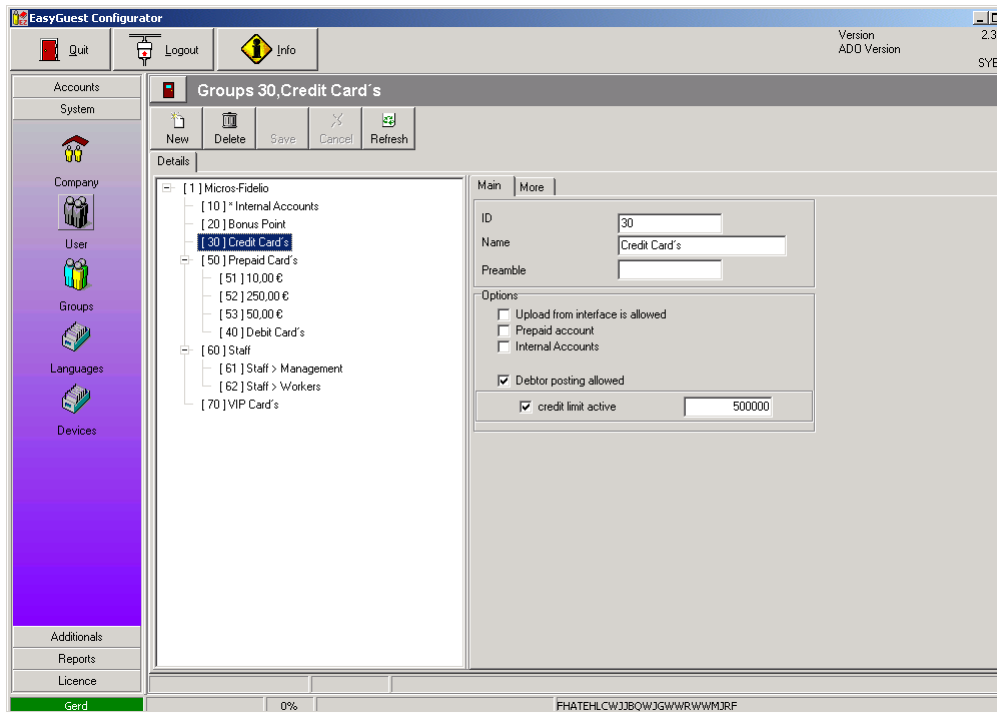
Activation can be set on a group basis.



Group Administration

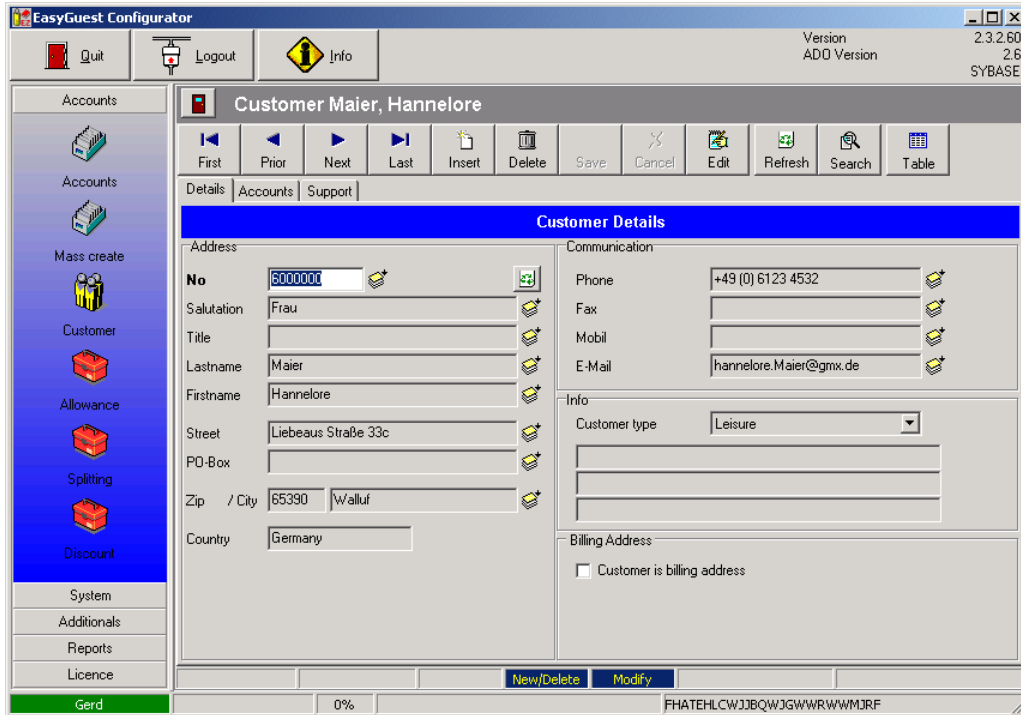
Group Administration is set up in a concise hierarchical tree structure through which you can easily control cards/accounts.

