

Multiple-Restaurant Delivery Software

POWER FLASH

September 2009

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Welcome to the premier issues of our new monthly newsletter! This newsletter will be used to communicate new Power Flash features, helpful hints, industry news, and more!

Over the past year, RDS Control Systems has grown, and we have expanded our staff to be able to provide even better software and service to our customers. In April, Ben Maxwell joined our staff. Ben is a talented graphic / web designer, and provides support for the Power Flash system as well. John Bradshaw will be joining our staff this month. John was previously headed the IT department of an RDS, and has extensive operational experience as well. John is intimately familiar with Power Flash, and will provide support to our software. John is also an experience graphic/web designer.

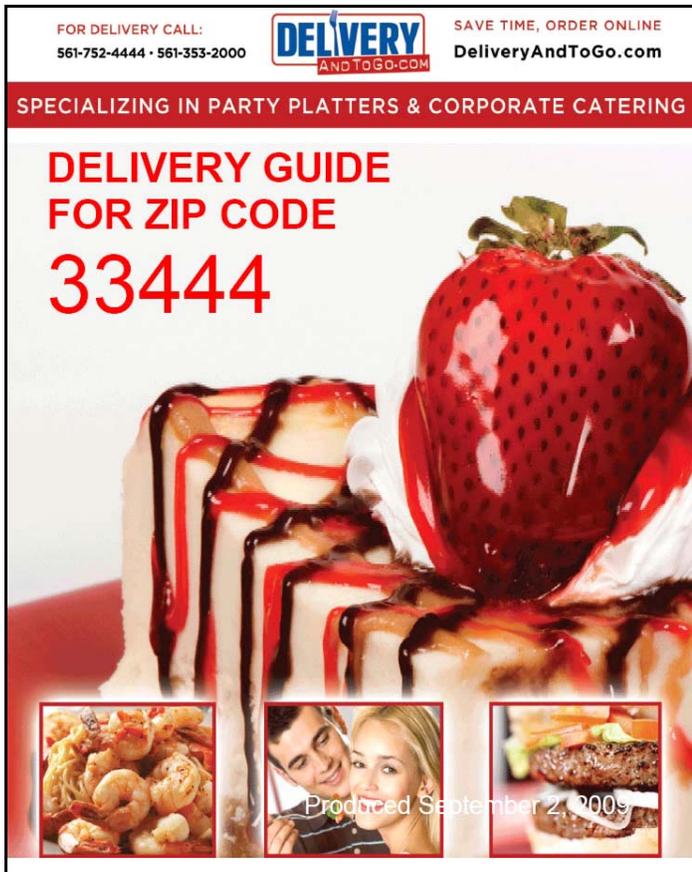
Several customers have asked me how I decide what new features to add to Power Flash. There are a lot of factors that go into decision on what features to add to the system. First, I listen to all requests, and those features that are the most requested will get looked at first. Also, the complexity of the feature will dictate how soon, if ever, if will get added. If a feature would take 40 hours of programming, and would benefit only a single RDS, it will take a back seat to several over features that could be incorporated in the same amount of time but would benefit everybody.

However, if there is a feature that your RDS has to have, you can hire us to add that feature for you. We will quote you a price based on the specs of the feature, and will give you a schedule of when that feature will be implemented.

We only have one version of Power Flash, That means that every feature that is added, whether by request or by hire, will be available to everyone. This system benefits everybody. Larger services who want to have their own features added can pay and have the feature designed exactly as they desire. Smaller services who cannot afford to pay for new features of their own design can still enjoy the fruits of the larger services. We have found that in the long run, those services who most want the special features are the same services that will be able to afford to pay to have them added.

For example, our new order conformation system with the PDF attachments was designed to the specifications of one customer. They needed a separate attachment with a customizable email body depending on whether it was a new, updated or voided order. They paid for and got the system exactly the way they wanted, and everybody else will enjoy the benefits of this new feature!

ON-LINE MENU GUIDES



In this tight economy, we must find every possible way to save money. Menu guide printing costs can make up one some of your largest expenses, **Power Flash** now has the ability to create customized menu guides for your customers right from your website.

Your customer selects his zip code. The system then shows the customer a list of restaurants available to him in his zip code, and he can choose which of the restaurants to include in the guide.

Power Flash will then create the Menu Guide, which can be downloaded as a PDF directly from your website, or can be emailed to the customer.

You have complete control over the design of your front cover. Your graphic designer simply creates a JPG image of the cover, leaving space for the "Delivery Guide for Zip Code" message. When Power Flash generates the guide, it automatically places this text on the cover at the location that you specify!

The second page of your guide is an information page. This page can be created in any word processor, and then saved as a Rich Text File (RTF). Power Flash will load this file as Page Two in your guide.

