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Point of Sale Solutions for Table Service Restaurants



Restaurant Pro Express (RPE)

is a state-of-the-art, award winning restaurant point of sale system from pcAmerica. Our computerized POS system enables restaurateurs to improve the profitability of their business through faster and more accurate order processing, integrated tools to track and manage ingredients and recipes, managing employee labor, and effectively marketing to customers based on ordering trends. The built-in reporting can be customized to generate key data needed to make smarter business decisions. RPE has robust functionality and comprehensive business reporting designed to meet the needs of virtually any table service restaurant.

We are experts in effectively and efficiently implementing new point of sale systems or transitioning your existing cash register into a computerized POS system. Our POS systems are simple to set up and user-friendly. Plus Restaurant Pro Express comes standard with training and 24x7x365 live technical support. Our POS solutions are scalable to handle a single location with one or more POS stations or a chain with multiple locations and one or more POS stations at each location.

How Can a Restaurant Benefit from a POS System?

- Computerizing can easily cut your costs by 5%
Annual Sales \$500,000
Annual Savings \$25,000
- + Typical single-station cost: \$2.10 per day
- = Typical savings: \$83.33 per day in lower operational costs, reduced loss, and more efficient customer service

A POS system can help a business increase efficiency, improve inventory accuracy, boost sales margins, and market to customers. For example, if a restaurant with \$500,000 in annual sales could conservatively reduce expenses by 5%, it would improve its bottom line by over \$25,000. Therefore, your POS system should show a return on investment in less than a year.



Restaurant Pro *express*
Point of Sale Solution for Restaurants

Product Tour ▶

Learn more about how RPE can help your restaurant business.
www.pcamerica.com/rpedemo



INDUSTRY PROVEN

With over 20 years in the point of sale industry, pcAmerica software is used by over 50,000 users worldwide. Restaurant Pro Express is designed to meet the needs of virtually any table service restaurant.

- Fine Dining
- Casual Dining
- Pizzeria / Ristorante
- Buffets
- Coffee Shops
- Pubs
- Bars and Nightclubs
- Independent Restaurants
- Multi-site / Chains



Easy to Install, Use, and Maintain

Restaurant Pro Express encompasses the perfect mix of simplicity and functionality. Our POS systems can be ordered with software and drivers preinstalled. Initial configuration is streamlined with a picture-rich user manual and easy setup prompts. Train your servers in as little as 60 seconds to place orders and close out checks. The colorful touch-screen interface walks servers through each transaction, helping them place each order quickly and accurately. Comprehensive written tutorials can be supplemented with a live training session to quickly teach you how to enter your menu, configure employees, run reports, and perform other useful system functions.

Fast and Simple Order Entry

Fast order entry is critical in all types of restaurants. Servers at table service and fine dining restaurants will spend less time inputting orders and more time helping your guests. Every second saved helps boost your profits. The Restaurant Pro Express point of sale system is designed to increase efficiency of the daily operations in your restaurant.

Process Credit, Debit, and Gift Cards Including Tips

Eliminate long lines and speed up the ordering process at the point of sale. Restaurant Pro Express offers integrated transaction processing for credit, debit, and gift cards including tips. Our POS system can process card based transactions in as little as 2-3 seconds. RPE is PA-DSS certified for PCI Compliance.

RPE Features

- Unlimited menu items
- Modifiers
- Multiple menus for different meals
- Customizable buttons
- Split checks
- Caller ID
- Order time statistics
- Rotating Menus
- Table transfers
- Bar tabs
- Comps and voids
- Coin changer
- Happy hour pricing
- Pay at the table
- Order by guest
- Print food labels
- Color code your menu
- Weight scale support, NTEP/government certified
- Pizza screen
- Self-service terminals
- Age Verification



Table Management

Integrated table management allows you to view the status of every table in your restaurant from any terminal. Each table displays the server working it, number of guests, check total, course indicator and a running clock showing how long the party has been seated.



Tables and restaurant landmarks (such as fish tanks, doors, the bar) are simple to configure using a drag and drop interface. RPE has fast, one-touch operations to split, transfer and combine checks.



Flexibility to Meet the Needs of Any Restaurant

Restaurant Pro Express is a complete table service point of sale system with a robust feature set. The built-in functionality streamlines restaurant activities and helps your entire business run more efficiently. Our software designers continually return to the field to get hands-on experience. This on-site operations experience enables our software design team to ensure our POS software meets the evolving needs of your restaurant.

Discover the Benefits of Social Marketing



Did you know pcAmerica can integrate popular social marketing tools like Facebook and Twitter into your POS system? Learn how to promote your business with integrated social marketing by contacting our knowledgeable sales staff.

For more information visit
www.pcamerica.com/socialmarketing



Customer Marketing: Built-In Gift and Loyalty Programs



Solid marketing and loyalty reward programs are proven methods for attracting new and repeat customers into your restaurant. Restaurant Pro Express empowers restaurateurs to effectively market

directly to existing and potential customers. Our gift and loyalty programs give you the ability to offer discounts or rewards like frequent visitor discounts, birthday or anniversary rewards, and provide loyalty cards that reward customers based on purchasing activity. Restaurant Pro Express puts several tools in your hands to help you accomplish this including automated tracking of loyalty plans and other tools to market directly to your customers:

- Fast customer lookup with membership cards, last name, phone number
- Record itemized purchase details of each customer
- Automatically tracks and gives rewards
- Record birthday and anniversary dates
- Frequent visitor discounts
- Ability to send informational newsletters, coupons, sales and new product announcements
- Customer loyalty cards tie to customer accounts that track loyalty activity
- Scan customer license to auto-populate customer record



