Welcome
GRS Customers
Pizza Expo 2012

Granbury
Restaurant Solutions

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

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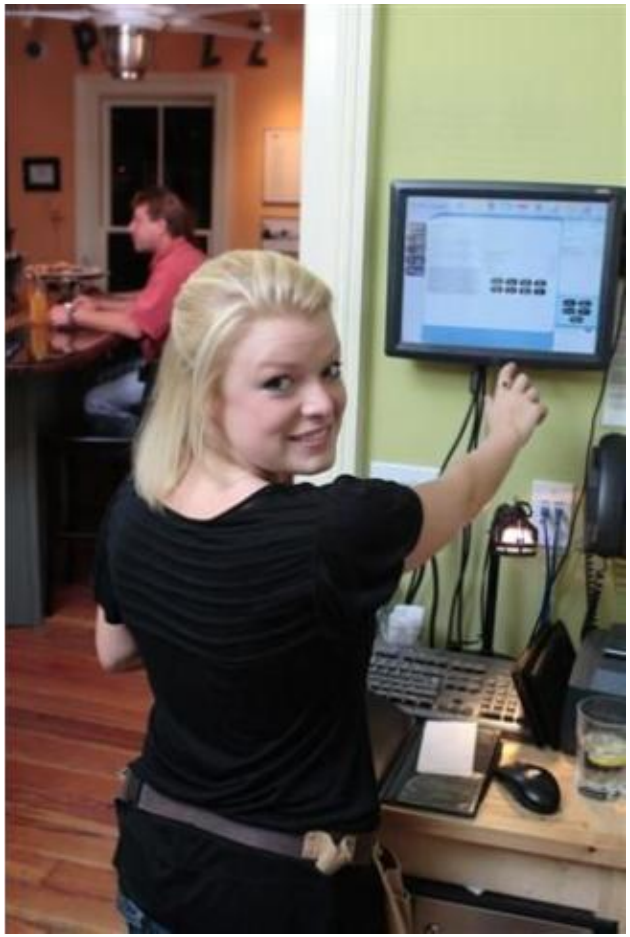
Our Vision



To provide…

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

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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.

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Key Strategic Elements

- 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

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Customer Focus

- 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

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Customer Support

- 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

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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

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HOME PRODUCT SUPPORT REQUEST INFO

PHONE 800-750-3947

PRODUCTS INDUSTRIES SERVICES RESOURCES ABOUT SEARCH

VISIT THE GRS LEARNING CENTER

Videos, Training Guides & More

PC Charge Alert!

Don't update your PC Charge without confirming version compatibility. More>

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.

Ask Your Rep next time you call

Default is GRS3947

Check It Out!

Support Portal: Open Case

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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	Update	Resolve

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* - Please Select -

Severity S2 - Medium

Issue Summary*

Issue/Question*

Submit Inquiry

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!

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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

PayPros®

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!

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Product News: DiamondTouch Marquis

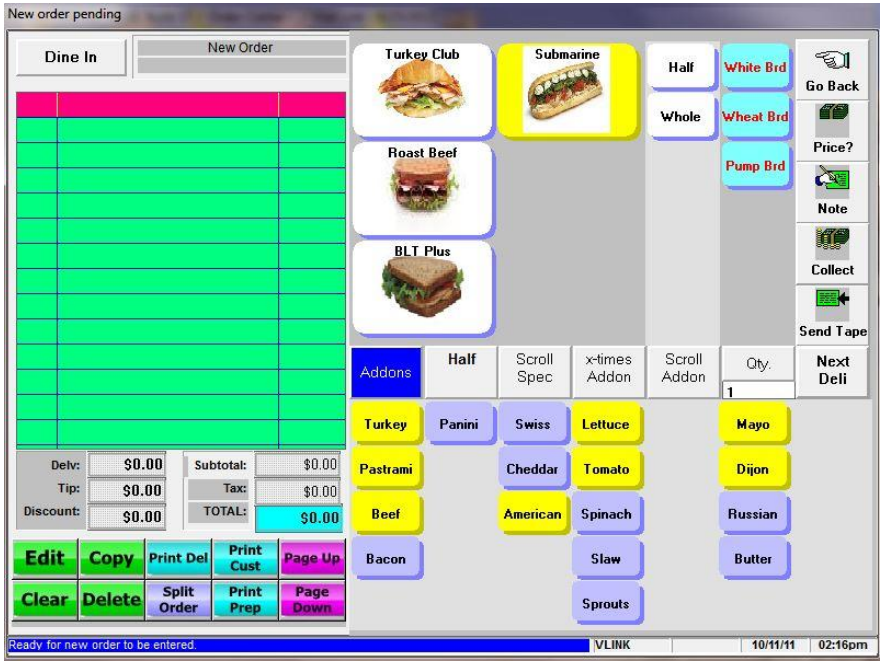
- Powerful SQL database / .NET product
- Fully integrated with our OLO, Mobile & SalesBuilder
- PPI Paymover / encrypted credit
- Best of our Windows features incorporated
- Feature enhancements throughout

