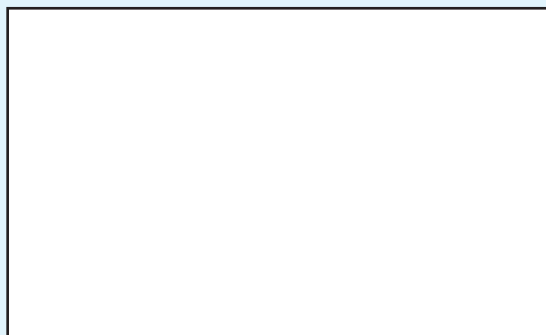




*Equip servers with a Write-On Handheld and watch how efficiently they can work to boost your bottom line. Management improves too, when business decisions are based on automated alerts and real-time reports delivered directly to the Write-On Handheld.*

### The Write-On Handheld empowers management to:

- keep up with real-time sales & labor stats
- approve password protected operations such as voids or comps, and
- respond promptly to automated alerts that, for example,
  - a busboy is nearing overtime
  - labor costs exceed 40% of sales
  - a server has voided over 10 items
  - a VIP just spent over \$500



Visit the website below for more information and – if you own an iPhone or an iPod touch – instructions on how to download a FREE Write-On Demo right from Apple's App Store:

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



Mobilize Your Wait Staff  
and Empower Management  
*with the*  
Write-On Handheld POS System

[www.writeonhandheld.com](http://www.writeonhandheld.com)  
1.800.356.6037



*The Write-On Handheld is an app that runs on a variety of wireless handheld devices, including the iPod Touch. The Write-On app works seamlessly with the Restaurant Manager POS System so servers can take orders and process payments\* right at tableside, using intuitive abbreviations and other common text messaging techniques.*

*Installed in hundreds of restaurants nationwide, the Write-On app is already proven to enhance customer service, boost check averages and speed table turns. Most restaurants see their bottom line increase by 4% to 11% within weeks of installing a Write-On Handheld POS System.*

## *The Write-On Handheld mobilizes servers to increase revenues:*

### Increased Check Average

Servers can send drinks and appetizers to prep printers before they even finish taking an order. Getting these items to the table quickly means the customer is more likely to order a second round of drinks or find time for dessert, resulting in a higher average spend. When servers are always on the floor customers are more likely to add to their original order.

### Faster Service

When servers have real-time access to 86'd items and other messages from the kitchen, less time is lost correcting orders after the fact.

### Fewer Missed Sales

Servers spend more time on the floor, less time lining up at a POS station to re-type an order they have already jotted down once. When servers are always on the floor customers are more likely to add to their original order.

### More Up-Selling Opportunities

Prompts and forced modifiers help servers suggest menu items that result in a higher average spend.

### Increased Table Turns

When food and drinks are served more quickly, the customer spends less time at the table. When payments are processed right at tableside, customers need not wait until their credit cards are returned. Space once taken up by fixed POS stations is used to add more tables to the floor.



## *The Write-On Handheld mobilizes servers to cut costs:*

### Fewer Errors and Comps

Prompts and forced modifiers ensure that servers always ask about cooking instructions and side dishes. Items are never left off the check just because a harried waiter tried to shortcut the line at the POS station. Servers are prevented from ordering items that have been 86'd. Managers can use the Write-On to verify that all items on the table are actually on the check.

### Reduced Labor Costs

Assign more tables to each server without compromising service because the Write-On shaves from two to 10 minutes off the time it takes to input an order to the POS system. With fewer servers working labor costs go down.

### Less Training Time

With easy access to the entire menu, including daily specials, servers need not memorize the menu to be effective. With an intuitive user interface that emulates Apple devices like the iPhone and the iPod Touch most servers can operate the Write-On with very little training.

### Improved Server Retention

With fewer servers working not only do labor costs go down but tip earnings go up, making for a more satisfied workforce.

### Greener Business Practices

Typically a system of five fixed POS stations can be replaced by two fixed stations and eight to 10 handhelds, resulting in 10kW-h of energy savings per day. Consumption of pencils and pads is reduced to almost nothing.

(\*NOTE: Some restaurants choose to use the Write-On exclusively for payment processing without deploying it for taking orders at tableside. Any approved handheld device configured with an MSR can be loaded with the Write-On app and used as a cost-effective Pay-at-the-Table solution.)