Configuring cards/accounts is as simple as assigning them to a group and defining attributes.



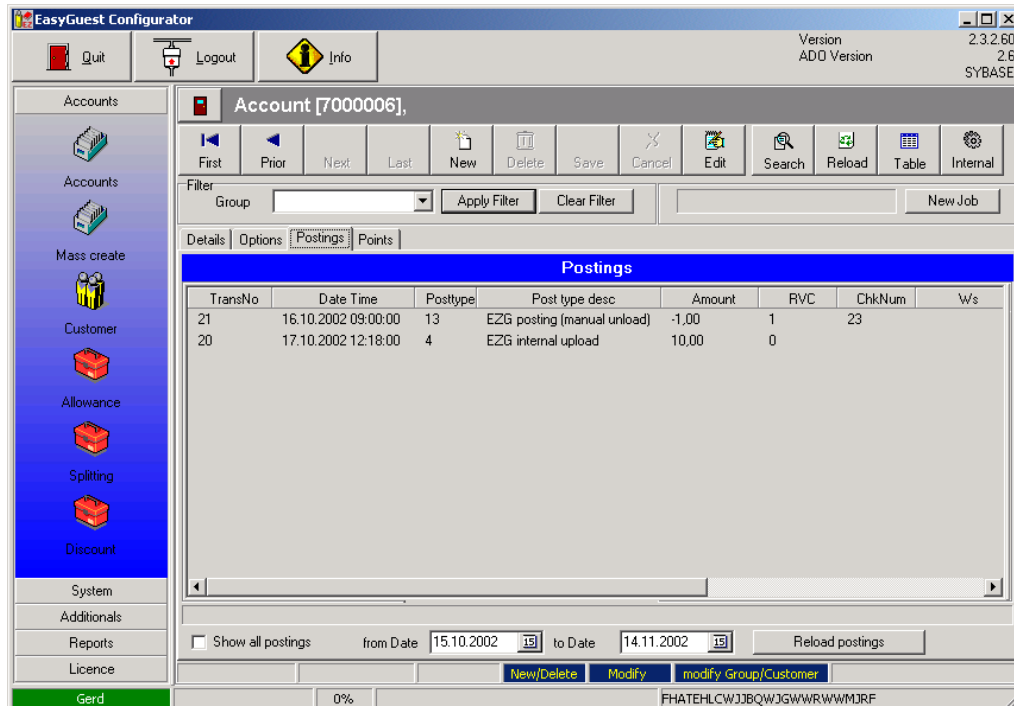
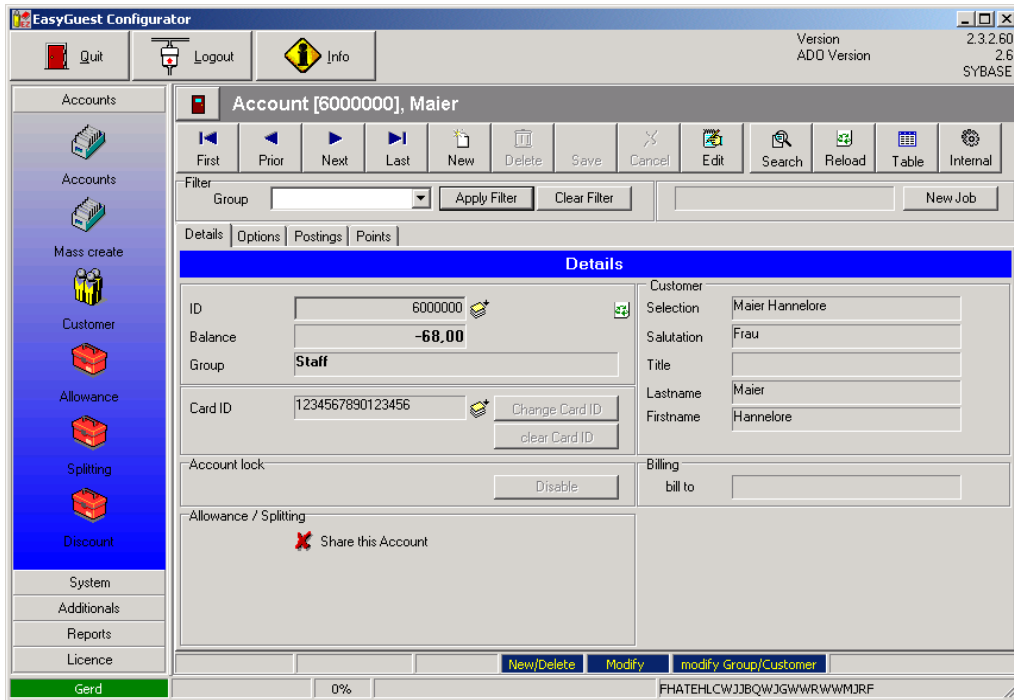
Customers

