

## myCentral

### It's Not Just About Online Ordering

'Today's customer wants to order their coffee on the way to the office and have it waiting for them when they arrive at the cafe. They want to order their lunch from a desktop widget that provides real-time personalised offers and get the local Restaurant to deliver it exactly when they want it. They want to decide what to eat for dinner and order it on the train home, and they want their pizza delivered as soon as the half time whistle goes during the big game. They want their kids to have fun making their virtual noodles for tea and they want to invite twenty friends to a party at the local curry house and get them to choose and pay in advance...'

So says Tim Brown, Vice President of MICROS Sales and Strategic Accounts at MICROS-Fidelio EAME and the driving force behind the MICROS e-Commerce platform, myCentral. This exciting new technology is all about empowering enterprises, whatever their size, and enabling them to grow their businesses beyond the walls of their restaurant. It's the next step up the evolutionary ladder of food service that's bringing more choice, more power and more fun to the customer. And it's just the beginning.

**'What we're witnessing today is really the tipping point when it comes to delivering what the customer wants. With myCentral we're putting the consumer in charge, giving them more control over the ordering process than they've ever had before. The future looks very exciting indeed,' says Tim.**

But myCentral is more than just an online ordering service, it's a tool that enables businesses to achieve increased sales by embracing all 'Points of Service' including the internet, mobile, iPads, TV, Kiosks... the list seems to grow larger each week! Already, businesses are beginning to realise the enormous potential.

wagamama, the world-famous Pan-Asian noodle restaurant chain, is one of the latest in an ever growing list to take advantage of the increased flexibility and new revenue streams offered up with the help of myCentral. Along with a specially developed iPhone App, they've just launched an end-to-end, fully integrated online ordering facility for take-away and delivery orders built

around the myCentral platform. Since there's no telephone interaction with staff necessary, the whole ordering process is significantly sped up.



**'Bringing the wagamama experience to the iPhone offers more flexible ordering than ever before,' says wagamama CEO, Steve Hill.**

With myCentral, all customer data, including previous orders, is stored for future reference, meaning repeat orders are that much easier and more user friendly. Of course, the information gained here also forms the basis for a highly effective database allowing targeted marketing campaigns. The potential for enhancing sales and maximising profits is huge. All the same, it's good to know that wagamama customers are invariably delighted with the entire process, having specified what they want and exactly when they want it. Potentially that could be days in advance! Since choosing myCentral, wagamama have already seen a 6% rise in average national ordering for collection and delivery.

However, we're only seeing the green shoots of the full potential of myCentral. Order tracking and links with kitchen systems are already part of a suite of added value features. Orders placed via myCentral are often transmitted directly to the restaurant into an existing MICROS point-of-sale device. Indeed, that very EPOS system is the basis on which orders are processed and communication between back and front of house is maintained.

# 'The possibilities for extra income are endless...'

**micros®**

With that in mind, what's in store for the restaurant diner? Well, it's looking likely that here too, myCentral is about to provide access to a whole new way of generating extra income by giving restaurant ordering a true 21st century perspective, and the customer even more control than ever: Imagine a touchscreen without the screen. Think of an interactive projector that instantly



## myCentral and Light Touch – shifting control to the customer

and to provide access to location-based services such as purchasing cinema tickets or even booking taxis, dynamic pricing to suit the situation, the promotion of 'specials' and so much more. And as there's no actual touchscreen to break and the user never actually comes into physical contact with the device, Light Touch is an amazingly robust piece of technology. It's practically indestructible! Giving more power to the customer? Now we're really talking.

The best part is that Light Touch can become whatever you want it to be. Think of it as a multimedia ordering system in a restaurant, or a wipe-clean touchscreen in the kitchen for watching cooking programmes or shopping online. Combined with myCentral and all the benefits that brings, it's nothing short of a revolution.

But we can go even further than that. Picture this – a customer has just chosen his meal via the projected interactive menu in front of him. In the midst of this his children, sitting at the same table, have been playing games and watching videos using the same device. His partner has checked the local theatre for seat availability, booked the tickets and ordered a taxi to take them there once they've finished and paid for the meal. Then, with a smooth flourish, their individual orders come gliding towards them, coming to a graceful stop at the table. There's not a waiter in sight. This isn't The Jetsons, it's a vision of the very real and very immediate future that caters to a new generation of consumers. Customers who want to be in control, who want to decide when and where to eat. Who want to decide, browse and choose on their terms, without pressure.

The power behind all of this is myCentral, the agnostic hospitality e-Commerce platform from MICROS Systems. It enables businesses to treat customers as members and guests and to communicate with them on a personal level. It will evolve with the changing times and will continue to drive sales, reduce operating and production costs whilst simultaneously offering greater revenue opportunities to restaurants, hotels and leisure centres of all shapes and sizes. In the words of Tim Brown...

**'From Table to Quick Service to Fast Casual. From Counter Service to Drive Thru's, these concepts and service styles have defined operations for decades. However, we're about to enter a new era, one where the control is shifting from the operator to the consumer. With myCentral we're providing the means for businesses everywhere to embrace that change.'**

transforms any flat surface into a 10' flatscreen. It's called Light Touch, and it combines with myCentral to create a dynamic point of service that engages customers in a completely new way. Food and drinks can be ordered directly from the Light Touch projection on their table and it connects seamlessly with myCentral, sending orders straight to the Kitchen Display System.

The possibilities for extra income are endless, with the integration of social networking tools like Facebook and Twitter, the ability to advertise