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

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Product News: Online Ordering

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Product News: Online Ordering

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Product News: Online Ordering

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GRS Online Ordering: LetsGet

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

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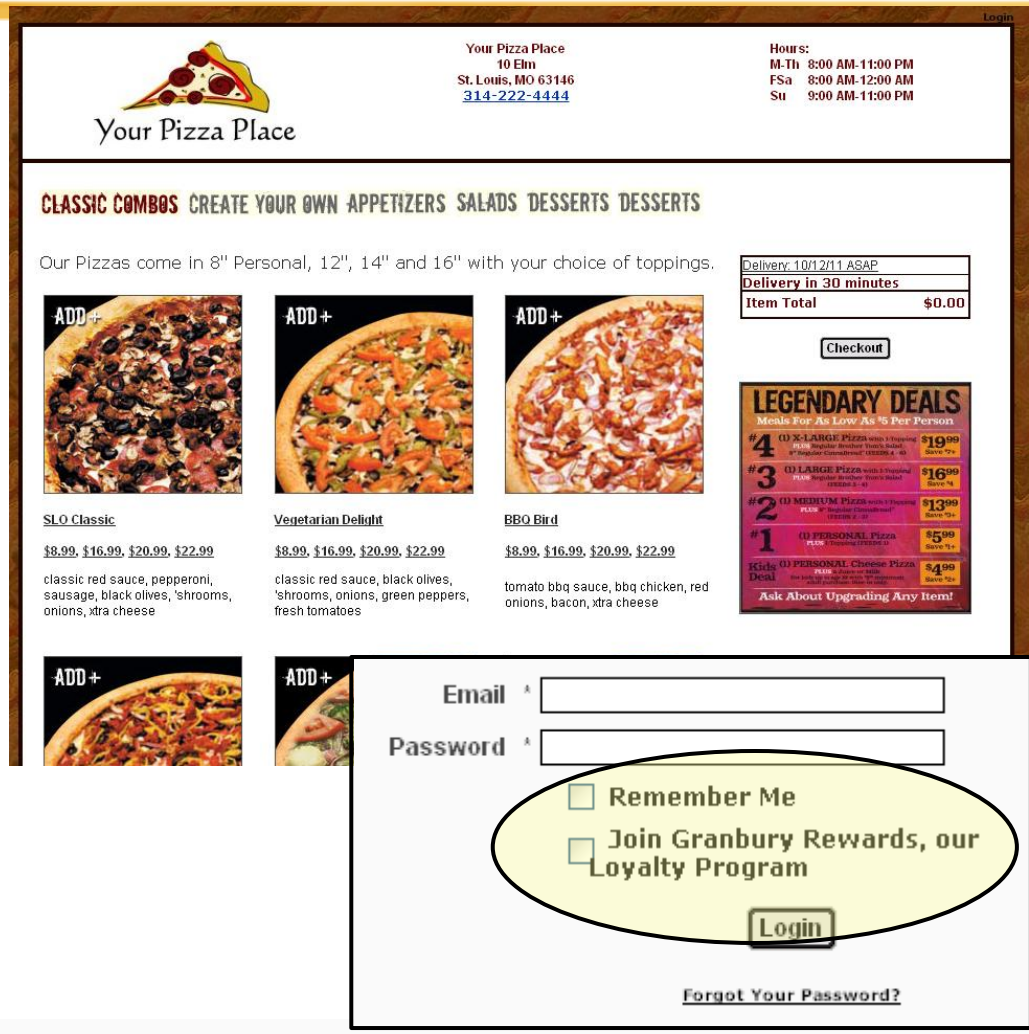
GRS Online Ordering: LetsGet