General customer data such as address, phone number, and e-mail are entered into this section. Assigned cards/accounts and actual account balances are displayed when transactions are run.



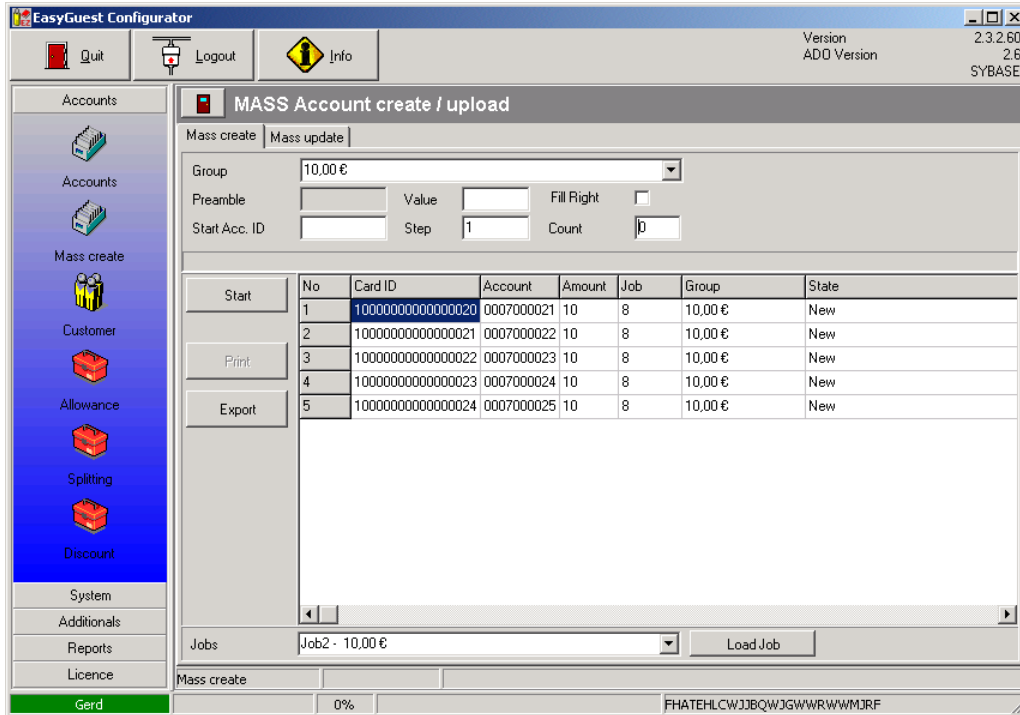
Accounts/Cards

Setting up cards/accounts is a simple task. Since groups have already been configured, the details and adjustments do not have to be entered separately for each card. To personalize cards/accounts, you can assign them to a customer and/or billing address. A detailed log of all transactions can be created for a user-defined time period, as well as a list of accumulated points.



