



# Welcome GRS Customers Pizza Expo 2012

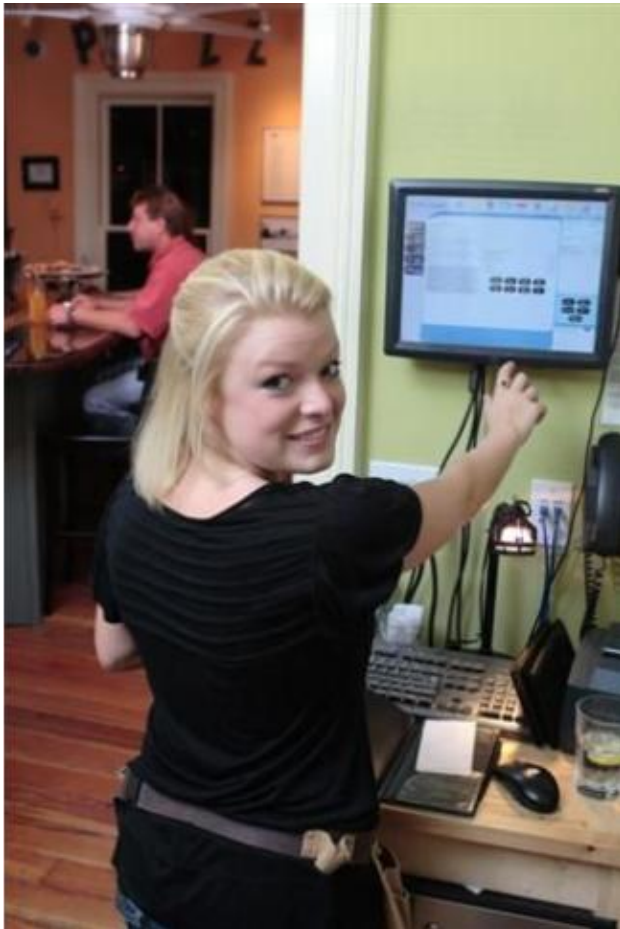
# GRS Update

In 2010, GRS set out to bring together top technology solutions across the restaurant industry...

- Point-of-Sale Solutions
- Online Ordering
- Smart Phone Ordering
- Enterprise Reporting
- Cloud-Based Marketing & Loyalty
- Hardware Solutions
- Support & Services



# Our Vision



## To provide...

- Innovative Solutions
- Integrated Solutions
- Accessible Solutions
- Flexibility & Choice
- Commitment to Service
- A Solid Foundation

# In the past 20 months . . .

- Integrated 3 initial POS companies plus Online Ordering.



- Purchased 2 additional companies.
- Cross-trained support & PSO organizations.
- Major development accomplishments across all products.
- Introduced new products – Mobile Ordering, Kiosk
- Grown the business & achieved profitability.

# Key Strategic Elements

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- Maintain Customer Focus
- Continue to Enhance Brands
- Co-exist with Other Applications
- Grow Company Organically and Increase Critical Mass of customers
- Be a Leading Provider of Extended Enterprise Applications
- Maintain Financial Strength

# Customer Focus

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- Solid Foundation of Service & Support
- Dedicated account manager to assist you
- Ongoing Product Development – your input counts!
- Integrated Solutions to simplify your IT management
- Open Access To Our Executive Team



# Customer Support

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- Implemented new company wide CRM system
- Updated call monitoring and reporting
- Integrated and consolidated all acquired support organizations
- Revamped support policies and procedures to improve response times
- Web portal for logging your support cases
- Enhanced answer book documentation
- Focus on product quality
- Dedicated reps for multi-store accounts





# Communications

- Most outbound customer communication is through e-mail
- Use the support portal for best access to support
- Software Suggestions thru website
- Social Media Connections
  - GRS Website
  - GRS Blog
    - Thoughts to help you run and grow your business
    - Customer Case Studies



@granburyrs







## PRODUCT SUPPORT

Login to our Customer Care Portal

Customer ID:

Password:

Remember Me: ☒

[Sign In](#)

Forgot your password? Please call Customer Care at 800-750-3947.

