SOFTPOINT

APPS **TAB** **LABS**

APPS

TAB

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Softpoint empowers **hospitality brands** using retro point of sale systems like Micros, Aloha & others to:

✓ **Quickly and inexpensively adopt** a compliant EMV system & guest-friendly pay at table solutions

✓ **Avoid the expensive and time-consuming hassle** of replacing POS

Agenda: The SoftPoint Apps Story & How to Sell It

Section 1: The Problems Operators Have Today

Section 2: How SoftPoint Apps Solves Operators' Problems & Brand Overview
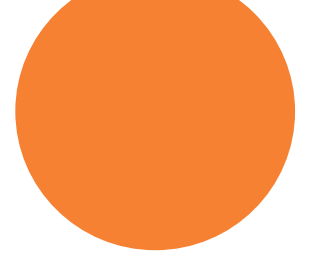

Section 3: Success Story & Satisfied Clients

Section 4: Tactical Sales Information

Section 5: Competitive Landscape & Common Objections from Prospects
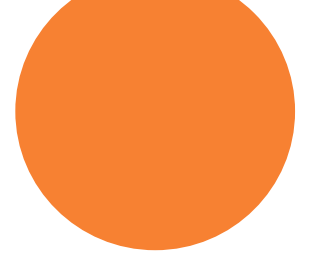

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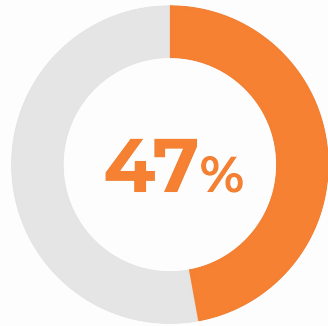# The Problems Operators Have Today

Operators' Problems Today

✗ Staff/labor shortages

✗ Cost of cloud migration

✗ Legacy POS doesn't allow for modern solutions

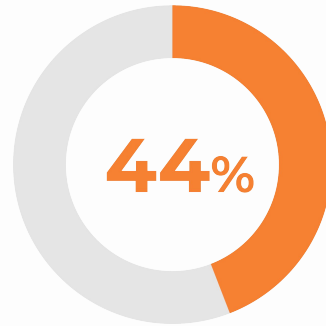✗ Solutions adopted during COVID survival mode not sustainable

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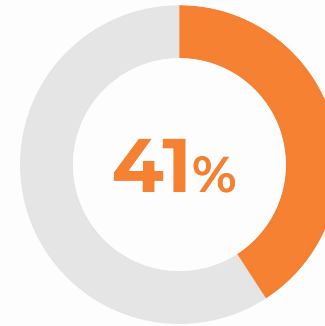
Payment Software Is No Longer Optional

Operators are investing in:

47% security & fraud management software
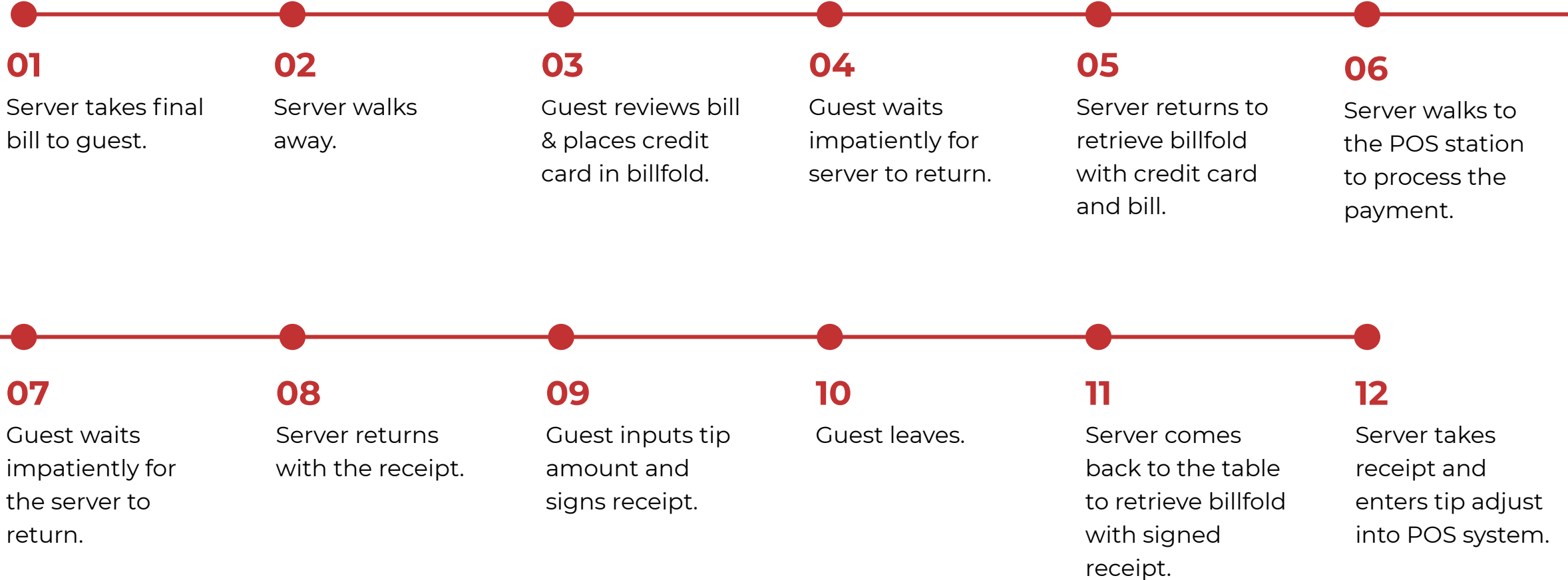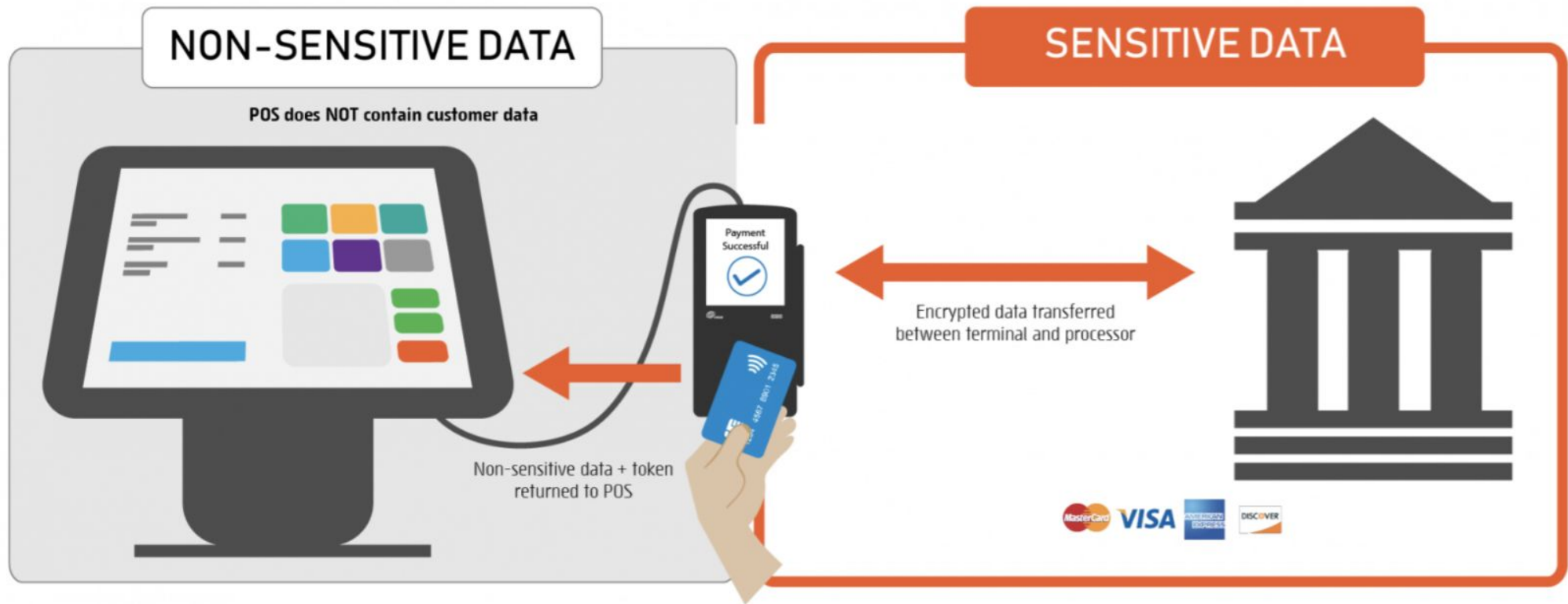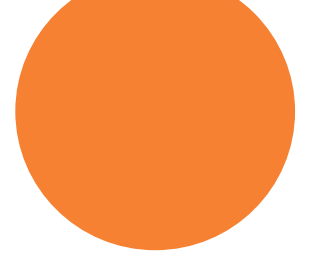
44% contactless or mobile payment acceptance