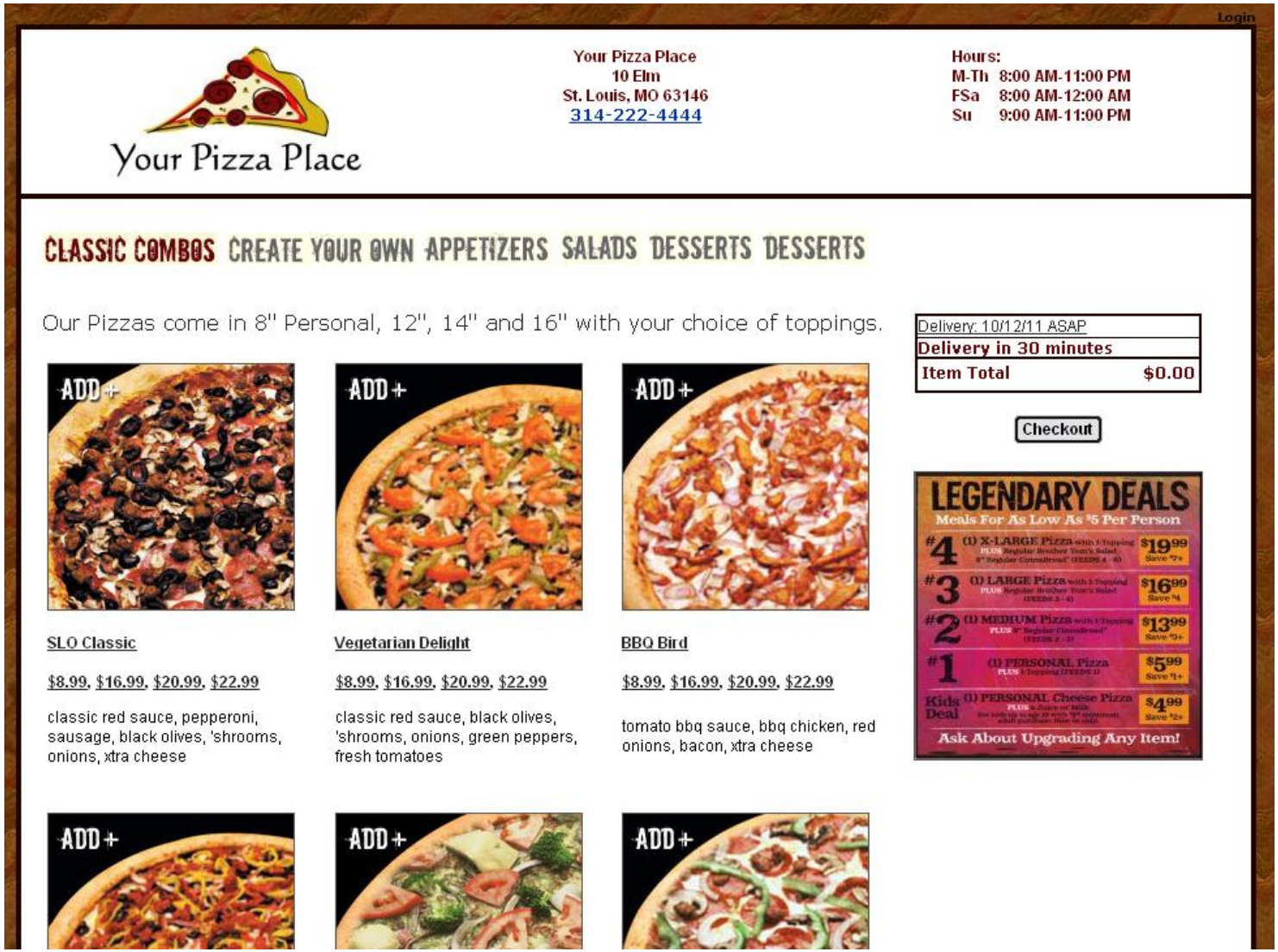
What's New:

