

@nker



Fine Dining



Bistro & Bars



Self Service



Anker F&B provides sophisticated administration, management and EPoS functionality for retailers who need to ensure complete customer satisfaction at every level of their business. Anker F&B is specifically designed to meet the requirements of restaurants, hotels, self service, pubs and clubs - managing everything from payment at the PoS for food and beverages to dynamic table management, down to stock and pricing control and profit centre management. Whether it is one PoS terminal or fifty, you can be confident that Anker F&B is the ideal hospitality solution to ensure you successfully manage your business and your customers.



Fully proven in hospitality environments over many years, Anker F&B is continually enhanced to ensure its functional and technical features meet the ever-changing demands of this dynamic market.

BUSINESS BENEFITS

- **Comprehensive management and control of all hospitality operations** - in a single cost effective solution.
- **Increased speed and quality of sale** - Anker F&B's user-friendly PoS environment, rich software functionality and high quality system peripherals ensure you manage each sale in optimal time.
- **Customer service and satisfaction** - customers can be served quickly and efficiently, whilst benefiting from added services such as check-splitting, gift vouchers, loyalty programs and mobile waiter sales.
- **Waiter efficiency and productivity** - easy to use, customisable touch-screen for both PoS and management functions. Anker F&B works the way you work, so you can quickly be up and running with minimal training.
- **Dining management** - from dynamic table management to recipe, portion and menu control.
- **Scalable and configurable** - easy to install with a range of modular components to suit your exact needs.
- **Continuous availability** - Anker F&B's resilient design ensures you control your business critical processes.
- **Full integration capability** - built on open hardware standards, so you can rely on a cost effective implementation and investment protection in the future.
- **Multi-format environments** - Anker F&B delivers three carefully crafted PoS personalities geared towards Self Service, Bistro & Bars and Fine Dining scenarios. These templates allow customers to quickly become familiar with Anker F&B, and the consistent look and feel ensures that operators quickly become productive.
- **Integrated data communications** - manages the correct and efficient distribution and collection of information. Sales and stock transactions are processed at the PoS. Product and price updates are performed at the Back Office (BO) controller, Anker F&B automatically ensures that this data is consistently distributed throughout the components of the solution.
- **Kitchen printer** - Anker F&B enables orders captured at the PoS to be immediately dispatched to Kitchen Printers. Multiple printers can be in operation - for example in the kitchen and in the bar. Ordered items are intelligently routed to the printer located in their preparation area.

SIMPLE AND FRIENDLY PoS SYSTEM

The Anker F&B PoS system has been developed to offer the ultimate in user-friendly design and fast operation. Simple instructions on the touch-screen take waiters step-by-step through all types of transactions, including sales, refunds/exchanges, bill splitting/printing and table management. This ensures that guests can be served very quickly, increasing satisfaction levels and boosting productivity.

■ **Pre-packaged PoS templates** - Three touchscreen personalities are provided, which have been carefully designed to reflect the requirements of Self Service outlets, Bistro and Bars and Fine Dining. These have been designed with simplicity and ease of use foremost in mind, but also reflect the rich functional needs of each of these formats. Anker F&B balances ease of use with rich functionality by factoring user functions intelligently. The user is guided through business processes by the PoS, which only presents function keys which are valid within the current business context.

Anker F&B's personalities also reflect the operational requirements of multi format sales points. For example, in Self Service outlets customer processing speed is key - nobody likes to be waiting in a queue when they are hungry. In Fine Dining, there is a greater emphasis on the individual requirements of the customer - their meal may be prepared in a certain way and they may choose between certain options and side orders. Attention to detail and enhanced customer satisfaction are key.

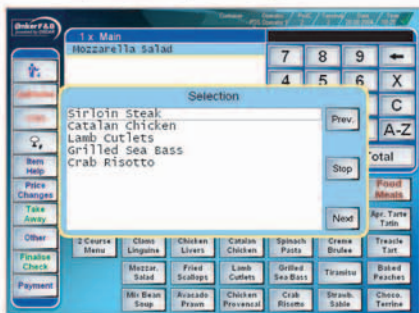


■ **Ease of navigation** - information on the products and services you offer is conveniently organised into menus and sub-menus, configured according to your needs. Your major items can be assigned their own keys at the top of the menu level, whilst food courses (e.g. dessert items) could appear on a dedicated submenu.

