

# Web-based Online Ordering: A Profitable Innovation for Restaurants

**Visit us at [www.posnet.us](http://www.posnet.us)**

Phone: (818) 597-2627 • Fax: (818) 597-2604

E-mail: [sales@posnet.us](mailto:sales@posnet.us)



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# Online Ordering - The Opportunity!

Online ordering volume is growing at a rate of 20% per month.

- Wagstaff Worldwide, Inc.

Roughly 25% of diners in 2007 made an online order from a restaurant. That's up 9 percent from two years ago.

- Technomic, a Chicago-based restaurant consulting firm.

“... the online sale of food and beverages has increased 18 times over the last five years from \$300 million to \$5.5 billion.” - QSR Magazine

“... More than 80 percent of those who ordered food on the Internet said they rate the experience as excellent.” - QSR Magazine

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# Online Ordering - The Opportunity!

Well over half of the meals purchased at the nation's approximately 1,000,000 restaurants are eaten at home, at the office or in the car.

- USA Today

The typical American ate 81 meals inside restaurants but ordered 127 meals to go. - NPD Group

People used to go to restaurants to eat. Now they go out to get food to go. - NPD Group

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# Why Online Ordering?

- Increase sales to the rapidly growing Internet crowd
- Online orders average 20% higher, than phone orders
- Fast, casual restaurants can increase annual revenues by 17-25%!
- Decrease the amount of time staff spends on phone orders
- Significantly decrease customer ordering time
- Customer satisfaction: Eliminate miscommunication, no busy signal or on-hold problem, re-orders are easy, more selection
- Take online payments securely and in advance!

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# Product Description

- POSnet web order is a part of POSnet Point Of Sale
- Very comprehensive solution
- POSnet software is downloaded to restaurant owner's computer
- Menu setup, reports, edit transaction, customer information, and credit card management are done with the Point Of Sale application
- Every customer for the web order system has 1 free license for the POSnet Point Of Sale (web only version)
- Web only version includes select features as value added including Labor Schedule, Time and Attendance, Payroll Report, Purchase Order and Inventory Management.

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# Product Description




**Menu**

Search:

- Appetizers
- Salads
- Sandwiches
- Burgers
- Main Course
- Specialties Pizza
- Build Your Own Pizza
- Sushi
- Notes

**My Options**

**Margherita Pizza**  
Tomato sauce, mozzarella cheese & basil.



Price: \$12.45  
Qty: 1

Save  Cancel

**Add Notes**

1 Part  2 Parts  3 Parts  4 Parts

**1 2**  1st Half  2nd Half

Modifier: none With Option

Basil (\$0.25)

Mozzarella (\$0.50)

Tomato sauce

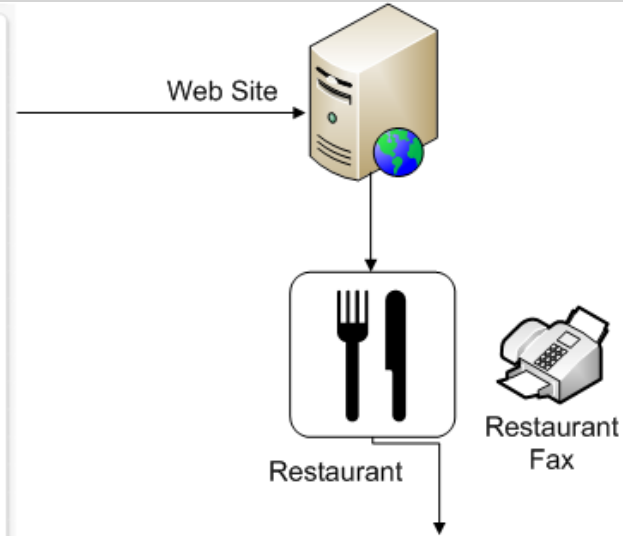
Save  Cancel

**My Order**

1 Greek Pizza - \$11.00

Sub Total: \$11.00  
Tax: \$0.91

Total: \$11.91



Order: #5001 Take Out

My Restaurant

Street  
123 Rodeo Dr, Beverly Hills, 91301  
3105555555

Due Time: 2/5/2008 11:30:00 AM    Payment Type: Credit    Invoice Number: 2113

Customer: Ofir Weisberg  
Address: 5200 Kanan Rd, ste 225, Agoura Hills, 91301  
Note: The building behind Pizza Hut, Second floor on the right  
Phone: 8185972627

Description	Price	Qty	Amount
Margherita Pizza	12.45	1	12.45
- 1st Half Mozzarella (Light)			
- 2nd Half Tomato sauce (Extra)			
<b>Amount</b>			12.45
<b>Tax</b>			1.03
<b>Total</b>			13.48
<b>Gratuity</b>			
<b>Paid</b>			13.48
<b>Balance</b>			

## Restaurant Name: Eastern Tastes

- Consumers visit the Restaurant Web Site: <https://EasternTastes.Takeout1.com>
- Orders from the restaurant menu.
- Pays transaction with credit card.
- After credit card is approved, order is sent to the restaurant via fax (if computer available Optional Kitchen printer setup.)
- Restaurant owner controls his menu. Menu item can be activated or deactivated, includes pictures and no limitation to the amount of items on the menu.