Finally, you can create a banner JPG to be included at the top of every other page in the guide. This will allow you to give your guide a uniform look and feel throughout. The complete menu for each of the restaurants that the customer has chosen will be included in the guide.

The on-line menu guide will be generated using your current restaurant and menu information. Because it is a PDF file, your customers can print it, save it, or email it to their friends.

While this feature will not completely eliminate the need for the printed guides, it will allow you to supply your customers with an up-to-date menu guide whenever they want one. Instead of printing and mailing expensive menu guides, you could instead print an inexpensive teaser, flyer, or coupon and mail those out instead.

Setting up the menu guide is very easy. First, have your graphic design create a Cover JPG with dimensions of 2550x2850 pixels, and a Banner JPG with dimensions of 2550x450 pixels. Save these two files in the IMAGES folder on your web server. Then create your Page Two in any word processor, saving it as a RTF file in the ROOT folder of your web server.

Then go into Power Flash. Click on Setup: Internet Settings, and click on "Menu Guide" on the left. Then enter the filenames of the three files you created. If you want, you can specify the exact location of the text on the cover. If you do not specify a specific location, the text will be located on the left side right under the banner.

You can also specify the highest delivery fee level of restaurants to include in the guide. This allows you to limit the guide to restaurants within a specific distance from the customer!

NEW RESTAURANT FEATURES

Restaurants

Ready Set Food
Florida Panhandle

General
Financial
More Info
Delivery Info

Restaurant Name

Name to show on the Internet

Contact Name

Restaurant Physical Location

House Number Street SuiteCity State ZipRestaurant's Phone Email Address

Billing Address

House Number Street SuiteCity State ZipBilling Phone QuickBooks Vendor Name (optional)

Tickler Questions

Restaurants in Chain

Delivery Menus

Catering Menus

Take Out Menus

Dbe - Subway

[Add](#)

[Remove](#)

[Add](#)

[Remove](#)

[Move Up](#) [Down](#) [Add](#) [Delete](#)

[Move Up](#) [Down](#) [Add](#) [Delete](#)

[Add](#)

[Delete](#)

Active
 Available On-Line
 Do not send to portals
 Do NOT display house items on Internet
 Daily Special

Faxing Enabled
 Hide Customers on Fax
 Require Fax Confirmation
 Send to both Fax machine & Email
 Send to Fax Machine
 Send to Fax Machine using MyFax service
 Use Network Printer
 Send orders via Email

Nextel Phone

Fax Number

Delivery Order Template

Take Out Order Template

eMail Address or Network Printer

Hours of Operation

Edit	Lead	Breakfast Hours	Prep	Lead	Lunch Hours	Prep	Lead	Dinner Hours	Prep
Monday	1 day	07:00 AM to 11:00 AM	(20)	None	11:00 AM to 03:00 PM	(20)	1 day	03:00 PM to 10:00 PM	(20)
Tuesday	1 day	07:00 AM to 11:00 AM	(20)	None	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)
Wednesday	1 day	07:00 AM to 11:00 AM	(20)	None	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)
Thursday	1 day	07:00 AM to 11:00 AM	(20)	None	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)
Friday	1 day	07:00 AM to 11:00 AM	(20)	None	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)
Saturday	1 day	07:00 AM to 11:00 AM	(20)	1 day	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)
Sunday	2 days	07:00 AM to 11:00 AM	(20)	2 days	11:00 AM to 03:00 PM	(20)	None	03:00 PM to 10:00 PM	(20)

Show only active Restaurants

DELIVERY, TAKEOUT, CATERING MENUS

The new Power Flash website supports three types of orders: Delivery, Catering, and Takeout. The only difference between a catering order and a delivery order is the menu items that are displayed. Of course, takeout differs because there is no delivery.

You can create multiple menus for each restaurant, and assign one or more of them to each type of order. For example, you can create a Regular Delivery Menu consisting of individual items, a Catering Menu consisting of bulk packaged items, and a Take Out menu that also has drinks on it.

You can then assign these menus to the restaurant. For delivery orders, you may assign both the Delivery and Catering Menu, but list the Delivery Menu first. For Catering Orders, you may also assign both

the Delivery and Catering Menus, but assign the Catering Menu first.

The order you assign the menus determines the order in which the items display on the screen for the customer. Although you want your catering customers to choose bulk items, they may need to order a single entrée as well. (For example, the customer may need a full pan of Meat Lasagna, but one salad for the vegetarian!) And for the take-out customers, you would only assign the take-out menu, since they will not be picking up the bulk catering items. They need YOU to deliver those, of course!

LEAD TIMES

While most delivery services are not open for breakfast, many services will deliver a breakfast or-

der if the order is placed the day before. Now, you can specify lead times for breakfast, lunch, and dinner orders for each day of the week!

Lead times are expressed in hours or days, and the lead time can be up to 30 days in advance!. The system will require the customer place the order that many hours or days in advance.