**VISIT  
THE GRS  
LEARNING  
CENTER**

Videos, Training  
Guides  
& More

**PC Charge Alert!**

Don't update your PC  
Charge without  
confirming version  
compatibility. [More>](#)

**Ask Your Rep next time you call  
Default is GRS3947**

**Check It Out!**

# Support Portal: Open Case



[HOME](#) [PRODUCT SUPPORT](#) [REQUEST INFO >](#)



**800-750-3947**

[PRODUCTS](#)

[INDUSTRIES](#)

[SERVICES](#)

[RESOURCES](#)

[ABOUT](#)

[SEARCH](#)



**VISIT  
THE GRS  
LEARNING  
CENTER**

Videos, Training  
Guides  
& More



## CUSTOMER CARE

[Change Password](#) | [Sign Out](#)

### Welcome Gumby's Pizza

[Click Here to Submit an Inquiry](#)

Update / Add Attachments / Resolve Open Inquiries:

Case #	Summary	Open Date	Last Update		
37278	New printer set up	02-22-2012 09:23:00 AM CST	02-22-2012 10:04:00 AM CST	<a href="#">Update</a>	<a href="#">Resolve</a>

# Support Portal: Add Inquiry



## CUSTOMER CARE

[Home](#) | [Change Password](#) | [Sign Out](#)

### Submit a Product Inquiry For:

**Gumby's Pizza - 3262 Stadium Dr. - Kalamazoo - MI - 49008 - [\(269\) 544-1100](#)**

Prefer to call support? Call us at 800-750-3947!

#### Technical Support Form

Please provide detailed information about your location and the issue you need help with. A support technician will contact you for further details or with a suggested solution. All fields with an asterisk (\*) are required.

Date Thu Mar 08 2012 17:30:39 GMT-0800 (Pacific Standard Time)

Customer ID 6459

First Name\*

Last Name\*

Phone No.\*

Email\*

Product\*

Severity  ?

Issue Summary\*

Issue/Question\*

?

# Customer Conference

*It's Time to Extract More Value Out of Your Technology Investment!*

- First GRS conference Oct. 2011
- Industry Experts Shared Insights
  - Technology Trends
  - Social Media Strategy
  - Making the Most of Google Tools
  - Credit Card Security
- Product training
- Product development focus groups
- Networking & info sharing
- Don't miss the next one – early 2013!



# Product News: FireFly POS

- Auto Update
- Major credit enhancements:
  - Direct process with PPI PayMover
  - Retirement of PC Charge
  - Tokenization & Encrypted Swipes
  - Auth & Capture process
- Fedora/Linux stations – eliminate Vmware
- Online Order improvements
- SalesBuilder Loyalty Marketing



# FireFly POS: Cool New Features in 666

- Order Screen Enhancements
- Default menu screen per station
- Virtual Ticket Display Option & Full Review
- New Fractional Options
- Disable Reorder
- Round to eliminate change
- Graphics Templates
- Item Forecast Trend Report
- New Manager Alerts: Deferreds .. And Email Alerts
- Manager Home: Reports Module, Social Media
- Promise Time
- Tax Exempt Customers
- Floor plan per station
- Tips & Auto Gratuity

**Stop by Booth #313  
for an overview of  
these new  
enhancements!**





# Product News: DiamondTouch Marquis

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- Powerful SQL database / .NET product
- Fully integrated with our OLO, Mobile & SalesBuilder
- PPI Paymover / encrypted credit
- Best of our Windows features incorporated
- Feature enhancements throughout