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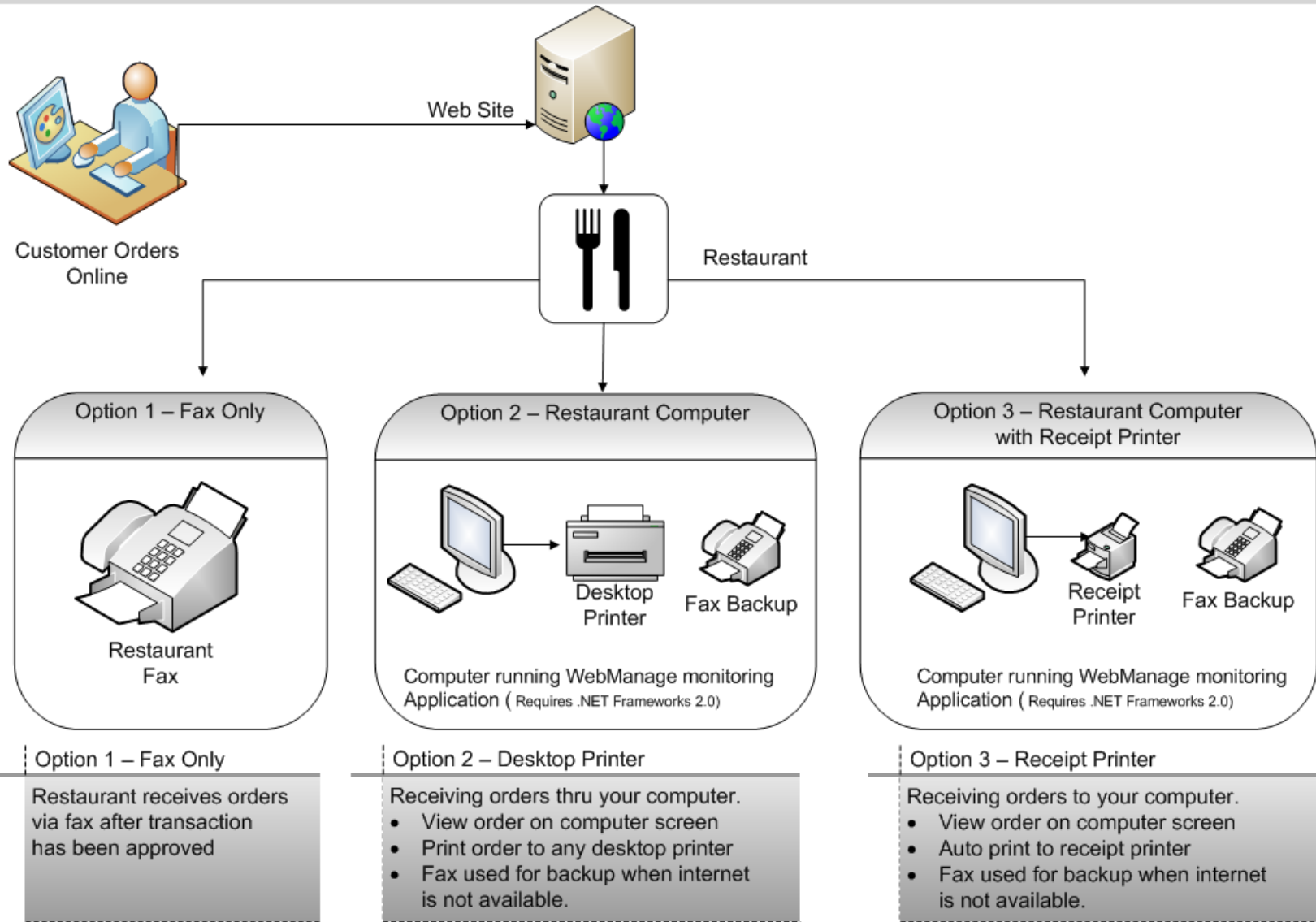
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# Receiving Orders



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# Product Description

## Web Order Site (Shopping Cart)

- Online ordering (shopping cart) site hosted by Posnet.
- Unlimited amount of menu items.
- Each item can have description, modifiers and picture.
- Add, change, remove and set the availability of each item.
- Set the opening time for takeout and the opening time for delivery (if delivery is applicable for you)
- Delivery
  - delivery charge for each zip code.
  - Minimum order amount
  - Delivery tip.
- Your customers can register and by doing so the system will keep their order history for reordering option.
- Alert on a new orders by Fax, Email and WebManage Monitoring application

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# Product Description

## Web Manage

Web Manage is an application that can run on any window PC using Microsoft .NET version 2.0. You can see the orders as they come in & print them, manage your menu, set item availability and configure all the different settings of your web ordering web site. You will get a bonus

### **Employee management application**

Including:

- Payroll
- Time & Attendance
- Labor Schedule
- Paid & non paid break Control

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# Product Description

## Web Manage Monitoring Application

Web Manage checks every 30 seconds for new orders. They will show on your computer screen and will print the order & credit card receipt automatically

(\* ) You can connect a receipt printer or desktop printer to your computer and then the application will automatically print the new orders. You can also use multiple network receipt printers for dedicated printing to specific location in the kitchen/restaurant

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# Program Demonstration

[www.takeout1.com](http://www.takeout1.com)

Online Ordering Made Easy!