For example, let's say that your service is open for lunch five days each week, and dinner every night. You are not open for breakfast, but will deliver it with a day's notice. You would set the lead time for breakfast to be one day for every day, and the lead time for lunch to be one day for Saturday and Sunday.

EMAILING & FAXING ORDERS

Orders can now be emailed to the restaurants as well as being faxed to each restaurant. You can select, on a restaurant by restaurant basis, whether the orders will be sent to each restaurant by email, fax, or both.

The advantages to emailing the orders, of course, is that it does not require you to have a dedicated fax line and the restaurant will have an electronic copy of every order on file. Of course, this requires the restaurant's staff to have access to the email and actually check it.

MULTIPLE VACATION DAYS

The *Power Flash* system can now store multiple vacation days for each restaurant, rather than just the single day it previously could store. Vacation days can be entered by clicking on the More Information tab.

CSR NOTES

Also on the More Information Tab is a space to enter notes for your CSR's and dispatchers. These notes are not printed on the orders or available to on-line customers. They are only available within the Power Flash system. These can be used to list additional restaurant manager contacts and any other useful information your staff would need to know.

TAKEOUT ORDERS

Even though you are a delivery service, it is possible to enjoy extra revenues by processing takeout orders for your restaurants.

When a restaurant receives a take out order, one of its wait staff must take time out from his or her regular duties to take this order. Not only does this interfere with the restaurant's operation, but the waiter or waitress will not up sell, since his or her tips are based on the service they provide to dine-in customer, not takeout customers.

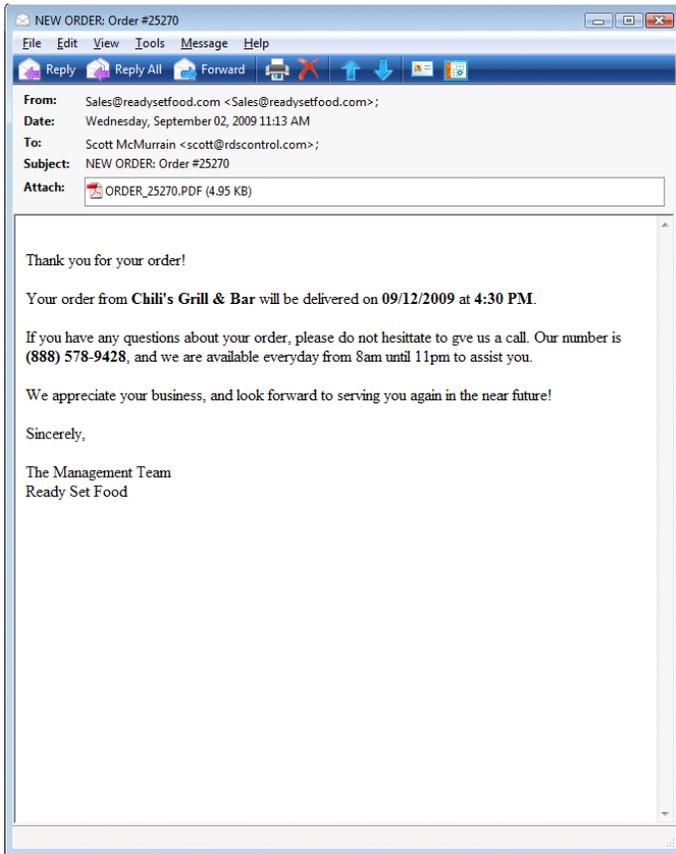
You can now take orders for take-out in the Power Flash System. Takeout orders can be taken in your call center, or on-line.

Setting up a restaurant for takeout is very easy. You can use the same menu as you do for delivery, or you can create a different menu for takeout. In the restaurant setup screen, to make a restaurant available for takeout orders, simply enter a menu under the Takeout Menu section. Then enter the financial arrangements you have made with that restaurant for takeout.

You can charge a different commission rate for takeout orders. The system can be setup to have the restaurant accept payment from the customer when the order is picked up, or you can process a credit card for the customer, and pay the restaurant at the end of the pay period when you pay it for your delivery orders. If the restaurant accepts payment, Power Flash will list deduct your takeout commission from what you owe the restaurants on your regular delivery settlement statement.

In order to process Take-Out orders in the Power Flash system, you must purchase the Take-Out Module License for the system. This license is priced at \$1,500, and is a one-time cost. Please contact RDS Control Systems at (888) 578-9428 for more information.

EMAIL ORDER CONFIRMATIONS



The email confirmation system in the new version of *Power Flash* has been greatly enhanced.

The orders are now sent as a PDF attachment. This PDF attachment will look exactly like the printed order. Of course, you have the ability to customize this template to include just the information you want to provide.

In addition to the attachment, you can specify general information to be included in the body of the email as well.

