

Multiple-Restaurant Delivery Software

# POWER FLASH

January 2010



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**Better Dispatching with Geo Coding**  
**New Restaurant Features**  
**Delivery Drivers, Inc.**

***and more***

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It's hard to believe that another year has gone by. We are entering our nineteenth year of developing software for the multiple-restaurant delivery industry. 2009 was our most successful year ever, and we hope to make 2010 even better. I am very excited about some of the enhancements coming to our system!

We have been working on a new version of Power Flash with a lot of new features for a couple of months now. This new version is scheduled to be released on March 15.

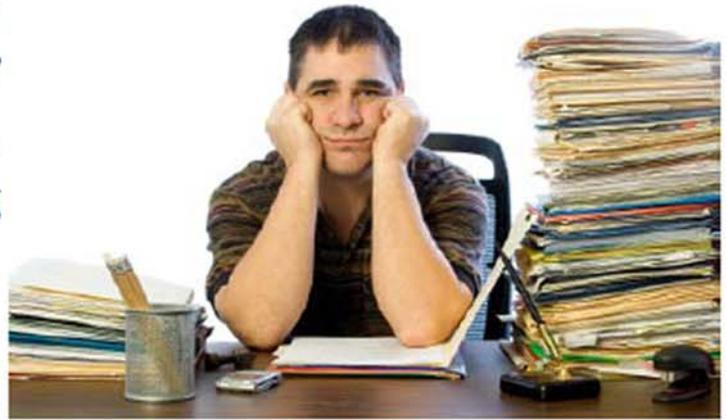
Power Flash will now be integrated with Google Maps. Unlike previous integrations with Map Point, the new Google Map integration has become an integral part of the system. Every time that you enter an address inside Power Flash, either for a customer, restaurant, corporate account, employee, or pharm rep, Power Flash will automatically validate that address using Google Maps. Since Google Maps returns the exact latitude and longitude of each address, Power Flash now has the capability of calculating exact distances between restaurants and customers. Many features of Power Flash have been re-written to take advantage of this, including delivery fee pricing, drive time calculations, and suggested driver routing. Marketing reports can also use distance as a criteria for generating customer lists. This edition of the Power Flash newsletter is dedicated to the new Geo-Coding features that will be part of the new Power Flash system.

Several customers have asked me if we plan to re-write Power Flash to take advantage of the newer .NET technologies used in the newer Windows version. The answer is both yes and no. We are not going to rewrite parts of the system that work perfectly. There would be no reason to do this. But we have added access to the newer .NET library functions to Power Flash. This means that Power Flash can directly use the newer technologies now. In fact, the Heartland credit card integration introduced several months ago uses .NET technologies to operate. And the new Google Maps integration is all .NET based.

The newer versions of Windows (Windows 7, Windows Server 2008) all come with the .NET Framework version 3.5, which is the newest version of the Microsoft .NET technologies. These same library files can easily be downloaded from Microsoft if you are running Windows XP. The newer versions of Power Flash will automatically access and use the .NET technology.

Scott McMurrain

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# GEO CODING WITH GOOGLE MAPS

Integration with Google Maps is probably the most exciting feature that we have added to Power Flash in the past couple of years!

Previously, Power Flash integrated with Microsoft Map Point. This integration was limited to simply displaying a map on the screen, or providing driving directions.

Our Google Maps integration is much more extensive. Most of the core functions of the system have been enhanced and now use map data at the most basic levels. Google Maps serves three basic functions: Validating addresses, performing address geo-coding, and providing driving directions. When an address is sent, the address is properly formatted in official Postal Service format with standard abbreviations.

Next, the address is validated against the USPS database. Virtually every address in the country is included. If Google cannot find the exact address, it will verify that the street exists. If it cannot find the street, it will verify the correct postal code.

Here is the really cool part: Once Google has validated the address, it returns the exact latitude and longitude of that address. This allows Power Flash to determine the exact distance between addresses.

## Setting up Power Flash to use Geo-Coding

With this new system, there is really no longer a need to have a lot of different zones. Most Power Flash customers can now get by with only a single zone!