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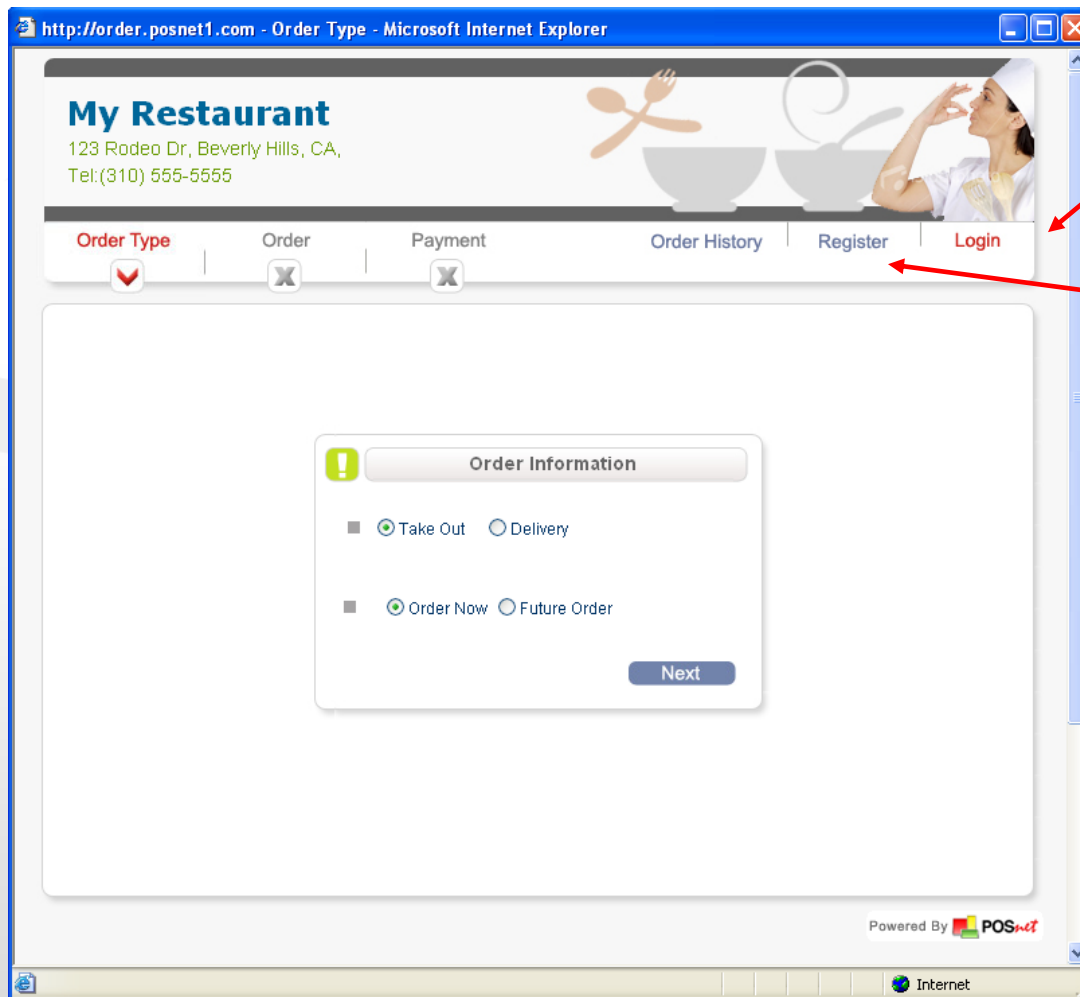
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# Your Restaurant's Home Page!



A returning customer needs to click Login.

A new customer needs to Register.

Logging in and registering are possible during any step of the ordering process.

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# The Registration & Login Screens

http://order.posnet1.com - Registration - Microsoft Internet Explorer

**My Restaurant**  
123 Rodeo Dr, Beverly Hills, CA,  
Tel:(310) 555-5555

Order Type | Order | Payment | Order History | Register | Login

Register

■ First Name: John  
■ Last Name: Smith  
■ Street: John Smith St  
■ City: Los Angeles  
■ State: Ca  
■ Zip: 91301

■ Phone: 310-1111111  
■ Email: johnsmith@gmail.com  
■ Password: .....  
■ Re. Password: .....  
Submit

Powered By POSnet

Registration is fast and easy!

Log In

Email johnsmith@gmail.com  
Password .....

Login

Once registered, Login is simple.

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# Take Out or Delivery?

http://order.posnet1.com - Order Type - Microsoft Internet Explorer

**My Restaurant**  
123 Rodeo Dr., Beverly Hills, CA,  
Tel:(310) 555-5555

Order Type | Order | Payment | Order History | Register | Login

Order Information

Take Out  Delivery

Order Now  Future Order

Next

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The customer chooses Take Out or Delivery for Now or in the Future.