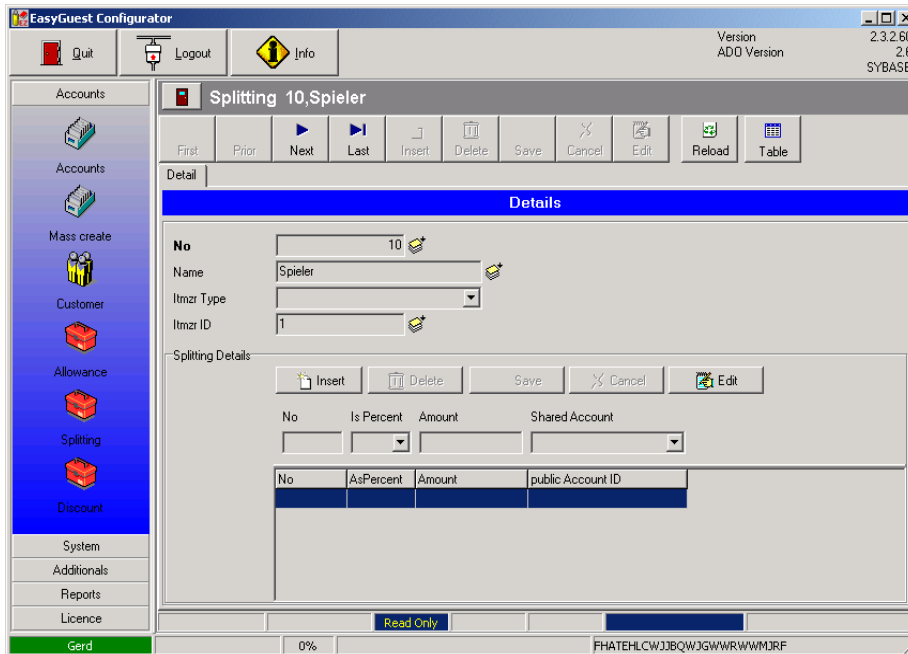
Bulk Production of Cards/Accounts (Gift Cards/Pre-paid Cards)

You can use the *Mass Create* form to automatically create pre-paid cards and their associated accounts. An export functionality enables the export of card numbers (ID numbers on the magnetic strip) to card production.