41% accepting payments via mobile device, untethered to POS

Source: The Visa Back to Business Study 2021 Outlook

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How SoftPoint Apps Solves Operators' Problems & Brand Overview

Traditional Payment Process

01
Server takes final bill to guest.

02
Server walks away.

03
Guest reviews bill & places credit card in billfold.

04
Guest waits impatiently for server to return.

05
Server returns to retrieve billfold with credit card and bill.

06
Server walks to the POS station to process the payment.

07
Guest waits impatiently for the server to return.

08
Server returns with the receipt.

09
Guest inputs tip amount and signs receipt.

10
Guest leaves.

11
Server comes back to the table to retrieve billfold with signed receipt.

12
Server takes receipt and enters tip adjust into POS system.

NON-SENSITIVE DATA

POS does NOT contain customer data

SENSITIVE DATA

Payment Successful

Encrypted data transferred between terminal and processor

Non-sensitive data + token returned to POS

Still Swiping Cards? Minimize Risk & Save Money
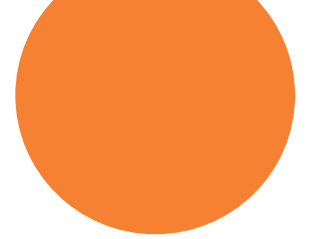
Let SoftPoint run your technology, so you can focus on your customers.

✓ **Security Savings**
Prevent breaching & fraudulent chargeback plus reduce exposure by separating cardholder data from legacy POS.

✓ **Operations Savings**
Enhance offerings while creating new revenue centers to focus on your business free from technological worries.

✓ **Processing Savings**
Take advantage of EMV chip cards, mobile wallets, & contactless payments to provide savings