There are a few new fields used when setting up your zone, or zones. The first is the "Maximum Distance" zone. Only restaurants that are located within this distance to the customer are offered on-line. Within Power Flash, they are listed first, with restaurants farther away listed last. This lets your customer or your CSR quickly select the closest restaurants.

There is a new table inside the Zone setup allowing you to specify drive times within each zone. Different drive times can be specified for weekdays, weeknights, rush hours, and weekends. You can specify a speed in mph, as well as a minimum drive time.

Under the old system, you specified delivery times under restaurant setup, with the ability to specify a different time from each restaurant to each zone. Not only was this very cumbersome to setup, it was not very accurate if your zones were large or irregularly shaped. In fact, most Power Flash customers simply entered the same number everywhere, usually 15 or 20 minutes.

Now, the system can far more accurately predict drive times by using the

	Weekday	Rush Hour	Weeknight	Weekend
Drive Speed (mph)	20	20	20	20
Minimum Drive Time	0	0	0	0

actual distance from the restaurant to the customer's location. The system will use that exact distance and use the driving speeds you entered to calculate the driving time. If that driving time is less than the minimum drive time that you entered, the system will use the minimum drive time instead.

The driving times and speeds can be different for each zone. So if your area has sections that are much more densely packed than others, you may want to separate those zones.

As before, each zip code you deliver to must be entered into the system and tied to a zone.

**The system can accurately predict driving time based on the actual distance from the restaurant to the customer!**

## Delivery Fees

Delivery fee charges can now be calculated based on the distance from the restaurant to the customer, in addition to the current methods of calculations.

When setting up delivery fees, there is now a new drop down box called "Mileage Fee." You can specify different mileage fees for breakfast, lunch, and dinner, and different fees for residential, corporate, and hotel customers as well. Each mileage fee can be structured to charge a flat fee or per-mile fee based on the distance. You can setup different fees for different distances.

For example, you could setup a fee range like this:

- 0 to 4 miles, \$4.99 fee
- 5 to 10 miles, \$9.99 fee,
- Over 10 miles, \$12.99 fee.

Or like this:

- 0 to 4 miles, \$4.99 fee,
- 5 to 10 miles, \$1.75 per mile,
- 11 or more miles, \$1.00 per mile.

Or even like this:

- 0 to 10 miles, \$.95 per mile,
- 11 or more miles, \$14.99

The possibilities are endless.

It is important to realize that the new mileage-based delivery fees are in addition to the traditional zone-based delivery fees. This was done so that existing Power Flash customers who do not want to use the new mileage-based features do not have to. They can continue to use the current zone-based structures. You can even use both if you want. Note that the system rounds the distance up to the next mile before calculating the delivery fee. So if a customer is 3.25 miles away, the system rounds that up to 4 miles. Also, keep in mind that since the system calculates distances in a straight-line, actual driving distances will be slightly more, so you will want to take that into account when pricing your per-mile fees.

Mileage Range	Flat Fee	Per Mile Fee
0 to 4 miles	4.99	0.00
5 to 50 miles	0.00	1.25
51 to 9999 miles	50.00	0.00

[Add new matrix level](#)

# RESTAURANTS – NEW FEATURES

When setting up your restaurants with the new version of Power Flash, you will notice a few new fields.

## Address Validation

First, you will see a red “click to verify address” link. This link is displayed for each restaurant and remains until the restaurant’s address has been validated by Google Maps. Once you click on the link, and the address is validated, the link will disappear. If you change the address in any way, the link will reappear and you will need to click it again.

It is very important to go through each of your restaurants and validate their addresses. This is essential if you are to get the most out of the new Geo-Coding features!

## Restaurant Price Range

The dropdown box will let you choose a price range, from \$ to \$\$\$\$ , for each restaurant. This information will be displayed on the Restaurant Page on the Internet. Customers can choose to sort restaurants by price range, distance, name, or rating.

## New Checkboxes

Two new checkboxes have been added. These checkboxes allow you to decide whether or not to offer House Drinks or other House Items to a customer when that customer chooses that restaurant.