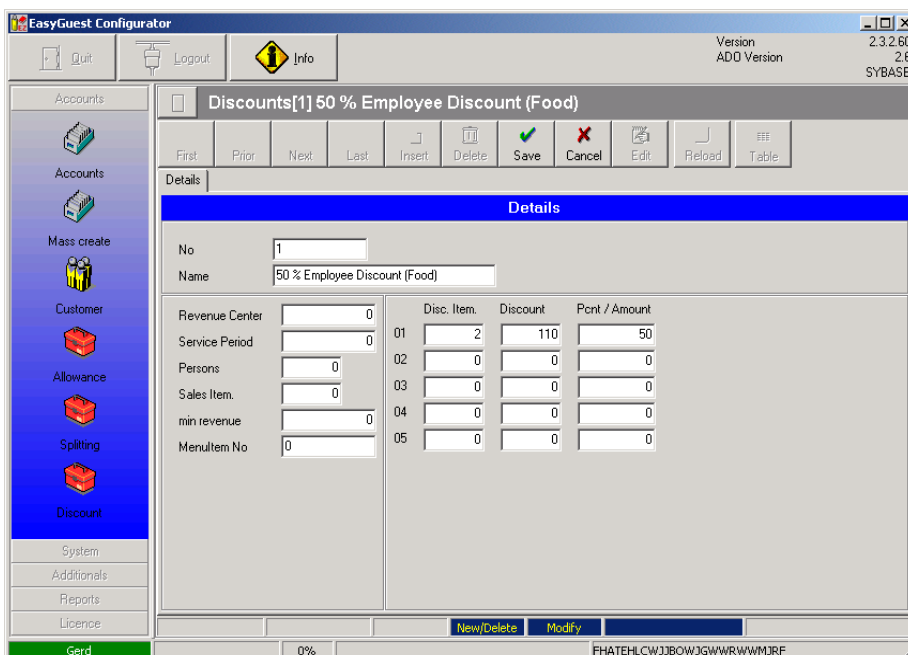
Splitting

Guest receipts can automatically be split between two accounts (a main account and a company account) in the *Splitting* module. This means that a customer receives a subsidization of x% or x € from his company; that amount is then automatically billed to the company account.



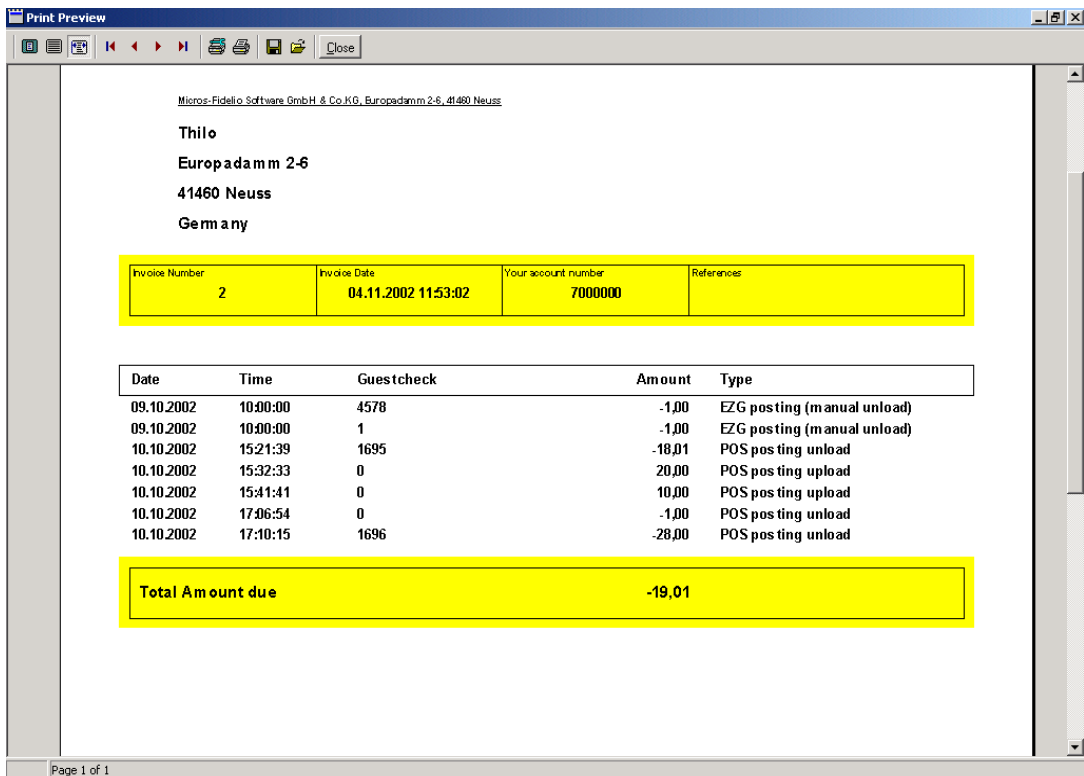
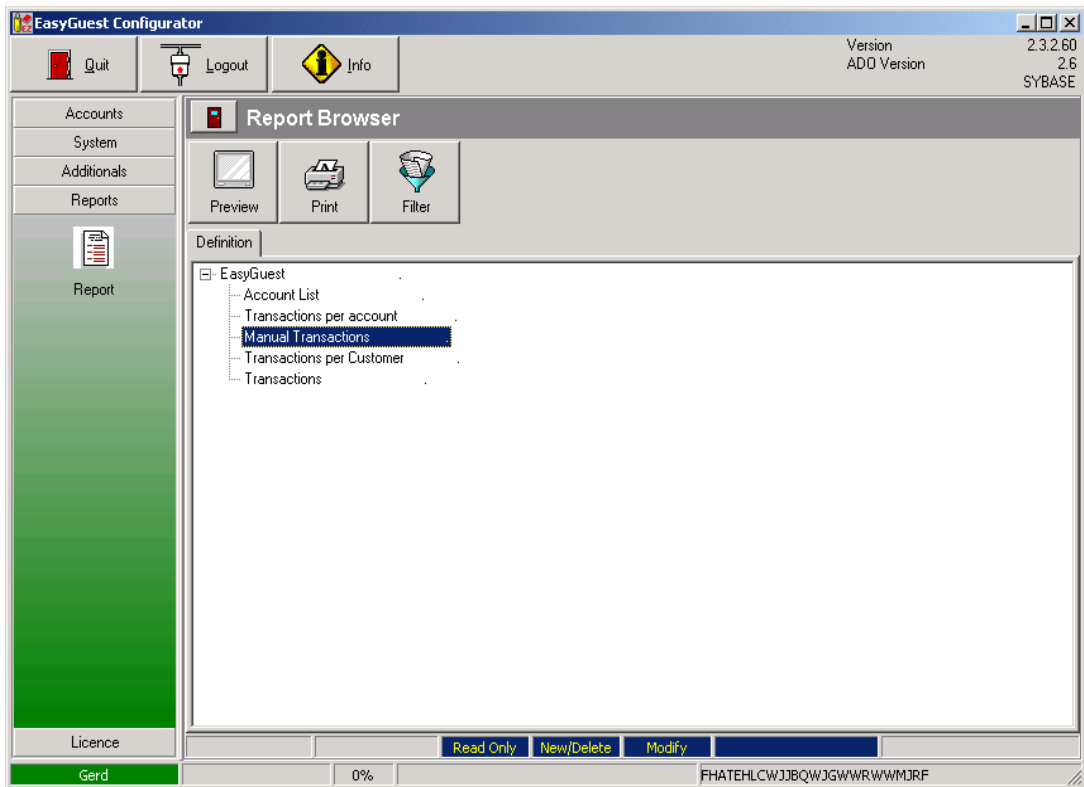
Discount