In fact, you can specify different bodies for new email confirmations, updated order confirmations, and even confirmations for voided orders.

When you edit an order, you are prompted whether or not to send an updated email to the customer.

CREDIT CARD INTEGRATION



Power Flash now has the ability to integrate directly with Heartland Payment Systems. If you use Heartland for your processor, you will no longer need IC Verify!

In addition, the integration with Heartland fully supports Level II Corporate Cards, allowing you even better rates when processing these types of cards.

If you are interested in using Heartland Payment Systems to process your credit cards, please contact Jason Close at (763) 657-1440 for a rate quote!

RESTAURANT WEBSITES

You now have the ability to offer your restaurants a custom-designed website of their own, complete with on-line ordering. Each restaurant can have their own home page and site them, using their own style sheet. Customers will see only data from that restaurant, but all orders will go into your Power Flash system just the same way as all other orders!

Restaurant Website Licenses are packaged in bundles of 10 for \$500. Contact RDS Control Systems at (888) 578-9428 for more information.

We can also do the graphic design for you. Since each restaurant is different, please call us for an exact quote. Simple restaurant websites can be designed for under \$250!

POWER FLASH REWARD SYSTEM

Customer Reward Program

Residential Membership
Add Reward Program

Show only active Reward Levels

Residential Membership

Reward Name

Active Reward Level

Automatically enroll customers

Restaurant Reward Program

Prize	Status	Price
Best Buy	Active	100
Hawaii Vacation	Active	250000
Rds Gift Certificate	Active	1000
Walmart Card	Active	100
<Add New Prize>		

Internet Orders

Base Points for each FOOD dollar spent

Base Points for each order placed

Call Center Orders

Base Points for each FOOD dollar spent

Base Points for each order placed

Detailed Description

Vertical Offset for Printed Certificates

Gift Amount Threshold

Reward Program ID# 2

Featured Restaurants

Restaurant	Internet Bonus	Call Center Bonus
August Moon	2x default points	2x default points
<Add Restaurant>		

You can create one or more reward systems in Power Flash. Customers can automatically be enrolled in one or more reward programs, or you can set the system to require them to enroll themselves from your website. (In most cases, you will have only one reward system, and every customer will automatically be enrolled.)

Once enrolled, every time a customer orders, they are awarded points. You can decide how many points they are awarded based on the number of times the customer orders, or on the dollar volume of each order. You can award different points depending on whether the customer ordered through your call center or on-line.

Finally, you can award extra points based on what restaurants the customer ordered from!

You can create an extensive list of prizes to be awarded to your loyal customers. These can be physical prizes, such as electronics, gift cards, or even a vacation trip! They also can be used within Power Flash as a gift certificate or for free deliveries.

Customers can redeem their rewards on-line! For prizes that are internal to Power Flash, the rewards are available immediately.

You can run a daily or weekly report to get a list of physical prizes that customers that they redeemed, and then take the steps to send these prizes to them.

Some RDS's have worked out arrangements with their restaurant partners to offer restaurant gift certificates that the restaurant will sell to the RDS at a discount!

WEB PORTAL INTEGRATION

Portal Setup: Campus Food (212) 616-3070

 [Accept Orders from Portal](#)

 [Use automatic portal integration.](#)

Restaurant Items Markup Flat Percent
 Round up to .25, .49, .75, or .99

Delivery Fee Markup Flat Percent
 Round up to .25, .49, .75, or .99

[Push all Restaurant Data to Portal](#)

----- Portal Orders -----

to

Order #	Portal #	Date	Customer	Restaurant	Amount
---------	----------	------	----------	------------	--------

----- Restaurant Status -----

Restaurant Name	Status
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Many RDS's have enjoyed substantial incremental income by working with the various web portals. For those of you not familiar with web portals, these are companies that offer on-line ordering for hundreds or thousands of restaurants located throughout the country. Because they offer so many restaurants, they enjoy much higher search engine rankings. But these portals do not deliver the food; they simply take orders and send the orders to an RDS or directly to the restaurant. The portals typically take a commission between 5 and 10 percent.

If your agreement with the portal allows, you can set the Power Flash system to mark up either the menu prices, the delivery fee, or both before sending the data to the portals. This will allow you to recoup some or all of the costs of the portal!

We have designed a central integration system that allows Power Flash to integrate with various portals. We are now working with several of the larger portals to complete this integration.

If you are working with one of our portal partners, integration is quick and easy. Simply Go to Business and click on the "Portals" button. You will see a list of portals. If integration is available with that portal, you simply check a box, and everything is automatic from that point on.

Whenever you make a change to a restaurant, menu, delivery fee, or zone, that information is automatically sent to the portals. Whenever a person places an order on the portal for one of your restaurants, that order is automatically injected into your Power Flash system.