**When Can I Get Mine?**

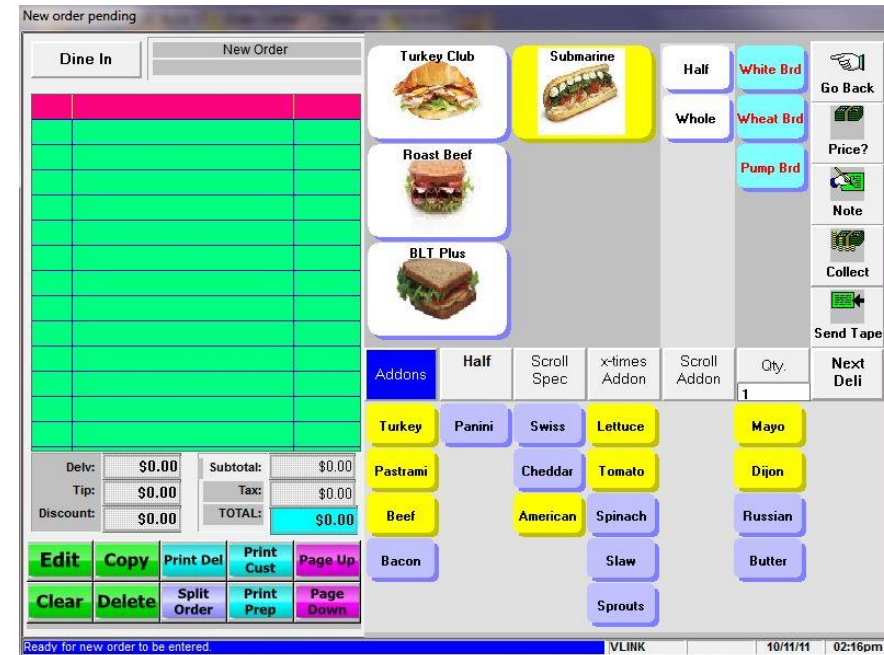




# Product News: Vital Link

- **Get your certified PA-DSS Compliant version update!**
- New controls, new features
- Fully integrated PPI encryption for Card safety
- Integrated to GRS Online ordering, Mobile ordering and Sales Builder

**Upgrade Available  
Now!**



# Product News: Online Ordering



*61%*

**Of Pizza Chains Have  
Online Ordering**

# Product News: Online Ordering



*50%*

**Of Internet Users  
Have Ordered Food**

# Product News: Online Ordering



**60%**

**Of 18-34s Have  
Ordered Food Online**



# Product News: Online Ordering



**65%**

**Of SmartPhone Users  
Ordered Food w/it**

# GRS Online Ordering: LetsGet

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## Why Choose GRS:


- Fully integrated with our POS systems
- Single source of service
- Great value / flat monthly rate pricing
- Integration w/SmartPhone & SalesBuilder
- Strong focus on making you more \$\$ -  
**relentless upsell**
- Strong multi-store features



# GRS Online Ordering: LetsGet

## What's New:

- Enhanced Graphics
- SalesBuilder
- Social Media



Your Pizza Place


10 Elm  
St. Louis, MO 63146  
[314-222-4444](tel:314-222-4444)

Hours:  
M-Th 8:00 AM-11:00 PM  
F-Sa 8:00 AM-12:00 AM  
Su 9:00 AM-11:00 PM

**CLASSIC COMBOS** CREATE YOUR OWN APPETIZERS SALADS DESSERTS DESSERTS


Our Pizzas come in 8" Personal, 12", 14" and 16" with your choice of toppings.

ADD +




**SLO Classic**  
\$8.99, \$16.99, \$20.99, \$22.99  
classic red sauce, pepperoni, sausage, black olives, 'shrooms, onions, xtra cheese

ADD +



**Vegetarian Delight**  
\$8.99, \$16.99, \$20.99, \$22.99  
classic red sauce, black olives, 'shrooms, onions, green peppers, fresh tomatoes

ADD +



**BBQ Bird**  
\$8.99, \$16.99, \$20.99, \$22.99  
tomato bbq sauce, bbq chicken, red onions, bacon, xtra cheese

Delivery: 10/12/11 ASAP  
Delivery in 30 minutes  
Item Total \$0.00

Checkout

**LEGENDARY DEALS**  
Meals For As Low As \$5 Per Person

#4	01 X-LARGE PIZZA with 3 toppings PLUS Regular Another Toppings Selection PLUS 2" Regular Breadstick \$19.99 Save \$2.00
#3	01 LARGE PIZZA with 3 toppings PLUS Regular Another Toppings Selection PLUS 2" Regular Breadstick \$16.99 Save \$1.00
#2	01 MEDIUM PIZZA with 3 toppings PLUS 2" Regular Breadstick \$13.99 Save \$1.00
#1	01 PERSONAL PIZZA PLUS 2" Regular Breadstick \$5.99 Save \$1.00
Kids Deal	01 PERSONAL Cheese Pizza PLUS 2" Regular Breadstick \$4.99 Save \$1.00

Ask About Upgrading Any Item!