- Enhanced Graphics
- SalesBuilder
- Social Media



Increase Ticket Average

Pictures : Worth the Investment



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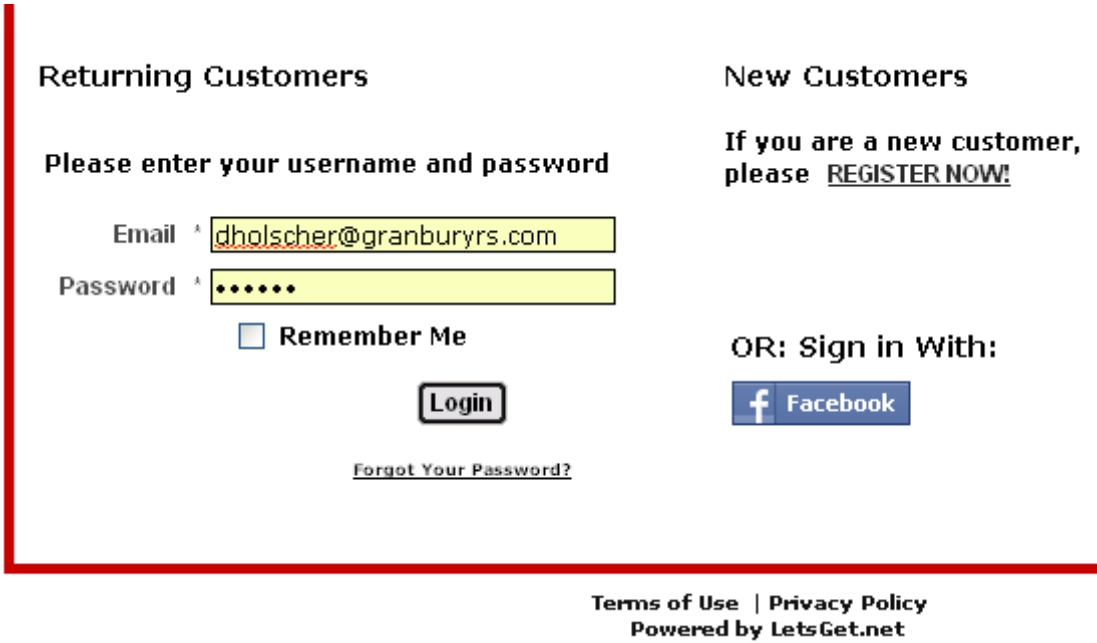
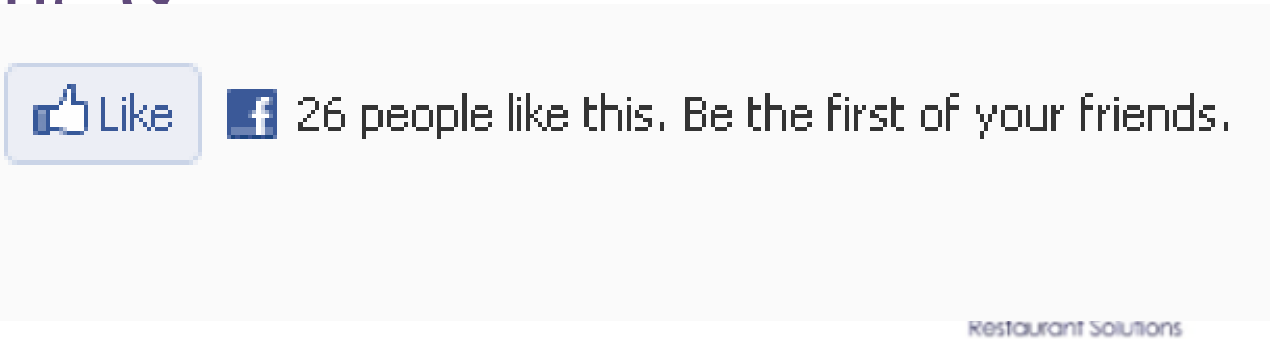
NEW: LetsGet & FaceBook

Register With Facebook:

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

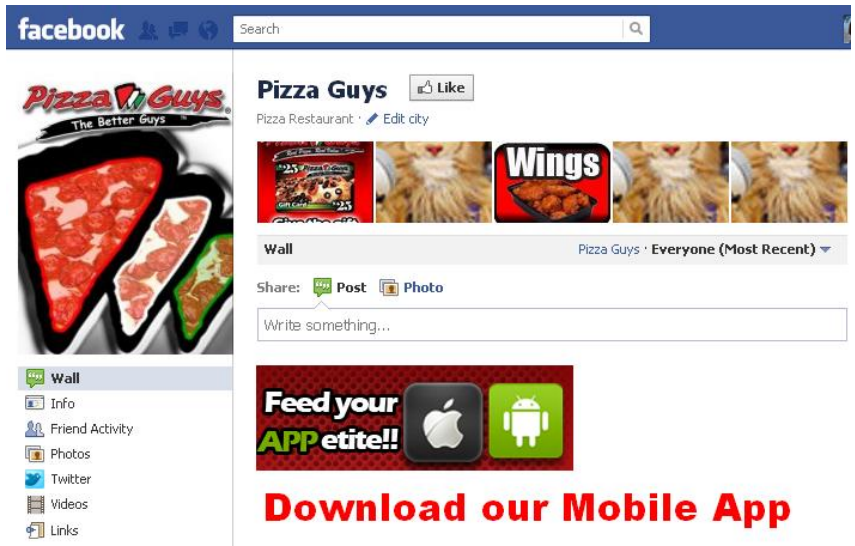


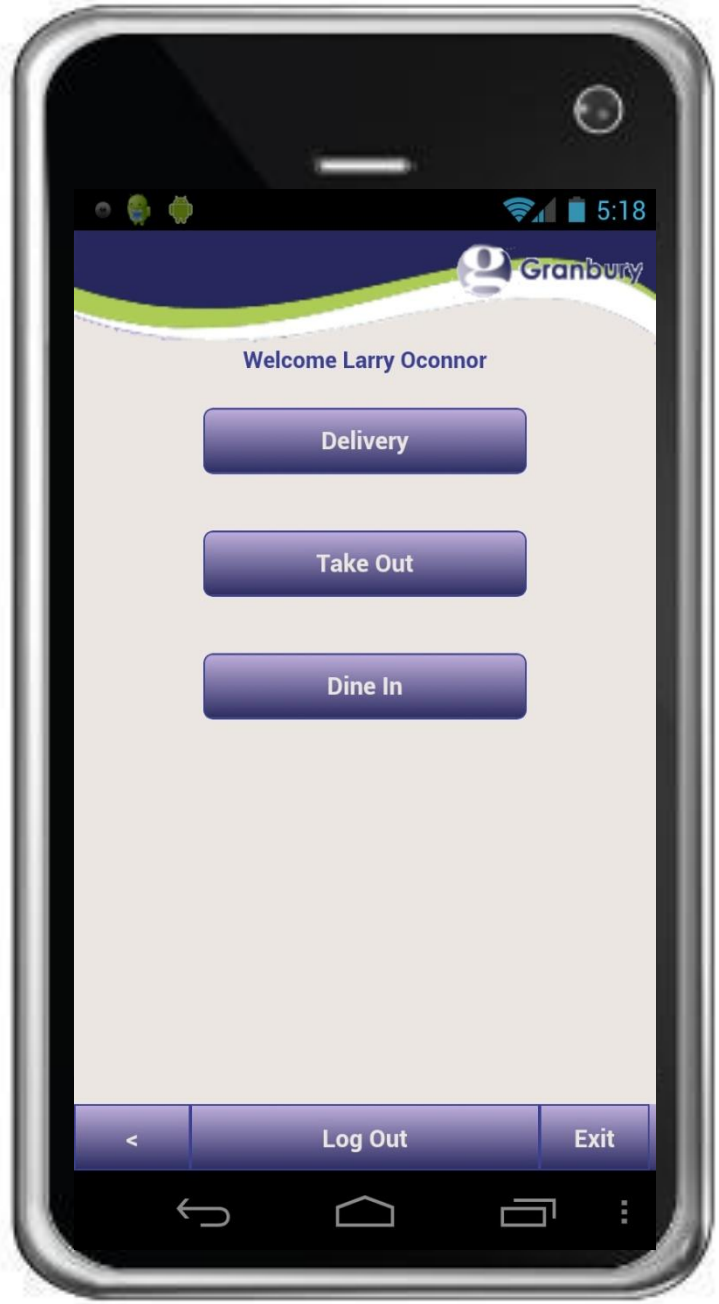


GRS SmartPhone v.1.5

What's New:

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





GRS Kiosk: Self-Serve!

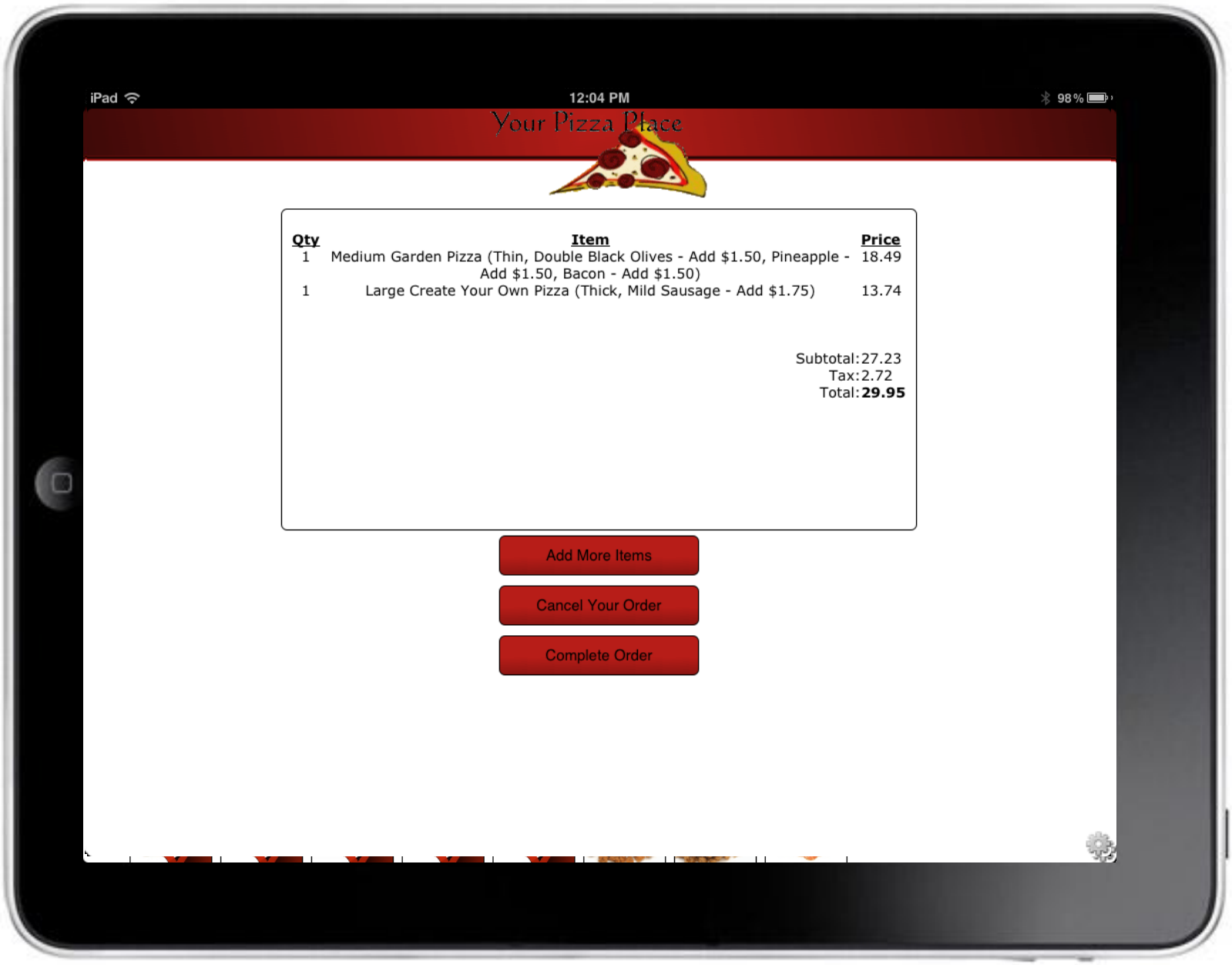
77% of Consumers Surveyed Desire Self Service Checkout in Physical Stores