■ **Product identification** - where operators are faced with products which they may have difficulty in identifying (i.e. in self service restaurants), pictures can be displayed in addition to a text description. Help text and product information facilitated by HTML files makes Anker F&B intuitive to use by the cashier.

■ **Customer loyalty** - you can apply customer loyalty scheme benefits automatically (e.g. discounts for regular guests) increasing your levels of customer service.

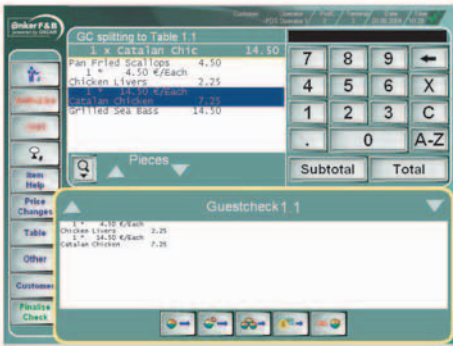
■ **PoS support** - expanded system functionality can include invoice printing, kitchen and buffet printers, electronic journal, receipt archiving and touch screens.



■ **Mobile table management** - Anker F&B utilises a robust, hand-held terminal for table management and order processing. Coupling this with Anker F&B's kitchen printer solution means that waiters do not have to leave their customers. This reduces customers waiting time, increases table turnover and perhaps more importantly ensures that a sales opportunity is never lost!

■ **Multi guest check-splitting** - Anker F&B can allocate food, beverages or accommodation to individuals, giving a group of customers control over the payment process.

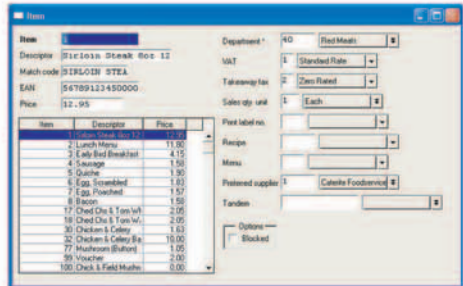
- **EFT/EMV** - the Anker F&B electronic fund transfer module enables the processing of all major credit and debit cards via a variety of integrated and adopted payment modules.
- **Multi-lingual and multi-currency** - for businesses operating internationally, the system offers a range of languages and handles many currencies.



MANAGEMENT AND CONTROL OF OPERATIONS

As Anker F&B allows multiple outlets to be operated within the same branch – you can carry out an exact performance analysis of individual profit centres, stock locations, operators/waiters or PoS terminals. This flexibility delivers full control over the business and enables diverse trading formats to be configured even within a single branch.

- **Dynamic table management** - Anker F&B reports on the status of a meal table at any point in time, giving you the ability to plan and control your operations and customer flow.
- **Account transfer** - a credit transfer function allows hotels which use infoHOTEL, Felix and Fidelio to charge orders from the hotel restaurant and bar to the guest's room account automatically via Anker F&B, simplifying internal accounting procedures.
- **Quick screens** - to simplify changes to pricing, promotions, stock or operators, a series of pre-defined screens have been created. These can be assigned to specific users, an entire branch or via direct system call.

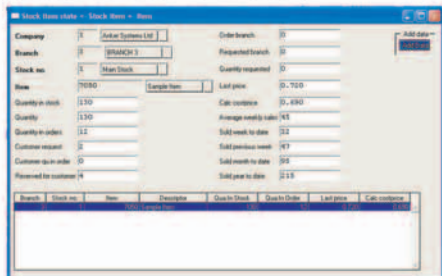


- **Workflow routines** - using a macro language, predefined workflow routines are automatically carried out by Anker F&B, minimising the responsibility for the user and ensuring that critical processes are carried out efficiently.

COMPREHENSIVE STOCK MANAGEMENT

Anker F&B's stock management automatically updates your files by sharing data between the EPoS terminals and your systems. You can instantly get a complete overview of your stock and related information at any time helping you manage your stocks and promotions more effectively. In addition, you can carry out stock, recipe and price maintenance for several PoS systems and branches from a centralised location.