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# Choosing Delivery Now

My Restaurant  
123 Rodeo Dr, Beverly Hills, CA,  
Tel:(310) 555-5555

Order Type | Order | Payment | Order History | Register | Login

Order Information

Take Out  Delivery Zip Code

Order Now  Future Order

Next

Powered By POSnet

For Delivery Now, the customer enters a zip code.

You can set a minimum dollar amount for the delivery option and insert delivery charges according to the customer's zip code!

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# Choosing Delivery in the Future

http://order.posnet1.com - Order Type - Microsoft Internet Explorer

**My Restaurant**  
123 Rodeo Dr, Beverly Hills, CA,  
Tel: (310) 555-5555

Order Type | Order | Payment | Order History | Register | Login

**Order Information**

Take Out  Delivery Zip Code

Order Now  Future Order

Pick Up Date 10/21/2007

Pick Up Time 02 10 PM

Next

Powered By POSnet

For Future Delivery, a customer enters the Date and Delivery Time.

You can set the hours when customers can place orders, so that orders will not be permitted during non-operating hours.

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# Open and Delivery Hours



The screenshot shows a web browser window titled "http://order.posnet1.com - Order Type - Microsoft Internet Explorer". The page header includes "My Restaurant" with the address "123 Rodeo Dr., Beverly Hills, CA, Tel:(310) 555-5555" and a navigation menu with "Order Type", "Order", "Payment", "Order History", "Register", and "Login". A central yellow box contains the following error message:

- Zip Code is required field on delivery.
- There are no deliveries at that time.

Below the error message, the delivery hours are listed by day:

**Sunday**  
09:00 AM - 12:00 PM  
03:00 PM - 07:00 PM

**Monday**  
09:00 AM - 12:00 PM  
03:00 PM - 07:00 PM

**Tuesday**  
09:00 AM - 12:00 PM  
03:00 PM - 07:00 PM

**Wednesday**  
09:00 AM - 12:00 PM  
03:00 PM - 07:00 PM

**Thursday**  
09:00 AM - 12:00 PM  
03:00 PM - 07:00 PM

**Friday**  
09:00 AM - 12:00 PM  
03:00 PM - 07:00 PM

**Saturday**  
09:00 AM - 12:00 PM  
03:00 PM - 07:00 PM

At the bottom, the "Order Information" section shows "Take Out" and "Delivery" radio buttons, with "Delivery" selected and a "Zip Code" input field.

When a customer selects a future delivery date and time that is not available, this message appears with your delivery hours.

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# Making Menu Selections

The screenshot shows a web browser window titled "http://order.posnet1.com - My Restaurant - Microsoft Internet Explorer". The page features a header for "My Restaurant" with the address "123 Rodeo Dr., Beverly Hills, CA," and phone number "Tel:(310) 555-5555". Below the header is a navigation bar with links for "Order Type", "Order", "Payment", "Order History", "Register", and "Login". The main content area is divided into three sections: "Menu", "My Options", and "My Order". The "Menu" section is highlighted with a red arrow and contains a list of menu categories: Appetizers, Salads, Sandwiches, Pizza, Main Course, Burgers, Sushi, and Notes. The "My Order" section displays a summary: "Sub Total: \$0.00", "Tax: \$0.00", and "Total: \$0.00", with a "Check Out" button. The page is powered by POSnet.

Customers choose from the your menu categories.

For example:  
Sandwiches

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# Category Menu Items

http://order.posnet1.com - My Restaurant - Microsoft Internet Explorer

**My Restaurant**  
123 Rodeo Dr, Beverly Hills, CA,  
Tel:(310) 555-5555


Order Type  Order  Payment  Order History Register Login


**Menu**


- Appetizers
- Salads
- **Sandwiches**
- Pizza
- Main Course
- Burgers
- Sushi
- Notes

**My Options**

**Sandwiches**

 **Chicken Clubhouse Super Stacker Sandwich** \$5.99  
Grilled chicken breast strips, green peppers and onions with Provolone cheese, crisp bacon, ranch dressing, lettuce, tomatoes and mayonnaise on a grilled Romano-Parmesan roll.

 **Double BLT Sandwich** \$5.25  
A great double-decker with six strips of bacon, lettuce, tomato and mayonnaise on white toast.

 **Grilled Turkey Super Stacker Sandwich** \$6.25  
Tender slices of grilled, smoked turkey, green peppers and onions with Swiss cheese, lettuce, tomatoes and

**My Order**

Sub Total: \$0.00  
Tax: \$0.00  
Total: \$0.00

Clicking a menu category will list all the selections in the category.

To order a selection, the customer simply clicks the item.

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# Modifying and Enhancing the Order

The screenshot shows a web browser window titled "http://order.posnet1.com - My Restaurant - Microsoft Internet Explorer". The page header includes the restaurant name "My Restaurant" and address "123 Rodeo Dr, Beverly Hills, CA, Tel:(310) 555-5555". Below the header is a navigation bar with tabs for "Order Type", "Order", "Payment", "Order History", "Register", and "Login". The "Order" tab is active. The main content area is divided into three sections: "Menu", "My Options", and "My Order".