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

GRS Kiosk: Self-Serve!

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

GRS Kiosk: Self-Serve!



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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

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The Lifetime Value Of One Customer To Your Neighborhood Pizza Joint?

$25,000

-says Forbes Magazine

REPEAT CUSTOMERS =

3 WAYS SalesBuilder Can Help:

1: Central Customer Database

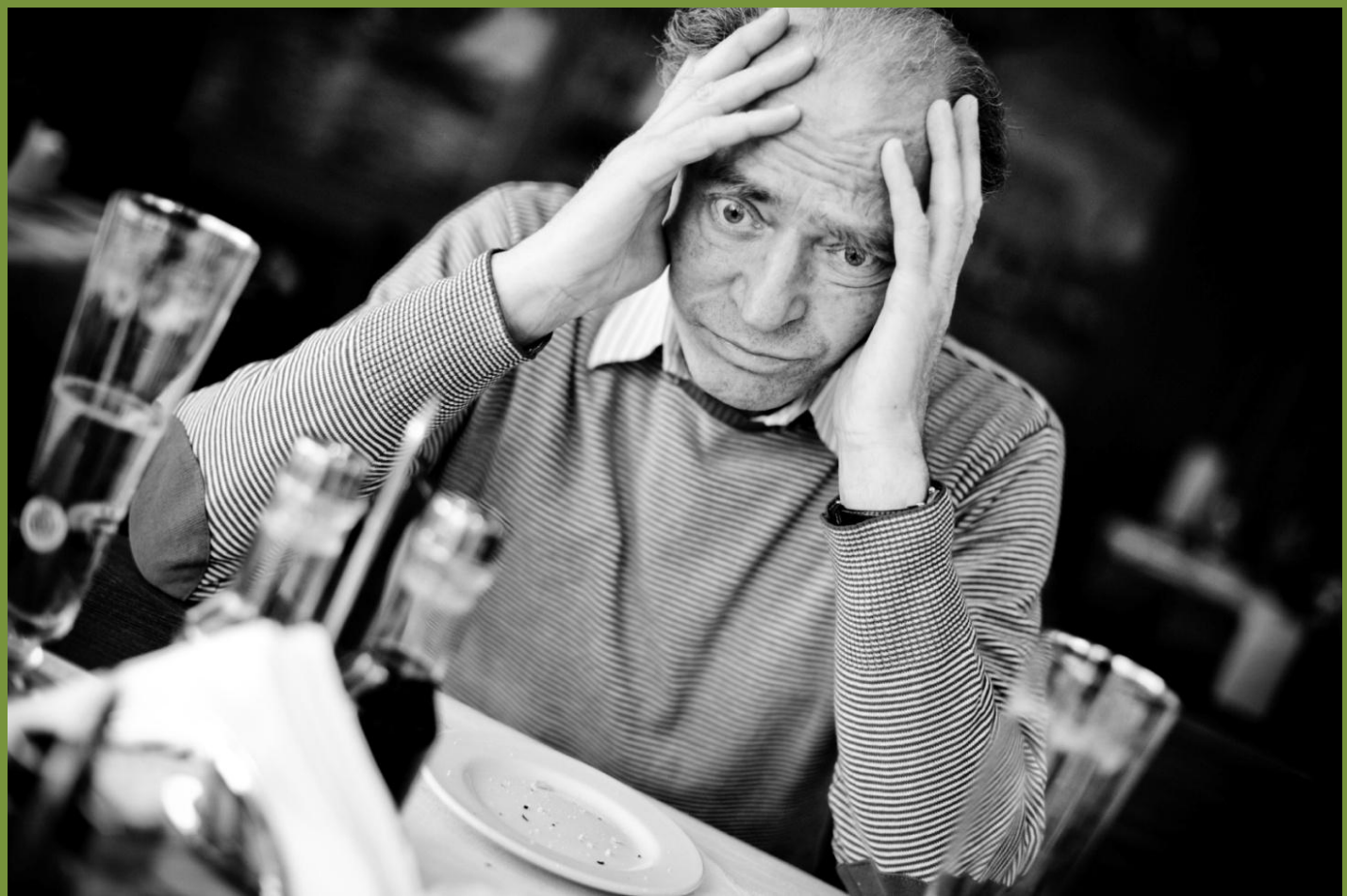
Online Orders

Multiple Store POS Systems

Website & Facebook

2. E-mail based on behavior triggers

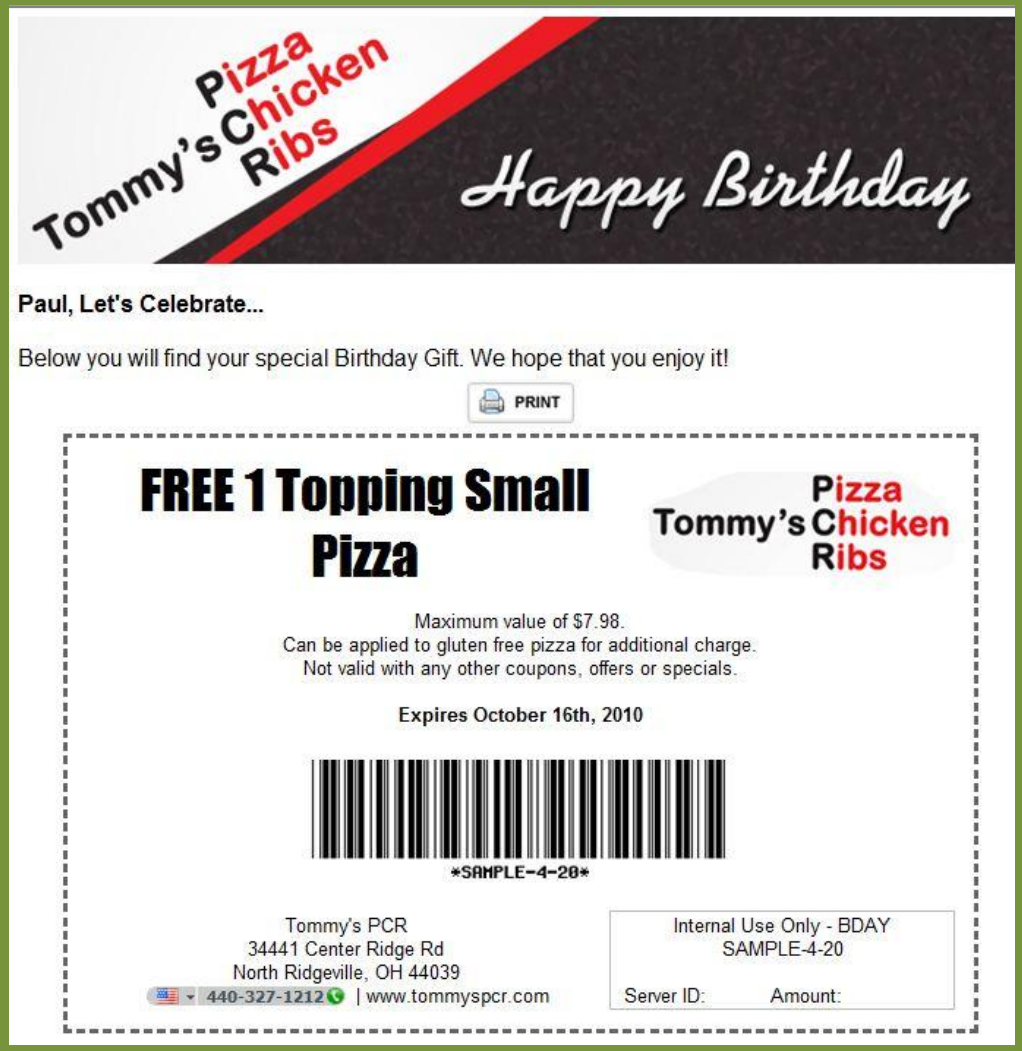
Who has time for marketing?