Email \*

Password \*

☐ Remember Me  
☐ Join Granbury Rewards, our Loyalty Program

Login

[Forgot Your Password?](#)




26 people like this. Be the first of your friends.



# Increase Ticket Average

## Pictures : Worth the Investment



Your Pizza Place

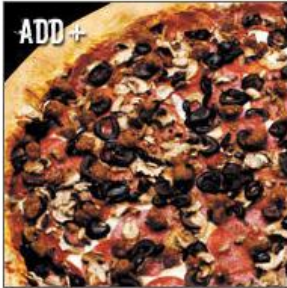
Your Pizza Place  
10 Elm  
St. Louis, MO 63146  
[314-222-4444](tel:314-222-4444)

Hours:  
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**CLASSIC COMBOS** CREATE YOUR OWN APPETIZERS SALADS DESSERTS DESSERTS


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tomato bbq sauce, bbq chicken, red onions, bacon, xtra cheese

Delivery: 10/12/11 ASAP	
Delivery in 30 minutes	
Item Total	\$0.00


Checkout

**LEGENDARY DEALS**  
Meals For As Low As \$5 Per Person

#4	(1) X-LARGE PIZZA with 3 Toppings PLUS Regular Brother Your's Salad (8" Regular Combo) (FEEDS 4-6)	<b>\$19.99</b> Save \$2+
#3	(1) LARGE PIZZA with 3 Toppings PLUS Regular Brother Your's Salad (FEEDS 3-4)	<b>\$16.99</b> Save \$4
#2	(1) MEDIUM PIZZA with 3 Toppings PLUS "Regular Combo" (FEEDS 2-3)	<b>\$13.99</b> Save \$3+
#1	(1) PERSONAL Pizza PLUS 3 Toppings (FEEDS 1)	<b>\$5.99</b> Save \$1+

**Kids Deal** (1) PERSONAL Cheese Pizza  
PLUS 2 Toppings (FEEDS 1)  
For just \$4.99 with "99¢ toppings"  
Add your choice from the menu

Ask About Upgrading Any Item!



# NEW: LetsGet & FaceBook

## Register With Facebook:

- Quicker to register
- Easier for customers
- Adds legitimacy
- Less hassle on re-order
- Sets up for posting & sharing

### Returning Customers

Please enter your username and password

Email \*

Password \*

☐ Remember Me

Login

[Forgot Your Password?](#)

### New Customers

If you are a new customer, please [REGISTER NOW!](#)

OR: Sign in With:

 Facebook

[Terms of Use](#) | [Privacy Policy](#)  
Powered by LetsGet.net

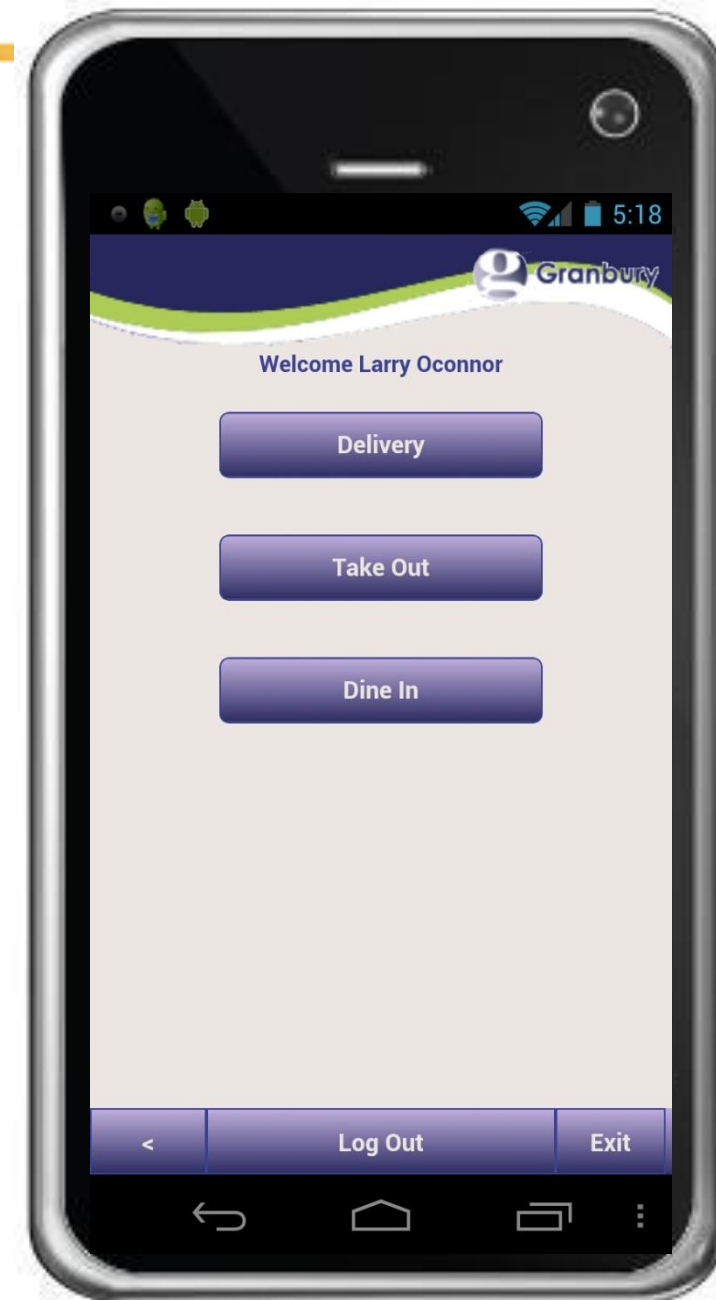
 Like

 26 people like this. Be the first of your friends.

# GRS SmartPhone v.1.5

## What's New:

- HTML 5
- Download Direct
- Quick re-order 2 clicks
- Create customer account from phone