- Menu:** A list of categories including Appetizers, Salads, Sandwiches (highlighted), Pizza, Main Course, Burgers, Sushi, and Notes.
- My Options:** Displays the selected item "Chicken Clubhouse Super Stacker Sandwich" with a description: "Grilled chicken breast strips, green peppers and onions with Provolone cheese, crisp bacon, ranch dressing, lettuce, tomatoes and mayonnaise on a grilled Romano- Parmesan roll." It shows a price of \$5.99 and a quantity of 1. There are "Save" and "Cancel" buttons. Below this, there is a "Select Side Choice 1" section with options: "French Fries", "Half & Half", and "Onion Rings". There are also "Save" and "Cancel" buttons for this section.
- My Order:** Shows a summary of the order with "Sub Total: \$0.00", "Tax: \$0.00", and "Total: \$0.00". A "Check Out" button is present.

The browser's status bar at the bottom shows "Done" and "Internet".

The ordering system will ask the customer to select options for their menu selection such as the type of bread for a sandwich (if different breads are available).

In addition, side dishes can be displayed and ordered as well such as salads, French fries and onion rings.

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# Modifiers Screens

Modifier:		Extra	With	No
green peppers	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
olives	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avocado	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bacon	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrots	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheese	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cucumber	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eggplant	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feta Cheese	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goat Cheese	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lettuce	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mayo	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onions	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peppers	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tomatoes	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

-----

Save

Cancel

Other modifiers such as peppers, onions, and cheese will be displayed as well.

When choosing “With” or “Extra” the cost of the addition (if there is one) will be added to the order.

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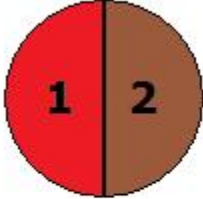
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# Pizza Ordering Made Easy!

1 Part  2 Parts  3 Parts  4 Parts



1st Half  2nd Half

**Modifier:**

mushrooms	<input checked="" type="radio"/>	With	<input type="radio"/>
olives	<input checked="" type="radio"/>		<input type="radio"/>
Artichoke Hearts	<input checked="" type="radio"/>		<input type="radio"/>
Asparagus	<input checked="" type="radio"/>		<input type="radio"/>
Basil	<input checked="" type="radio"/>		<input type="radio"/>
Bell Pepper	<input checked="" type="radio"/>		<input type="radio"/>
Cheese	<input checked="" type="radio"/>		<input type="radio"/>

Save

Cancel

Once a customer has selected a pizza, the pie can be split in up to four parts (if desired by the restaurant). Each part of the pizza can be modified as well!

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# Order History

http://order.posnet1.com - Check Out - Microsoft Internet Explorer

## My Restaurant

123 Rodeo Dr, Beverly Hills, CA,  
Tel:(310) 555-5555

Order Type  Order  Payment  **Order History** Register Login

### Order List

Show	Reorder	Date	#	Amount
<a href="#">Show</a>	<a href="#">Reorder</a>	09/24/2007	# 1758	\$26.19
1 - California Roll				
1 - Kappa Maki				
1 - Chicken Clubhouse Super Stacker Sandwich				
1 - Antipesto Italiano				
<a href="#">Show</a>	<a href="#">Reorder</a>	08/10/2007	# 1672	\$24.25
1 - Antipesto Italiano				
1 - Capricciosa Pizza				
<a href="#">Show</a>	<a href="#">Reorder</a>	08/10/2007	# 1670	\$26.94
1 - Chicken Clubhouse Super Stacker Sandwich				
2 - Antipesto Italiano				
<a href="#">Show</a>	<a href="#">Reorder</a>	07/23/2007	# 1590	\$39.49
1 - Cheese & Chile Quesadilla				
1 - Fresh Guacamole				
1 - Spicy Chile Chicken Drumettes				
1 - Nabe Yaki Udon				
<a href="#">Show</a>	<a href="#">Reorder</a>	07/19/2007	# 1558	\$7.52
1 - Bruschetta				
<a href="#">Show</a>	<a href="#">Reorder</a>	07/19/2007	# 1557	\$10.77
1 - Mista Insalate				
<a href="#">Show</a>	<a href="#">Reorder</a>	07/18/2007	# 1556	\$7.52
1 - Bruschetta				
<a href="#">Show</a>	<a href="#">Reorder</a>	07/18/2007	# 1555	\$9.69
1 - Antipesto Italiano				
<a href="#">Show</a>	<a href="#">Reorder</a>	07/18/2007	# 1554	\$6.50
1 - Edamame				
<a href="#">Show</a>	<a href="#">Reorder</a>	07/18/2007	# 1553	\$20.03
1 - Shrimp Saute				
1 - Gyoza				

### Order Information

Past customers are able to select "Order History" after logging into the system.

By viewing previous orders, they can reorder favorite selections with a click of the mouse!

