

When your time matters,
there's MICROS e7



The **affordable** POS system that pays for itself.

**Scaled to serve your restaurant.
Priced to fit your budget.**

Running a restaurant or bar profitably isn't rocket science. It's tougher!

On one hand, you have guests to please, food to serve correctly, servers to hire and supervise, tables to bus quickly and quietly, and checks to process unobtrusively and accurately.

On the other hand, you have food orders to fulfill, ingredients to stock, costs to contain, payroll to manage, tips to report, and books and documents to maintain for taxes.

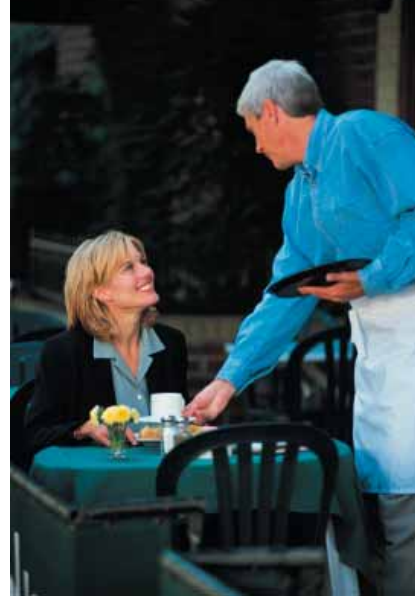
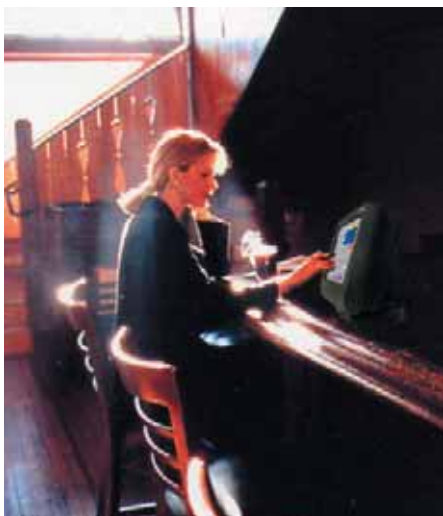
What you need is a system that can help facilitate and manage all these processes, freeing up your time to do the things that you enjoy most.

MICROS, an established leader in hospitality technology, introduces a system that can help shrink your work day and increase your margins ... cost-effectively.

POS at a non-POS price.

MICROS e7 Series Point of Sale (POS) system combines the reputation and reliability of MICROS hospitality technology with a price suitable for table service and quick service restaurants, delis, sandwich shops, nightclub/bar establishments, and more.

MICROS e7 combines an all-in-one MICROS Workstation 4 (WS4) with a powerful embedded software application based on the Microsoft Windows® CE .NET operating system.



**Easy installation. Fast training.
Flexible administration.**

MICROS e7 is quick and easy to install, typically requiring less than a day on site. This guarantees minimal disruption to your business flow. Yet, before starting on site, MICROS professionals will customize MICROS e7 to reflect your restaurants' requirements (table seating or take out, for instance), menu, prices, and business rules.

MICROS e7 requires little training time for your staff, making it a seamless transition to your guests. The full-color touch screen interface provides fast and easy order entry and robust guest check features. In addition, MICROS e7 has a built-in multi-language ability between the workstations and the printers. This feature can reduce losses due to misinterpretation by employees and customers that speak different primary languages.

Through personal IDs or magnetic cards, MICROS e7 allows you to set up controlled access users who can quickly make changes in the system using a graphical tool. Restaurant managers can change menus and prices, add or edit employee information and perform other administrative functions instantly from any MICROS e7 workstation within the restaurant.

Seven MICROS e7 advantages

for managing guest checks, staff productivity, menu offerings, and restaurant operations easily and economically:



1 Reduces labor costs. The MICROS e7 helps you attack and control the largest variable expense in your business: labor. The detailed data it provides about individual servers and their productivity enables you to make quick staffing decisions that can reduce labor costs and increase profitability. The MICROS e7's intuitive interface minimizes training time, which takes a bite out of the high cost of turnover.

2 Prevents loss: Inaccurate orders and oversights leading to waste and revenue loss eat away at your profits. The most obvious place for losses to occur is during the movement of food and beverage from your kitchen and/or bar to your customers. With MICROS e7, no food or beverage is prepared unless it has been entered into the point-of-sale, preventing mistakes and/or omissions from the guests' bill.

3 Increases efficiency: MICROS e7's Beverage Control feature actually questions unusual input. For example, if a table of four orders only one drink, MICROS e7 will prompt the server about the accuracy. MICROS e7's comprehensive reporting capabilities also enables you to protect and build profits by helping identify the best and worst selling menu items, and more.



4 Improves reporting: MICROS e7 has comprehensive on-demand reporting, both current and historical, providing restaurateurs with organized, detailed data required for staffing, menu management, payroll, and more. Interactive links allow dynamic drill down capabilities all the way to check detail, from any workstation on the system.

This flexibility helps management increase profits by making better business decisions with easier access to operational activities and trends.

5 Enables flexibility: MICROS e7's many features allow you to serve guests more effectively, and thereby create return customers. With proper authorization, you can quickly make menu and price changes in the database from any MICROS e7 workstation. These changes are automatically and immediately effective throughout the MICROS e7 network. In addition, management can quickly "turn off" a menu offering if the kitchen runs out, so servers can inform guests on the spot.

6 Optimized hardware: MICROS e7 offers the most advanced technology in POS workstations. The WS4 is a reliable, solid-state device that is designed with a restaurant's environment in mind. Its slender, stylish profile blends into any ambiance, and because it does not require a fan or hard drive, it's quiet and inexpensive to run. WS4's wireless capability gives MICROS e7 spatial flexibility, so you can arrange your restaurant or bar how you desire.

7 Provides return on investment: MICROS e7 starts paying for itself from the moment it's installed. By eliminating manual errors, imposing requisition and production controls, automating manual processes and reducing the need for some headcount, the MICROS e7 substantially and positively affects your bottom line. But more than that, it will enhance your quality of life.



We're powering the hospitality industry.

Corporate Headquarters and

Americas Regional Office

7031 Columbia Gateway Drive
Columbia, MD 21046-2289, USA
www.micros.com

Sales information:

(443) 285-6000
(800) 638-0985 (US and Canada)

info@micros.com

Asia Pacific Regional Office

(61) 2-94 50 33 96

**Europe/Africa/Middle East
Regional Office**

(49) 2131-137-0

Latin America

(54) 11-4119-1150

micros® is a registered trademark of
MICROS Systems, Inc. Certain product and
company names appearing here may be
trademarks or service marks owned and/or
registered by third-parties. All other product
and brand names are the property of their
respective owners.

PN 100037-770