# GRS Kiosk: Self-Serve!

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77% of Consumers  
Surveyed  
Desire Self Service  
Checkout in Physical  
Stores



2010 survey by Hospitality Industry, according to <http://www.kioskmarketplace.com/article/179307/Kiosks-order-up-faster-fast-food>

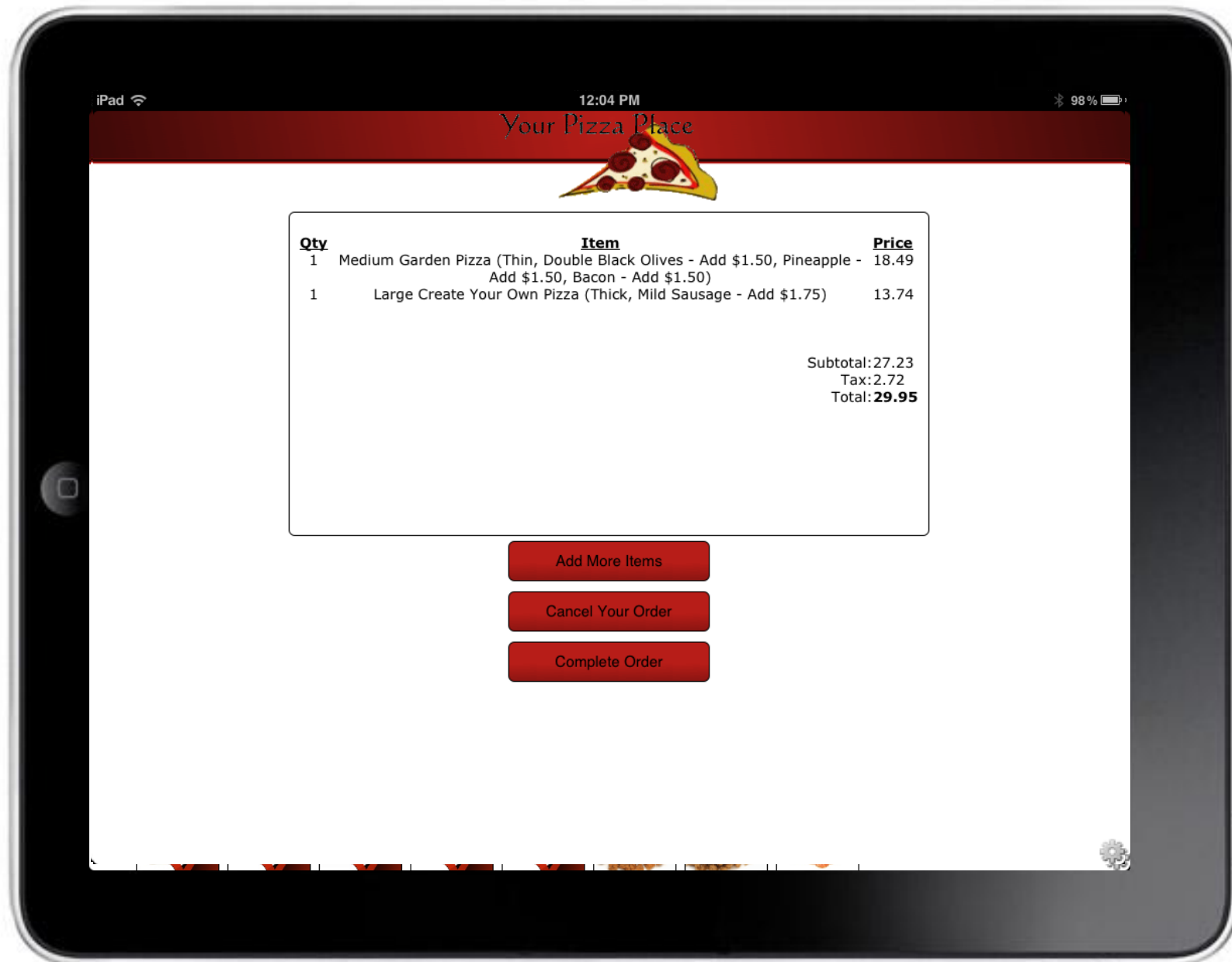
# GRS Kiosk: Self-Serve!