Track and Manage Inventory, Recipes, and Ingredients



The RPE POS system includes an integrated, robust inventory and ingredient tracking module that enables restaurateurs

to track inventory levels and reduce or eliminate spoilage, waste, theft, and stock discrepancies. Each item that gets sold will be automatically deducted from the restaurant's inventory stock levels. RPE will notify you when you need to reorder items so that you do not run out of stock and ensures that you will never have to tell another customer that you're out of a menu item. Other inventory control features include:

- Enter a recipe for each menu item including yield percentages
- Generate a 'Theoretical Usage' shopping list of ingredients based on past sales
- Stock ingredients based on past sales
- Built-in purchase order system maintains list of vendors and inventory/ingredient pricing
- Track item costs, profit margins, recipes, ingredients, and best and worst selling menu items
- Low stock alerts
- Discrepancy reports
- Forecast ingredient usage



Online Ordering

The RPE online ordering interface puts your menu online and enables customers to order directly from your web site and have the orders automatically print in your kitchen. Customers can order items, select modifiers and up-sells, designate pick-up or delivery, input a time and pay for their order all online.



Order Fulfillment and Kitchen Management

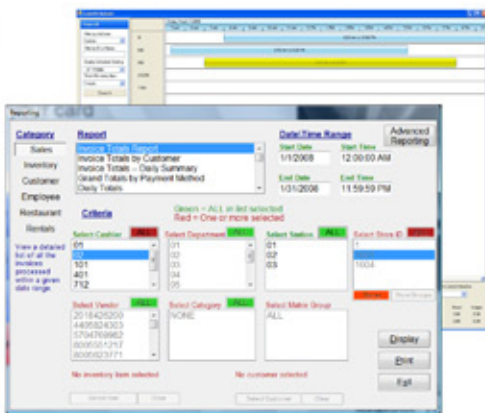
RPE enhances the efficiency of your kitchen with its order display capabilities and detailed performance statistics. Orders can be printed to large-font kitchen printers, or alternatively displayed on a kitchen video monitor. Most restaurants have one printer or monitor at each food preparation station (ex: grill, cold food, bar). Each menu item can be configured to route to one or more stations.

Order fulfillment through a POS can reduce theft and loss. If kitchen staff are trained and accountable to only prepare food routed by the POS system, servers will have to add every item to a check, eliminating their ability to give away freebies. Printers and monitors display orders clearly, reducing wasted food from misinterpreted handwriting. The POS system introduces consistency and efficiency by ensuring servers choose forced modifiers such as meat temperatures (rare, medium rare, etc) and side dishes at time of order entry.



➔ Reduce Employee Theft and Labor Costs

It is crucial to monitor the cash and employee activity inside of your restaurant. Employee theft is typically the leading cause of shrinkage, caused by a combination of theft of cash as well as unwarranted discounts or freebies. Employee labor is one of the largest expenses in a restaurant. Restaurant Pro Express has integrated employee management, secure access to functions, and audit tracking to ensure that all money is accounted for.



- Assign system permissions and restrictions to employees
- Create and print labor schedules including hours, breaks, and job code being worked
- All restaurant employees can clock in and out, as well as check out for paid or unpaid breaks
- Integrated labor scheduler makes it easy to manage shifts and ensure sufficient but not excessive labor is on hand

➔ Detailed Business Reporting to Help Control Expenses and Improve Profits

Reporting is the most important feature of a good point of sale system. At pcAmerica, our continued success has been a result of input from our customers. We have programmed our POS software, Restaurant Pro Express to provide the most useful reports for restaurateurs. As a business owner, it is important to be on top of your sales figures, costs, and inventory levels.

The reporting screen has been designed with ease-of-use in mind. You can choose the type of reports by the click of a button, choose the date and time range you would like data for, and further narrow your report by adding criteria. When you select a report, a small description of what will be displayed will appear on the reporting screen as well. Select to view a report by store number, cashier id, customer, vendor, department, or item.

- Seamless integration with QuickBooks Accounting
- Optionally view reports online through web site
- Extensive sales reports summarize overall cost, labor cost percentage, sales, profits and performance
- Daily financial summaries
- Number of customers, average transaction amount
- Menu mix reports show your best and worst selling menu items



+ Additional features include:

Integrated Payroll

RPE can slash the time spent processing payroll from hours to a few minutes by electronically compiling and sending the hours worked and tips earned to a certified payroll provider. Upon send, the payroll provider will calculate overtime wages, taxes and garnishments and automatically issue checks or direct deposits.

RPE Mobile

Restaurant Pro Express™ Mobile enables servers to take orders and credit card payments tableside, reducing wait times and increasing table turn. The mobile POS runs on Apple® iPod touch® or iPhone® devices and shares menus and transactions with the main POS terminals in real-time.



Digital Signage

RPE's digital signage functionality displays attractive messages or advertisements alongside transaction information on full-size LCD screens, LCD pole displays and pin pads. The signs, which are standard graphic files, can be used to promote specific items, sales or events. Many businesses sell the signage space to their vendors, turning the POS into a profit center.



Web Portal Reporting

The pcAmerica Web Portal is an internet based system that allows users to run reports, change prices, create menu items and several other back office tasks from a web browser on any computer with internet access. This is a perfect solution for restaurant owners that need to easily monitor and manage their business from a remote location.



Ask About Our Leasing Program

pcAmerica offers leasing on hardware, software *and* services

Contact a pcAmerica sales representative to learn more!