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# Order Information

The screenshot displays a restaurant's POS interface. At the top, it says "My Restaurant" with the address "123 Rodeo Dr., Beverly Hills, CA, Tel: (310) 555-5555". Below this is a navigation bar with "Order Type" (checked), "Order" (checked), "Payment" (X), "Order History", "Register", and "Login". The main content area is divided into three sections: "Menu" (with a crown icon and a list of categories including Sandwiches), "My Options" (with a checkmark icon and a list of sandwich items), and "My Order" (with a list icon and a summary of the current order). A red arrow points to the "Show Details" link in the "My Order" section.

**My Restaurant**  
123 Rodeo Dr., Beverly Hills, CA,  
Tel: (310) 555-5555




Order Type  | Order  | Payment  | Order History | Register | Login

**Menu**

- Appetizers
- Salads
- Sandwiches**
- Pizza
- Main Course
- Burgers
- Sushi
- Notes

**My Options**

**Sandwiches**

-  **Chicken Clubhouse Super Stacker Sandwich** \$5.99  
Grilled chicken breast strips, green peppers and onions with Provolone cheese, crisp bacon, ranch dressing, lettuce, tomatoes and mayonnaise on a grilled Romano-Parmesan roll.
-  **Double BLT Sandwich** \$5.25  
A great double-decker with six strips of bacon, lettuce, tomato and mayonnaise on white toast.
-  **Grilled Turkey Super Stacker Sandwich** \$6.25  
Tender slices of grilled, smoked turkey, green peppers and onions with Swiss cheese, lettuce, tomatoes and

**My Order**

- 1 Chicken Clubhouse Super Stacker Sandwich - \$7.49 [Edit](#)
- [Show Details](#)
- Sub Total:** \$7.49
- Tax:** \$0.00
- Total:** \$7.49
- [Check Out](#)

On the right side of the screen a list of the order is always visible.

The customer can click to “show details” or “Edit” to change the order.

When the order is completed the customer clicks “Check out.”

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# Checking Out

http://order.posnet1.com - Check Out - Microsoft Internet Explorer

## My Restaurant

123 Rodeo Dr, Beverly Hills, CA,  
Tel:(310) 555-5555

Order Type  | Order  | **Payment**  | Order History | Register | Login

### Personal Information

First Name:   
Last Name:   
Email:   
Phone:   
Your email will be used for the order confirmation

### Credit Card Information

Card Number:   
Expiration Date:  /   
Zip Code:   
Card identification number:   
  
[See how to find your Card ID #](#)

### Invoice

1 Chicken Clubhouse Super Stacker Sandwich - \$8.99  
[Show Details](#)

<b>Sub Total:</b>	\$8.99
<b>Tax:</b>	\$0.00
<b>Total:</b>	\$8.99

On the right side of the Payment screen, the customer can see the invoice. On the left side, his or her personal information.

The customer enters a credit card number, expiration date, zip code and Card ID number and clicks "Submit."

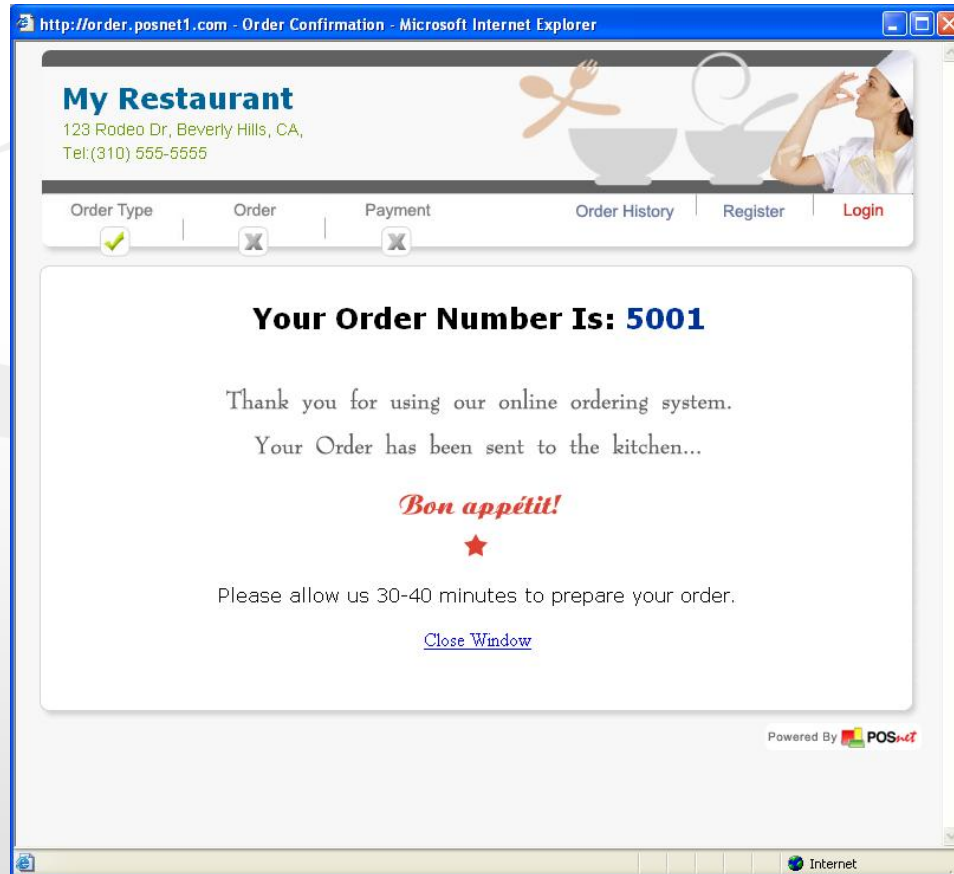
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# Checking Out



After submitting an order, a message to the customer with the order status and number will pop up on the screen.