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- Fully graphical, customizable ordering
- Uses iPads
- Secure, encrypted credit card processing
- Orders transmit to POS same as online ordering



# GRS Kiosk: Self-Serve!





# GRS SalesBuilder



- In 2004, only 7 of the top restaurant chains had a loyalty program
- In 2010, 41% of restaurants surveyed had one.
- 47% were planning to launch one.
- Consumers:
  - Spend 46% more @ companies they have a loyalty program with
  - 60% say loyalty program is important in their shopping decision



**The Lifetime**  
**\$25,000**  
**Value Of**  
**-says Forbes Magazine**  
**One Customer**  
**To Your**  
**Neighborhood**  
**Pizza Joint?**



**REPEAT  
CUSTOMERS =**

**70% OF SALES  
@ MOST  
CASUAL DINING  
RESTAURANTS**

**3**

**WAYS**

**SalesBuilder  
Can Help:**

# 1 ■ Central Customer ■ Database



**Online  
Orders**



**Multiple Store  
POS Systems**



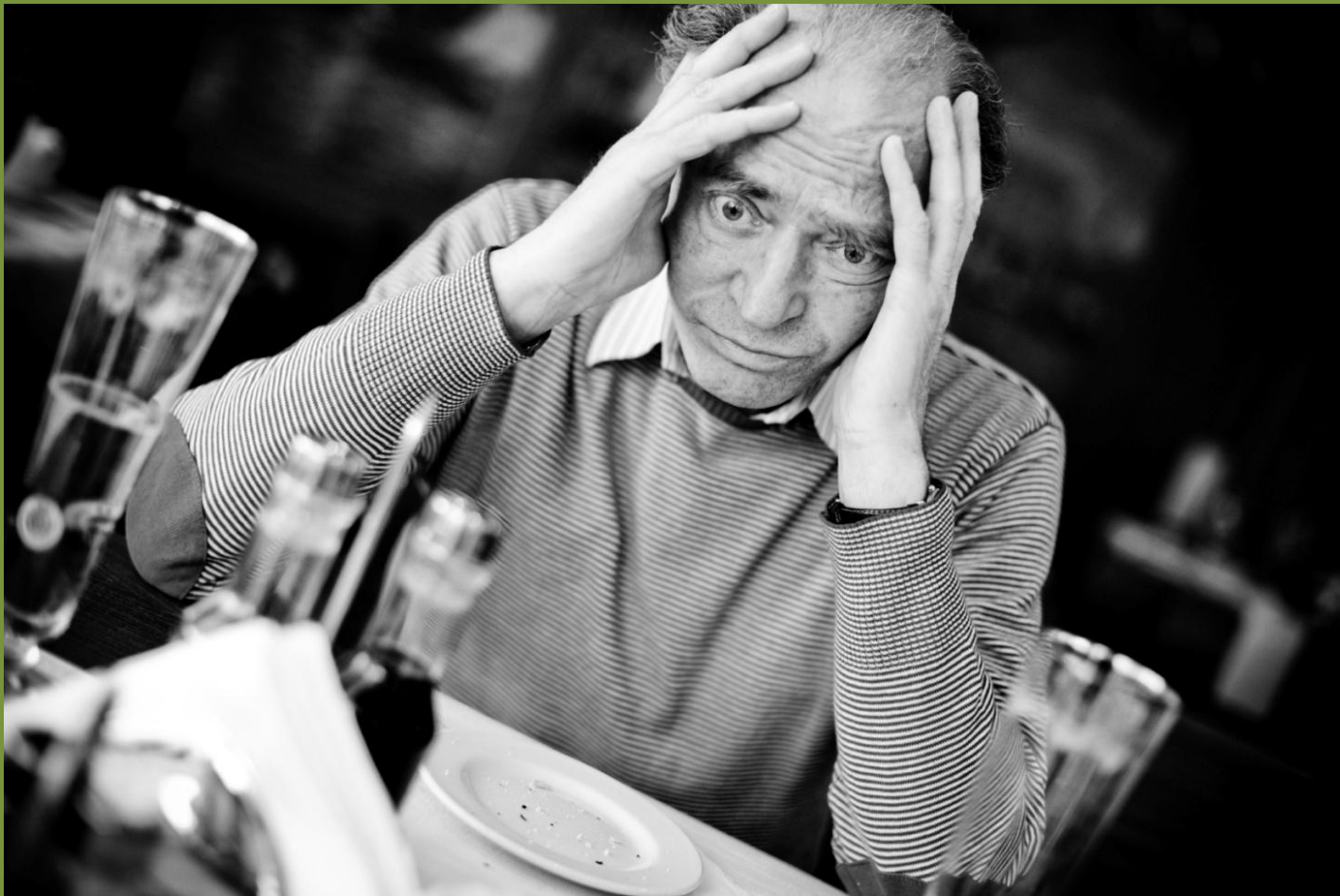
**Website &  
Facebook**

# 2 ■ E-mail based on ■ behavior triggers





# Who has time for marketing?



**With SB, it's  
automatic!**





# 3 ■ Reward Customers, ■ Build Loyalty




# Redeem Offers Securely @ POS or OLO

**Pizza**  
Tommy's**Chicken**  
**Ribs**

*Happy Birthday*

Paul, Let's Celebrate...

Below you will find your special Birthday Gift. We hope that you enjoy it!

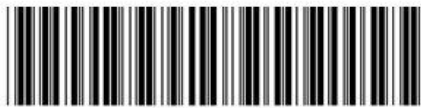
 PRINT

**FREE 1 Topping Small  
Pizza**



**Pizza**  
Tommy's**Chicken**  
**Ribs**

Maximum value of \$7.98.  
Can be applied to gluten free pizza for additional charge.  
Not valid with any other coupons, offers or specials.

Expires October 16th, 2010



\*SAMPLE-4-20\*

Tommy's PCR  
34441 Center Ridge Rd  
North Ridgeville, OH 44039  
 440-327-1212  [www.tommyspcr.com](http://www.tommyspcr.com)

Internal Use Only - BDAY  
SAMPLE-4-20  
Server ID:      Amount:

# **And More . . .**

- **Broadcast e-mails**
- **Text Messages**
- **Viral “referral” program**
- **Customer Surveys**

# Enter to Win!

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## 1 free year SB Just Like/Follow:



granburyrs



@granburyrs



granbury-restaurant-solutions



Granbury Restaurant Solutions



# The Connected Pizzeria

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Technology



Your  
Customers



Profit



# On Our Radar

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- Social Media
  - *New ways to connect you to new & existing customers*
- Mobile Technology
  - *Impacts marketing, coupons, payments*
- Expanding Self Service
- Connecting Your Staff
  - *Tablet ordering, SmartPhones*

*Thank you for your business!*

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Drawing: ***PayPros***<sup>®</sup>