- Reduction in PCI Scope
- EMV Chip over Swipe
- Debit Card Identification Savings
- Customer Relation Management
- Pin Debit
- Security Cost
- Eliminate Middleware
- Fast EMV Processing
- Wi-Fi & 4G – no cables
- Reduction in Payment time
- Upselling Capability
- Remote Ordering
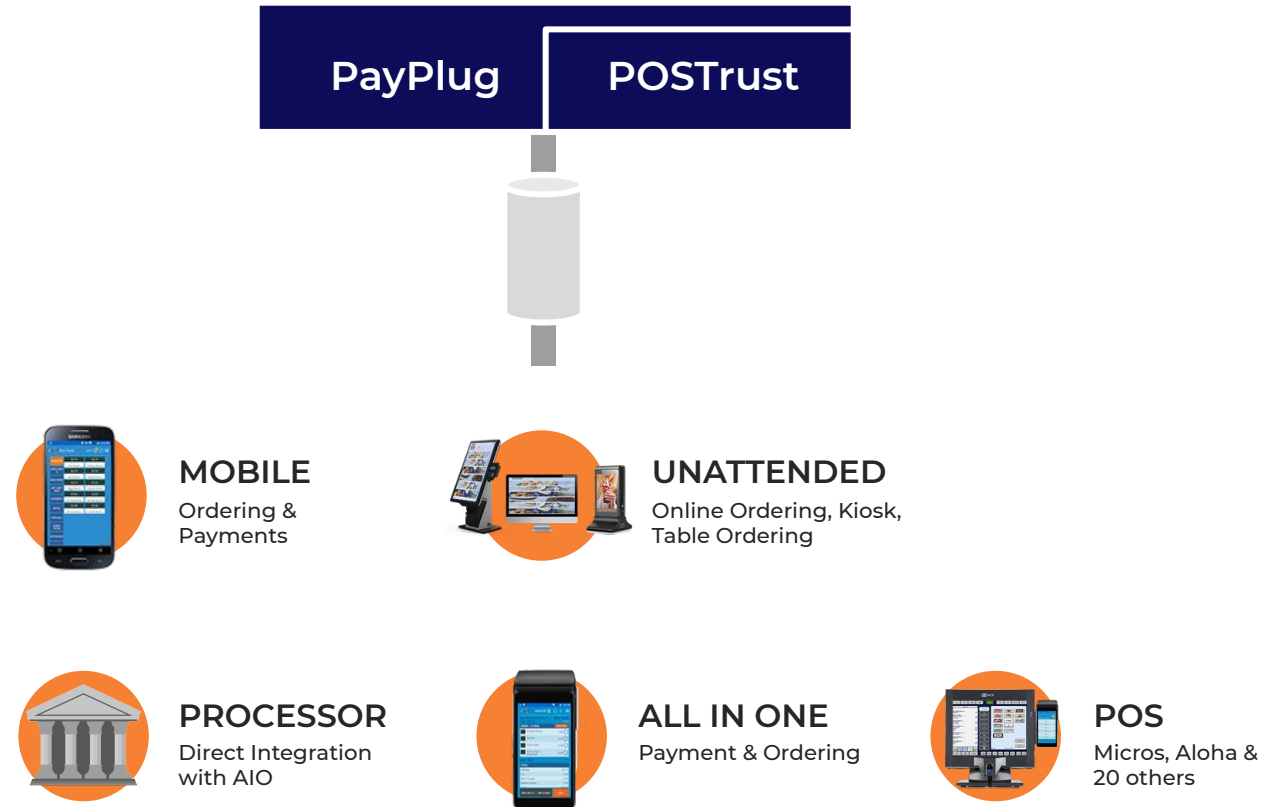- Mobile Wallet and Contactless
- Multi-Unit Management

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PayPlug:
Connect Entire FinTech Ecosystem

Patented PayPlug technology empowers **processes or applications to talk to one another** without a direct connection.

PayPlug **coordinates all payments and activities.**

Manage employees, cost centers, customer experience levels & revenue in one cohesive environment that keeps your Point of Sales (POS), processors and more all **running in sync.**
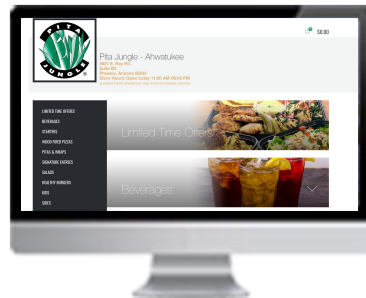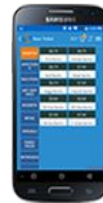
PayPlug | **POSTrust**

MOBILE
Ordering & Payments

UNATTENDED
Online Ordering, Kiosk, Table Ordering

PROCESSOR
Direct Integration with AIO

ALL IN ONE
Payment & Ordering

POS
Micros, Aloha & 20 others

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APPS' Suite of Solutions

One complete line of products to manage all your needs.
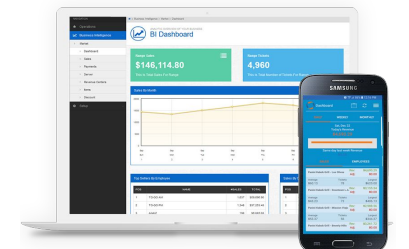
Pay & Order   Online   Mobile   B.Y.O.D.   Kiosk   Intelligence

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DATAPOINT

The ultimate payment & ordering experience with EMV compliance and secure P2P encryption.

✓ **Revenue Increase & Cost-saving Benefits**
Earn more with security, processing & operational savings

✓ **Practical Add-on Advantages**
Tips, CRM, upselling, ads, cash, donations, loyalty, etc.