The customer and the owner will get an email with the invoice.

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# Receiving Orders at Your Restaurant

## Options to receive orders:

- **Fax.** Orders are automatically sent to your fax machine.
- **POSnet monitor.** Orders are received on your computer running the POSnet program and are printed out with a dedicated printer(s).
- **Email.** Orders are sent by email.

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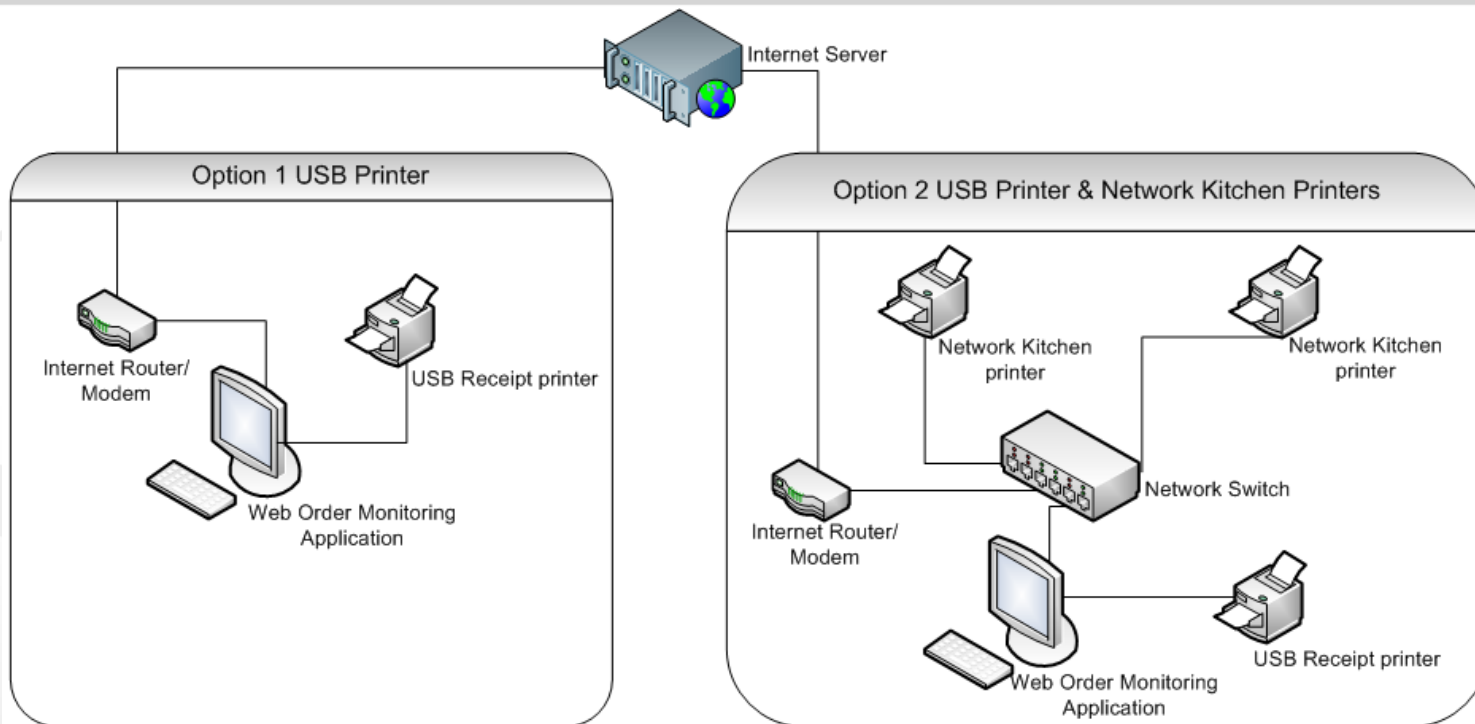
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# Printing Options



## Printing Options

The receipt printer - prints the credit card receipt for the customer to sign and the order for the kitchen (\*) can be upgraded to Option 2 by adding only the Network kitchen printers

## Printing Options

- The receipt printer - prints the credit card receipt for the customer to sign
- The Network Kitchen printers - print the order for the kitchen (\*) Can be 1 or more kitchen printers for the different sections in the kitchen

## Web Order Monitoring Application

- Monitors the online orders.
- View orders on your computer immediately after the transaction has been approved
- Print the order to the kitchen
- Print the credit card receipt

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# Sales Procedure



## RM

Present the web order  
Using ResManage



## RM

- Create Account using ResManage
- Send Menu, ACH form and Cancel Check to Corporate



## Corporate

- Create Merchant Account
- Send ACH Form, Cancel Check & Menu to Posnet

## Customer Welcome Package

- Activation Code and instruction how to activate the account.
- WebManage download link
- WebManage manual
- UserID and password