With SB, it's automatic!

3 ■ Reward Customers, ■ Build Loyalty

Redeem Offers Securely @ POS or OLO



And More . .

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

Enter to Win!

1 free year SB
Just Like/Follow:

granburyrs

@granburyrs

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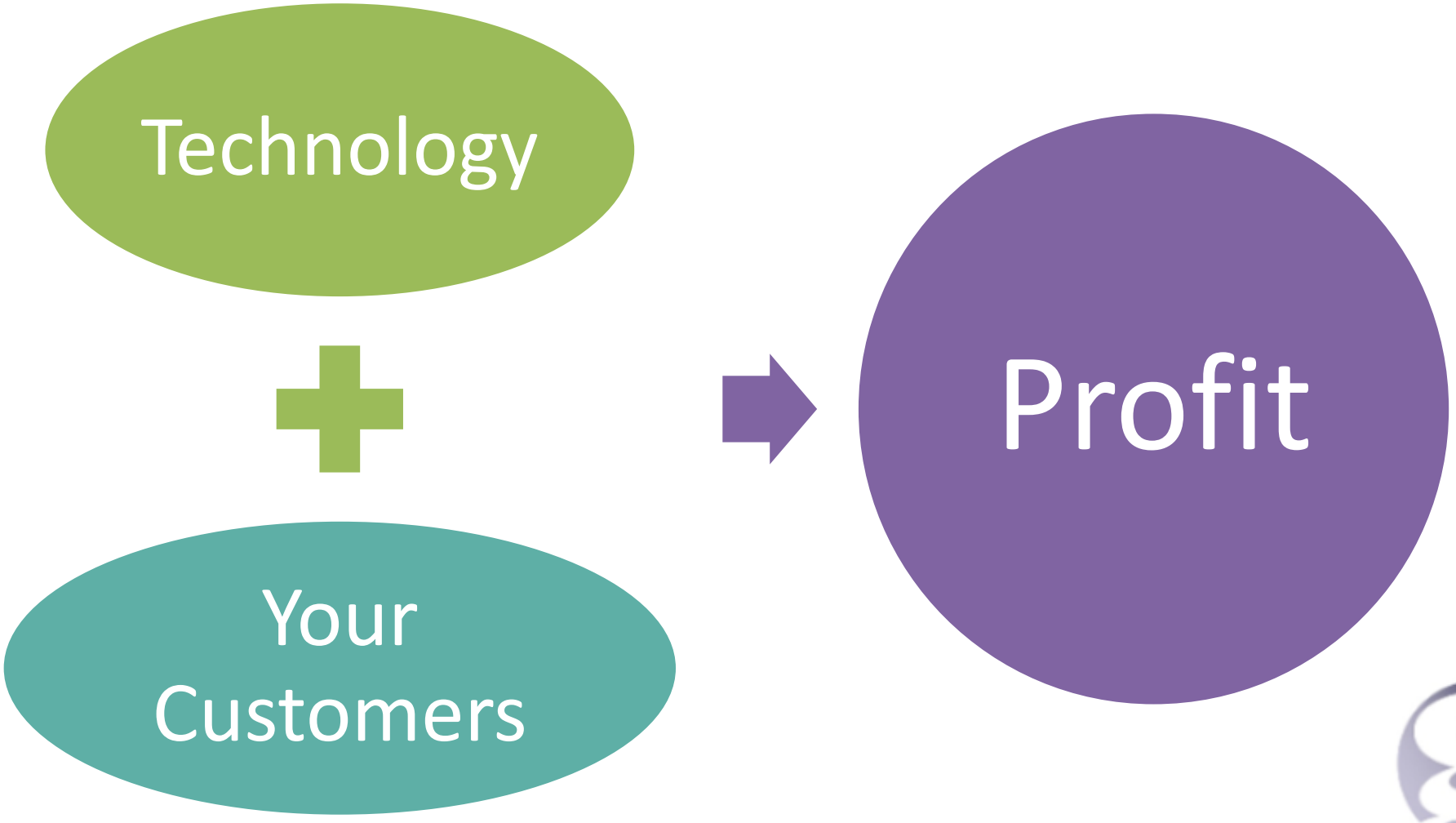
The Connected Pizzeria



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On Our Radar

- 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*

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Thank you for your business!

Drawing: PayPros®

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