

MULTIPLE STORES

“We wanted a computer system that would allow our central office to access individual store information quickly and easily. Then we heard about Phoenix POS from FireFly Technologies.”

— Brad Ridgeway, MacKenzie River Pizza Company, Bozeman, Mont.

Phoenix™ POS: A Single Solution for Multiple Stores

Managing multiple locations means managing multiple details. Change a price at one location, and you need to change it everywhere else. You want to know how the store on the north end of town is doing versus your downtown location. One-number ordering would be a great customer service tool, but it seems too difficult and costly to implement.

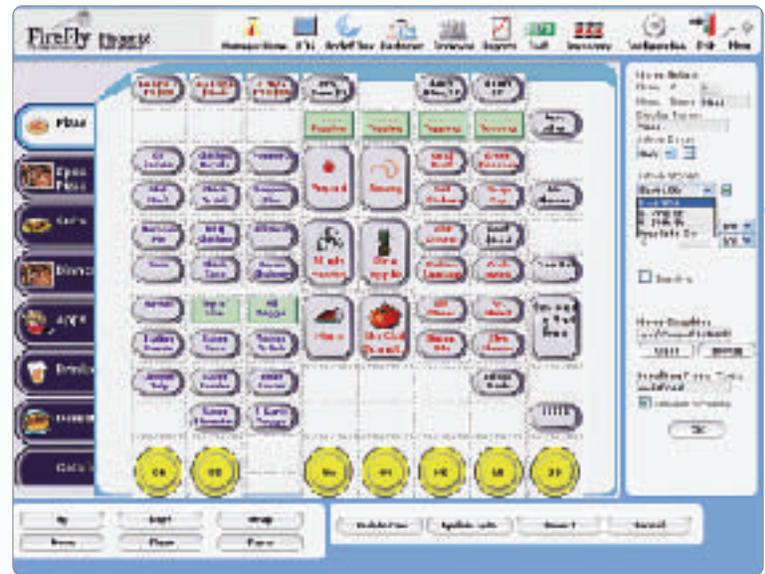
FireFly Technologies understands the challenges you face. That's why our solutions will help meet your every multi-store need: easy menu and pricing changes, consolidated store reporting, and an integrated one-number ordering system.

Managing Pricing, Menus, and Coupons

Sometimes it's the little details that take the most time...changing a menu item, altering a price, adding or removing coupons. Especially if you have multiple locations.

But with Phoenix™ Point-of-Sale, there's no need to hop from one store to another or even from one database to another to make pricing, menu, and coupon changes. Stored in one central database, these items can be added, deleted, or changed for all of your locations from wherever you have Internet access. It's one of the perks of Phoenix's remote access feature.

And it's easy to synchronize your pricing and menus without impacting any other system settings. You have ultimate flexibility to make your system management easier.



Change coupons, prices, or menu items for all your locations from a single database. All you need is Internet access.

“Phoenix POS's one-number ordering lets us serve customers in bigger and better ways than before at less cost.”

— Kevin Knudson, daVinci's, Lincoln, Neb.

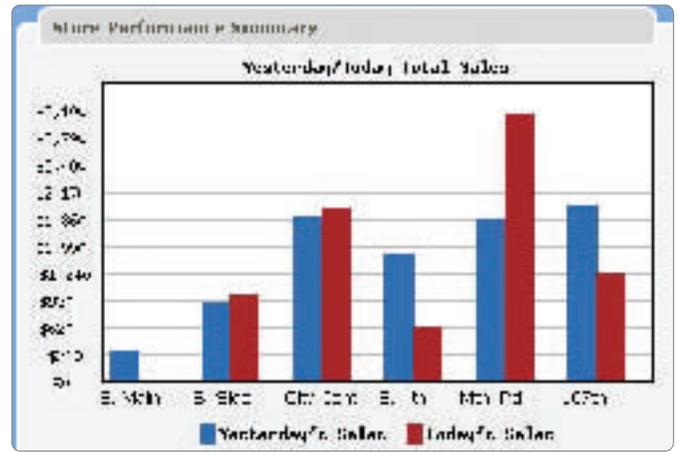
Phoenix Headquarters™: Multi-Store Information Made Easy

Imagine instant information—anytime, anywhere—from across your enterprise. Check on individual store sales, or compare across stores or regions. With the Phoenix Headquarters™ reporting module, you've got the power to manage multiple stores more effectively.

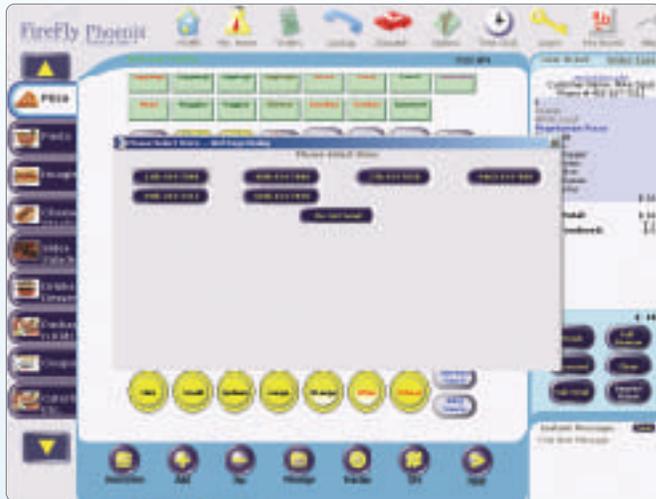
From a single interface you can quickly check on your complete operation. Store comparison graphs for sales and labor are prominently displayed on your Phoenix Headquarters home page.

Check out the store comparison report for key numbers, updated every four hours, on each of your stores or regions. Or check out any of the individual store reports for live, up-to-the-minute data.

Then, connect directly to the store's POS system from the Phoenix Headquarters module to view even more details, manage employees, conduct marketing campaigns, review individual tickets, make pricing changes, or even take an order.



Your Phoenix Headquarters home page gives you a summary of key indicators, with graphs comparing sales and labor across your enterprise.



Phoenix Order Central lets you take orders in one location and automatically routes them to any number of stores.

Phoenix Order Central™: One-Number Ordering Has Never Been Easier

Want one-number ordering for your multiple stores? It's easier than you think. FireFly Technologies has combined the advantages of call center technology with the reliability and convenience of the Internet into Phoenix Order Central™. Based on the Phoenix Point-of-Sale's browser-based system, Phoenix Order Central is a cost-efficient and easy-to-use alternative to traditional call center solutions.

With Phoenix Order Central, you can set up a one-number ordering system in your main store or at a designated call center location. Take orders in one location and automatically route them to any number of stores. Because Phoenix Order Central is incorporated directly into the POS software, there's no extra software cost and no special hardware requirements—only additional phone lines to handle all the additional business! Phoenix Order Central can help you increase ticket averages, streamline operations, and boost customer traffic.

FireFly
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Phoenix
Point of Sale