- Setup the Menu
- Setup Gateway
- Send Activation & welcome package to the Restaurant
- Conduct fax receiving test



## Customer

Accept the term and  
check the menu

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# Online Ordering Applications



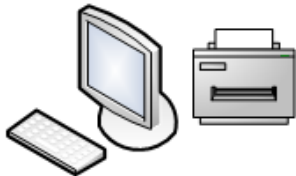
Online Ordering

Restaurant - WebManage



WebManage

Fax



WebManage

WebManage is the application the restaurateur runs from a computer to manage and monitor the online orders

RM - RestManage



RestManage



RestManage

RestManage is the application the RM runs to demonstrate the product, sign up new merchants and manage their accounts

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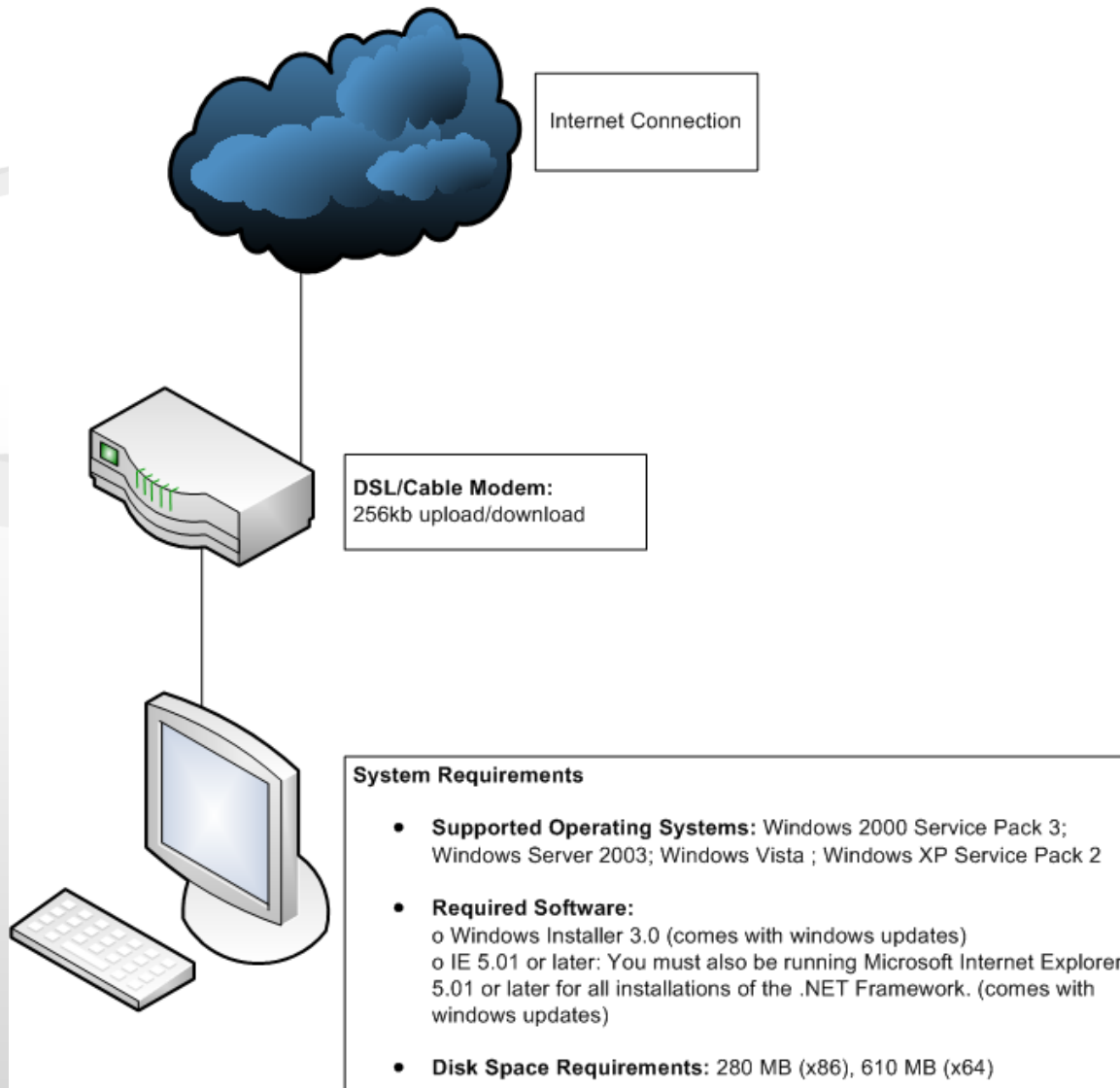
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# WebManage – System Requirements



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# Customer Service

- 24X7 Help Desk
- Automatic updates
  - POSnet application has no versions
  - All our customer are running the same version utilizing the auto application updates
  - New features, new reports, regulations and updates are automatically distributed to all customers
- Menu setup support
  - Information hosted by POSnet allows POSnet to assist customers without the need to invade their computers.
  - The POSnet support team has an immediate access to the customer's menu in order to provide help and solve problems.

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