If you do not want to list any house items on the Internet when a customer is ordering from this restaurant, check the box called “Do not display House Items on the Internet.” Note that this box only effects items shown on the Internet; your CSR’s still have the ability to order house items for orders for this restaurant.

If the restaurant sells their own drinks, and you do not want to sell any house item drinks when a customer orders from this restaurant, check the box called “Do not sell drinks from House

	Lead	Breakfast Hours	Prep	Lead	Lunch Hours	Prep	Lead	Dinner Hours	Prep
Monday		Closed		None	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)
Tuesday		Closed		None	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)
Wednesday		Closed		None	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)
Thursday		Closed		None	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)
Friday		Closed		None	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)
Saturday		Closed		None	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)
Sunday		Closed		None	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)

Items.” When this box is checked, neither Internet customers nor CSR’s can choose any drink off the house item menu whenever this restaurant’s menu is displayed.

## Name to Show on the Internet

This field is not new, but it now has an additional new function. Inside Power Flash, whenever the CSR is selecting restaurants, only ONE restaurant with the same Internet Name is displayed in the top group of “Closest” restaurants. All the rest all displayed in the “Other Restaurants” away” list of restaurants below.

## Internet Landing Page

Sometimes your restaurants would like to link their site to yours, with their restaurant menu displayed as soon as they customer click’s on their link. This is now very simple. Simply enter the “name” you want to use for the link under restaurant setup. No two restaurants can have the same landing page name.

The link is then your main website name, following by a “/” followed by the Landing Page name you entered here. For example, if your company’s

Restaurant	Available	Distance
<b>Closest Restaurants</b>		
Besa Pizza & Pasta	NOW	3.9 miles
Black-Eyed Pea - Coit	NOW	1.9 miles
Boudreaux's-Richardson	NOW	2.7 miles
Chili's - Richardson #20	NOW	0.0 miles
Cindi's N.y. Deli-Central	NOW	3.1 miles
Eat The World	NOW	3.1 miles
Enchiladas- Greenville	NOW	4.7 miles
Genki Sushi & Steak Japanese	NOW	3.9 miles
Hibashi-Teppan & Sushi Bar	NOW	4.9 miles
Humperdink's-Richardson	NOW	2.4 miles
Jersey Mike's Sub- Preston Lbj	NOW	3.9 miles
Kijjweni Swahili Restaurant	NOW	0.0 miles
Neuhaus Cafe	NOW	4.9 miles
Pice Cafe-Belline	NOW	4.3 miles
Sonny Bryan's (richardson)	NOW	3.1 miles
Teriyaki Bowl Asian Grill	NOW	1.9 miles
<b>Other Restaurants</b>		
Antonio Ristorante	NOW	5.5 miles
Basil Leaf Thai Restaurant	NOW	n/a
Bennigan's Grill & Tavern	NOW	13.2 miles
Bi's Brewhouse (addison)	NOW	5.3 miles
Bi's Brewhouse (arlington)	NOW	28.2 miles
Bi's Brewhouse (carrollton)	NOW	13.7 miles
Bi's Brewhouse (mesquite)	NOW	11.1 miles
Bi's Brewhouse (plano)	NOW	5.6 miles
Black- Eyed Pea- Plano South	NOW	5.8 miles
Black Eyed Pea-North Arlington	NOW	24.4 miles
Black Eyed Pea-South Arlington	NOW	29.0 miles
Black-Eyed Pea - Cedar Springs	NOW	9.9 miles
Black-Eyed Pea - Garland	NOW	3.3 miles
Black-Eyed Pea - Greenville	NOW	6.1 miles
Black-Eyed Pea- Mesquite	NOW	10.8 miles
Black-Eyed Pea-Gaston Ave	NOW	8.8 miles
Black-Eyed Pea-Plano North	NOW	6.8 miles
Boston's The Gourmet Pizza	NOW	13.0 miles
Boudreaux's-Arlington	NOW	28.5 miles
Butcher Shop Steakhouse	04:00 PM	11.5 miles

site is [www.rds.com](http://www.rds.com), and the restaurant’s landing page is “chilis”, the restaurant would use this link: [“www.rds.com/chilis”](http://www.rds.com/chilis)

# BETTER DISPATCHING

Our new Geo-Coding systems allows you to dispatch your drivers much quicker and more efficient than ever before!