✓ **Simple Integrations with Our Versatile Solution**
5 payment styles meet the operations of any business

✓ **Numerous Forms of New Payments Accepted**
EMC, NFC, mobile wallet, gift card, closed/open loop, etc.

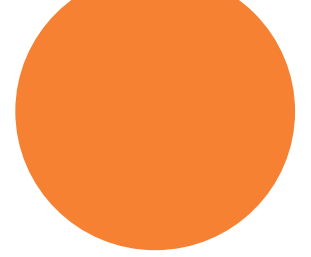TRADITIONAL   PAY / DROP AT TABLE   PAY AT COUNTER   PAY IN FIELD

PAY AT THE TABLE

The Tablestakes:

- Average **5%-10% increase** in tips for staff

- **20% faster** table turnover

- **No more headaches** from tip adjusting

Without Pay at the Table

❌ Upset customers when wrong tip adjustment causes chargeback

❌ Potential stealing from staff for incorrectly entered tip

❌ Lost signed receipts cause chargebacks or lost tips

❌ Longer closeout procedure matching checkout to signed receipts

With Pay at the Table

✓ Offer Apple Pay, Google Pay, NFC, etc.

✓ Reduce touchpoints for speed and safety (e.g., COVID)

✓ Enjoy P2PE Security

✓ Eliminate breaches & credit card liability

✓ Reduce chargebacks dramatically

✓ Drive processing savings via debit/pin transactions with lower fees

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TAPPOINT

The ultimate payment and ordering experience with EMV compliance and secure P2P encryption.

Self-Service Order & Payment

Integrations with mobile wallets, credit cards, Venmo & more with **free QR code stands**

eCommerce Security

Pass liability to consumers via QR codes on website for **more secure & efficient purchasing**

Countless Use Cases

Empower guests to scan QR codes & order when ready

KIOSKPOINT

Seamless technology manages unattended & BYOD transactions.

Flexible Processes

Decide whether guests order & pay at table, to **get the process that works for you**

Ticketing

Integrate automated ticketing or reservation check-in to your venue

Wearables

Wristbands link to white-label mobile wallets for contactless payments, activity management & equipment cost reduction

OLOPOINT

Meet customers where they're at—online.

Online Menus
Lets customers order what they want **when they want it**

Easy Integration
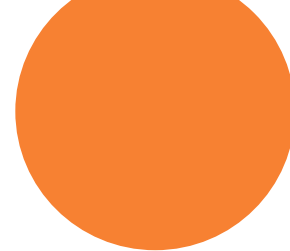Integrates with legacy POS for **seamless implementation**

No Website Necessary
Connect directly with customers using our trusted platform

Success Stories & Satisfied Clients

Brand: Huddle House & Perkins

Their Problem: Struggling to keep up with demand when relying on legacy POS

Our Solution: Huddle House selects SoftPoint for Order and Pay at the Table

Results: Huddle House adopted SoftPoint in 250 locations earlier this year and their sister company Perkins Restaurant (Micros 3700) has rolled out over 250 locations this quarter.

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Some of our **1600+** Brand Partner Locations

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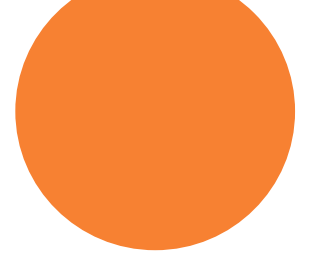
With over **1600** brand partner locations, we're ready to scale with you.

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Tactical Sales Information

Tactical Sales Info: Agenda

01
Discovery Call

02
Minimum POS Requirements

03
Solution Design

04
Contracting and Go-Live

05
Competitive Landscape & Common Objections

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Discovery Call with Prospects
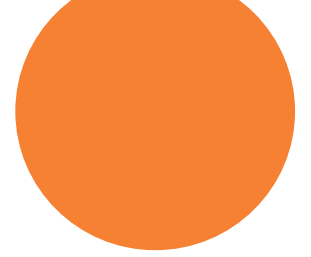
✓ Validate which POS they are on

✓ Confirm the version if possible

✓ Confirm number of active workstations

✓ Uncover key pain points

Rookies' Tip: Stick with Micros 3700, NCR Aloha or PosiTouch for first deals.

