

Micros Q&A session

MICROS-Fidelio UK sales director Steve Madden responds to *Morning Advertiser* questions

Q What service does your business provide to the pub trade?

A MICROS-Fidelio UK is a wholly-owned subsidiary of MICROS Systems, which provides enterprise applications for the hospitality and retail industries worldwide. MICROS-Fidelio UK provides the pub trade with electronic point-of-sale (EPOS) systems to manage inventories, labour, prices and products, ranging from stand-alone terminals and hosted services to chain-wide implementations.

Q What benefits do your products offer a business in the pub trade?

A MICROS systems are the ultimate in pub and bar information technology. Managing an independent pub or bar can be highly pressurised and managing a chain is even more challenging, requiring a reliable and stable technology infrastructure. Speed of service and access to critical management information is vital to the success of any operation.

The right food & beverage management system can improve competitiveness and profitability. It should cover front-of-house as well as back-of-house operations and allow time to coach and manage personnel. An effective system must also provide detailed financial reporting and analysis. It should streamline ordering and recipe management, speed up service to customers and improve the overall visitor experience.

Retaining and increasing customers is vital for any business and this is particularly true within the hospitality industry.

Consumers expect to be served with efficiency, professionalism and politeness. Implementing the right EPOS system in a bar or pub improves customer service levels by producing good management information that can be used to fully understand

and respond to business pressure points, such as speed of service.

Technology offers huge benefits, including saving time and money by eliminating manual processes. By viewing businesses from the top down, a better grasp of all organisational areas can be developed.

Q What is it that is unique about your offering?

A Mymicros.net is a content-rich internet portal for the pub and bar industry that includes access to hosted applications for point-of-sale, back office, data warehousing, business intelligence and other business applications and content, creating the next-generation model of restaurant enterprise systems.

Mymicros.net portal allows pub and bar operators to create a "Mypage" personalised dashboard featuring real-time reports on their chosen business metrics, constantly available from the data warehouse via the internet.

This single-site capability allows managers to monitor sales, promotions, labour and make changes to menus and prices from a web browser anywhere, at any time.

The fact that the Workstation 4 (WS4) terminal has no hard drive, no moving parts and no need for a fan reduces the possibility of potential breakdown, while utilising ce.net reduces the risk of viruses getting on to the system.

Q How many outlets already use your services?

A More than 220,000 MICROS systems are installed in table and quick-service restaurants, hotels, stadiums, pubs, bars, casinos, leisure, entertainment, and retail operations in more than 130 countries.

Q Would your product benefit all types and sizes of outlets in the market? Can your product be integrated into any size of business?

A MICROS solutions assist everyone, from independent pub owners to chain operators. In the demanding environment of a chain, the solution provides the ability for the company's corporate office to enforce consistent menu and pricing as well as fast and effective responses to meet local market needs. Systems and products offered by MICROS are competitively priced to suit all types and sizes of outlets.

Q What kind of after-sales product support do you provide for your clients?

A As a company, MICROS-Fidelio understands the demands and pressures facing the pub and bar industry and recognises that success depends on effective products. Sharing information, being responsive as well as accessible and working through problems and solutions together are a part of the firm's commitment to providing an effective, comprehensive support programme.

Account managers appointed to deal with individual clients are responsible for fostering this relationship and liaise with the company's support centre on behalf of clients as necessary. Account managers also advise clients on ways of getting the most from their systems.

MICROS-Fidelio provides support coverage via the MICROS-Fidelio support centre based in Galway, Ireland, as well as through the MICROS-Fidelio websupport/case management interface.

Our support system, known as Clarify, offers convenient access to support, tracking the progress of an existing case and adding feedback as it is being researched with references to previous cases.