A percentage-based or fixed-rate discount can be configured individually by RVC, serving period, head count, and/or minimum sales, depending on the discount group (discount itemizer). The discounts defined in this form control the cards/accounts via EasyGuest *Group Management*.



Accounting Module

The *Accounting* module creates a bill or collective invoice for a defined time period. Selected accounts are automatically balanced with an offsetting entry once the accounting period has concluded.



Hardware & Software Requirements

POS Systems

- ◆ **MICROS 8700**—Version 2.11(p)+
- ◆ **MICROS 9700**—Version 1.50+
(EasyGuest can run on the same server)
- ◆ **MICROS 3700**—Version 3.0+
(EasyGuest can run on the same server but not on a PCWS)

Database Server

(Based on a Sybase Adaptive Server database, EasyGuest is limited to max. 15.000 accounts)

Hardware

(Minimum requirements for a server with max. 2500 accounts)

- ◆ PIII 800 MHz with 512 MB RAM and 2 GB free harddisk space
(disk mirroring is recommended)
- ◆ Screen resolution of at least 1024x768
- ◆ HP LaserJet III compatible printer
- ◆ ISDN card

Operating System

- ◆ Windows 2000 Server (Multi Language Edition)
- ◆ Windows 2000 Workstation (English)
- ◆ Windows NT-Workstation 4.00 sp5+ (English)
- ◆ Windows NT-Server 4.00 sp5+ (English)
(ADO Version 2.60+)

Client (PC Workstation)

Hardware

- ◆ PII 700 MHz with 128 MB RAM and 500 MB free harddisk space
- ◆ Screen resolution of at least 1024x768
- ◆ HP LaserJet III compatible printer

Operating System

- ◆ Windows NT-Workstation 4.00 sp5+ (ADO Version 2.60+)
- ◆ Windows 2000 (ADO Version 2.60+)
- ◆ Windows XP Professional (**not XP Home**)