- **Stock control** - Anker F&B tracks all stock movements and updates your files accordingly, from the incoming goods at the warehouse to sales at the PoS or returns to the supplier. This helps you ensure that you maintain well-balanced stocks across the range.



- **Multiple pricing** - you can apply several prices to an item to reflect discounts, promotions or differential pricing (e.g. prices at the bar area might be different from your restaurant rates) with automatic activation of the appropriate price level.

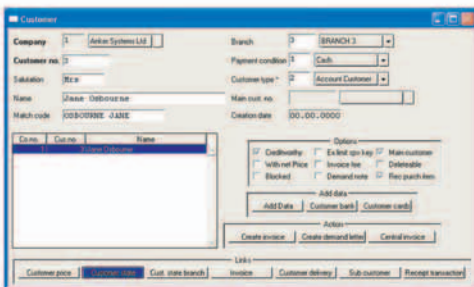
- **Up-to-the-minute stock reports** - Anker F&B's data management facilities ensures that stock movements resulting from sales are communicated to the Back Office (BO) controller. The Stock Management module provides a rich set of reports that allow the analysis of stock movements, value and levels.

- **Menu control** - the system stores details of standard/set/choice menus and displays a list of items that are available for each course, reducing the possibility of ordering errors by the waiter.

- **Shrinkage** - if unexplained stock loss and shrinkage are giving you cause for concern, you can analyse Anker F&B's data to track the source.

MANAGE YOUR CUSTOMERS

Customer Relationship Marketing provides vital tools to help you encourage repeat business by identifying the purchasing patterns of your customers and guests. By tailoring your products and activities more closely to your customers' needs, you can increase your profits and enhance the image of your business.



- **Customer management** - customers can be classified into different groups with different store benefits - e.g. regular guests could receive a gold privilege card entitling them to special discounts or upgrades, whilst other customers may qualify for silver or bronze cards with lower benefit levels.

When specific guests or members of a customer group are recognised, the Anker F&B system can automatically apply privileges such as individual price lists, loyalty points or discounts.

- **Customer data** - Anker F&B manages your customer/guest database at all levels, with integral support for credit customer accounting and invoicing functions plus loyalty scheme bonus points. Waiters/operators can call up data from the accounting system to print credit invoices.

- **Customer analysis** - you can view a range of reports and statistics on general consumption trends, turnover analysis for multiple time periods, individual choices of customers and credit accounts. This valuable information helps you keep tabs on ordering habits and can be used to create targeted marketing campaigns.

PERSONNEL MANAGEMENT

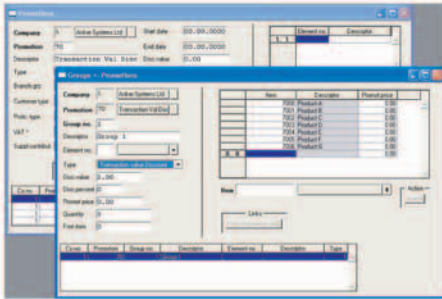
Anker F&B stores all your employee records electronically, holding details such as name and address, waiter/employee number, function, payment/salary, password and supervisor's name. Hours of work are recorded for use in external wage calculation programmes, and you can also generate employee efficiency reports that track the productivity of staff.

- **Security** - For total security, access to these records is restricted to specific administrators within your company.

- **User profiles** - Anker F&B is able to customise the working environment for each individual user by defining screen layouts, fonts, access controls and general business rules.

FLEXIBLE PROMOTIONS MANAGEMENT

Anker F&B makes it simple to run promotions, special offers and discounts. Products can be in multiple promotional schemes at one time. Once set centrally, these can be automatically applied at each PoS terminal according to date, time and other criteria you set, such as, happy hour, free starters or drinks with meals, supplier promotions, theme night offers and so on. This offers you a very cost-effective way to persuade customers and guests to visit more often, or to encourage new business at slower times – and you also eliminate the risk of staff keying in the wrong price reduction or offer at the terminal.



BUILT ON OPEN STANDARDS

Anker F&B runs on Windows NT/2000 and XP and standard hardware, so you can be confident that it provides a truly open solution that is fully compatible with other standard applications in your hospitality environment. Just as importantly, it does not lock you in to purchasing from a proprietary hardware supplier, freeing you up to choose the best price/performance ratio for your business.

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