POS Integrations:
https://www.softpointcloud.com/pos-integrations

Minimum requirements for POS:

- Micros 3700 Version 5.x
- Windows 7 or higher
- At least 1GB unused memory
- 2GHz dual-core processor
- Transaction Service License installed if table service
- Tenders added to Crystal Reports

OR

- Aloha Version 12.3 or higher
- Windows 7 or higher
- At least 1GB unused memory
- 2GHz dual-core processor
- Aloha Transaction Gateway Installed
- RAL Installed
- Aloha Connect plus 2 interface terminals installed (we will provide NCR dealer the promo code for this)

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Crawl, Walk, Run
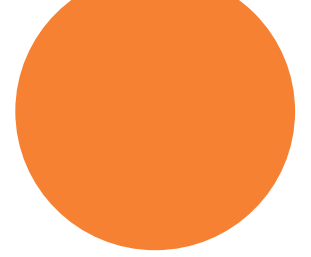
01
Payment Flow

Discuss deployment options starting with Tip Adjust, then Pay at the Table, lastly Order & Pay at the Table.

02
Ordering

What flavors of ordering would they like to incorporate? BYOD, Server-led, Kiosk, Online?

03
Device Options

Base on payment flows and processor.

04
Value Added Services

Do they have a gift or loyalty program? Alternate payments?

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Step

01

SALES PROCESS

Qualify – We give you new questions to ask.

Send Lead – Email today; distro or portal future state.

Run Discovery & Demo Call – Get the details, share the info.

We Send EULA – Establish contractual relationship.

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Step
02

PROVISIONING

1 **Partner Provisions Devices**

✓ Partner loads keys

✓ Provides serial # and VAR sheet to SP

✓ If possible, partner loads SP app

2 **SoftPoint Provisions Devices**

✓ Hardware order form signed
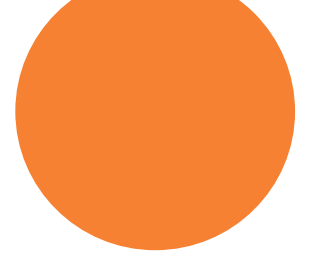
✓ Devices shipped

✓ VAR sheets provided to SP

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Competitive Landscape & Common Objections

Competitive Pay-at-the-Table Landscape

Common Objections
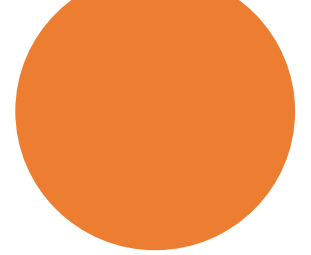
I don't want to change my current front of house operations.

I understand why you'd feel that way, another customer felt the same, but they found that with our crawl, walk, run approach, they could minimize changes to operations while securing their environment. Eventually, they moved forward with order and pay at the table. Now their staff won't let them go back!

It's too expensive.

I understand why you'd feel that way, another customer felt the same, but when they ran the numbers, they concluded that our approach was more cost-effective than a full POS migration and they could deploy our services to drive higher tips and faster table turns.

It will take too much time to implement.

I understand why you'd feel that way, another customer felt the same, but they found that because we can deploy entirely remotely, we can accommodate a rollout plan that fits your schedule. In fact, we deployed a 300 location brand in less than a month without a single onsite visit!

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Order at the Table

✓ Allows orders to get back to the kitchen faster, driving **faster table turnover**

✓ **Empowers staff** to actually help customers instead of running to POS terminals

✓ **Higher tickets** due to upselling

✓ **Improves kitchen prep** as orders are fired in proper sequence

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Take Orders & Payments Anywhere

Integrate various payment methods
to continue growing

Connect device to Internet via cellular connection to:

- ✓ Take delivery orders and complete transactions as card present

- ✓ Take orders in areas of the restaurant without wifi, e.g.: patios or parking lots

- ✓ Take orders at off-site events

- ✓ Remain 100% connected to the Aloha BOH via Internet

- ✓ Never run another store forward payment & never lose money to a decline

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