A new distance column has been added to the dispatch screen. This column tells you the distance and the driving time between the restaurant and the customer. The driving time is calculated using the driving speeds that you entered under zone setup.

We have also updated the Driver Assignment screen. The system keeps track of where each driver is located by remembering where the last place was that you sent him or her. Now, when you click on "Assign Driver," the system lists all available drivers, and sorts them by distance from the restaurant. It lists the driver's name, distance, and driving time to get to the restaurant, and the time the driver could get to the restaurant. If the driver is currently on an order, it will take into account the estimated completion time for that current order when calculating the driver's availability for the next order.

The ETA column has also been upgraded. This column has always been on the screen, but most services do not use it, probably because it has not been understood.

The Target Delivery Time column lists the time the order is scheduled to be delivered by. The ETA time is a flexible time that is updated automatically

Number	Start Time	Target Delivery	Age	Distance	Driver	Restaurant
440529	11:33 AM	12:00 PM (N)	---	0.31 miles		Dream Cafe/Jtown
440578 "INT++"	10:53 AM	11:30 AM (N)	---	3.63 miles		Humperdink's/Richardson
440580	10:08 AM	11:08 AM	13	6.78 miles	(w/) LARRY	Pastrani Queen Ny Deli

Driver	Orders	Time	Local
Hellegers, Cale	0/0	09:10 AM	Boston
Spindon, Salm	0/0	09:15 AM	Boston
Yates, Larry	1/1	10:08 AM	Gold C

by Power Flash to reflect the current estimated time of delivery.

For example, suppose you have an order for Peter Jenkins from Chili's, to be delivered at 7:00 PM. Chili's has a Prep Time in the system of 20 minutes, and the Peter lives 2.5 miles from the restaurant. The average driving speed you entered for that zone is 25 miles per hour. The system will calculate that it will take your driver 9 minutes to make that delivery.

Let's say that you fax the order to the restaurant at 6:15 PM. The system will add 20 minutes for prep, and 9 minutes for delivery, giving you an ETA of 6:44 PM.

But let's say that your driver, Bob, is 8

miles away when you assign him to the order. The system knows that it will take him 19 minutes to reach the restaurant. If you assign him to the order at 6:20, the system knows that the driver cannot get to the restaurant until 6:39, and then it will take him 9 minutes to make that delivery. So the system will update the ETA to be 6:48.

But the system goes even farther than that. Let's say that Bob is already on a delivery when you assign him to the order. The system will look at the ETA of the order that Bob is on, add a couple of minutes to give him time to get back in his car, and use that time as the time that Bob starts to drive to the restaurant. So if the ETA on Bob's current order is 6:25, the system will calculate that Bob will not arrive at Chili's until 6:46, and will not be able to deliver the food until 6:55.

Sounds complicate, doesn't it? But Power Flash takes care of these calculations for you. All your dispatcher has to do is look at the ETA column to know if an order is running late or not.

Every time you assign a driver to an order, fax an order to restaurant, update a driver's location, or mark an order complete, the ETA for all effected orders is automatically re-calculated for you.

## Power Flash On-Line Menu Guide

Your customers will  
Always be up-to-date  
with your  
On-Line  
Menu Guide.



"The 8-track stereo is out of stock, the lime green leisure suit is out of stock, the Earth shoes, mood ring, and Disco Barbie are also out of stock. Would you like me to send you a new catalog, ma'am?"

## **Utilizing the latest in software technologies, PowerFlash can provide the complete solution for delivery services of all sizes.**

- **Completely integrates Call-Center and On-Line ordering**
- **Organizes deliveries by zones or distances using Google Maps**
- **On-Line Group Ordering and Corporate Order Management**
- **Organizes Medical Facilities and Pharm Reps**
- **Integrates with QuickBooks for complete accounting support**
- **Integrates with Web Portals for increased sales**
- **Customizable website interface**

**With over 19 years of experience developing software for the multiple-restaurant delivery industry, our software has been used in hundreds of delivery services throughout the United States and Canada**



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