

## ALOHA eFREQUENCY CUSTOMER LOYALTY PROGRAM

The Aloha eFrequency customer loyalty solution delivers flexible, customizable, reward and bonus programs. The powerful Web-based system is designed to stimulate repeat business with powerful reward programs.



### UNLIMITED BONUS PLANS

- Dollar-based – how much the customer spends
- Item-based – which items the customer buys
- Points-based – how many loyalty points the customer earns
- Frequency-based – how often the customer visits
- Be My Guest – develop guest comp programs
- Employee Comp – manage employee meal programs
- Lottery-based – random rewards given to visiting customers

### UNLIMITED NUMBER OF REWARDS AND PROGRAM TIERS

- Real-time promotions or bounce back vouchers printed at the point-of-sale (POS)
- Rewards can be given in the form of added value on the customer's eCard

### PLAN SCHEDULES AND TRIGGERED BONUS EVENTS

- Bonus plan schedules such as late-night menu club
- Bonus events such as double credit during certain hours of the day or specific days of the week

## POWERFUL REPORTING AND STREAMLINED ADMINISTRATION

- Complete suite of enterprise-level reporting, customer data exports, management alerts and customer history
- Centralized data and flexible reporting for one store, groups of stores or the entire chain
- Seamless integration to the POS with strict audit controls managed at the site level and monitored at the corporate level
- Easy-to-use Web-based wizards allow the corporate office to configure, implement and manage programs with ease

### ONLINE ACCESS FOR PLAN MEMBERS THRU MEMBERLINK

Enhance the guest experience and reduce administrative overhead by allowing customers to update their member profile information and see their rewards accumulation – right from your restaurant's website.

## THE ASP ADVANTAGE

Aloha Enterprise Reporting and other eServices solutions are delivered via an application service provider (ASP) model, which is an easy and cost effective way to deliver tools to your growing business. The software is installed once in a central location and data is provided to users via a standard Web browser. In addition to providing you the latest technology with minimal maintenance, the ASP model offers:

- Minimal store-level hardware and software requirements (standard PC with Web browser)
- Automatic software updates performed at a central location and immediately made available to all restaurants
- Ongoing system management performed in one location by technology experts, not by restaurant managers or employees
- Exceptional reliability – 99.99 percent system uptime
- Designed to work with both dial-up and high-speed Internet connections
- Ideal for restaurant companies of any size or geographic location

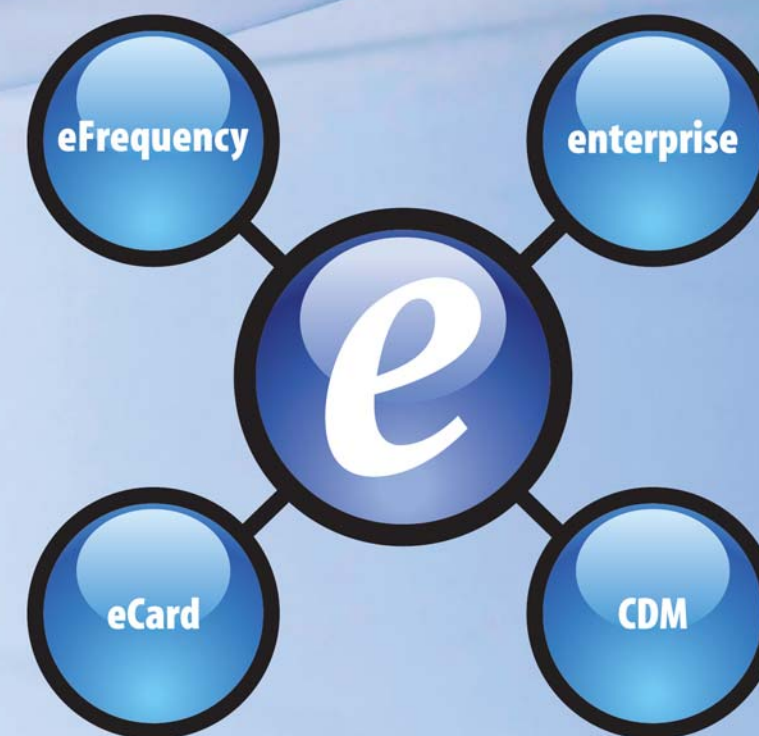


## eSERVICES SOLUTION

for the hospitality industry

Aloha

The Aloha eServices product suite helps you meet your customer's highest expectations while providing the necessary information to cut costs and capitalize on revenue opportunities. Our award-winning solution is comprised of Aloha Enterprise Reporting, Centralized Data Management (CDM), eCard and eFrequency. Designed to help manage and grow your business, these tools enable you to build consistent revenue streams, leverage important data and develop effective marketing programs – all while helping you manage and grow your business.



eSERVICES SOLUTION

### GROW REVENUE

- Build consistent and predictable revenue streams with gift card sales and compelling loyalty programs
- Leverage detailed customer intelligence and performance data to implement highly effective marketing programs and promotions

### REDUCE OPERATING COSTS

- Increase visibility and control from any location to make smarter business decisions

### INCREASE EFFICIENCY AND CONTROL

- Manage critical data across all sites from a central location
- Implement new database changes in a single site or multiple sites with no restaurant manager interaction

### BUILD CUSTOMER LOYALTY

- Stimulate repeat business by providing valuable rewards for repeat purchases

### DECREASE EMPLOYEE TRAINING TIME

- Reduce training time with easy-to-use software solutions
- Offer employees the industry's best graphical user interface

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POINT OF SALE SYSTEMS



COMPLETE PACKAGES

The Radiant eServices product suite are cost-effective tools that drive revenue and deliver visibility and control of your restaurant operations. These products – Aloha Enterprise Reporting, Aloha Centralized Data Management (CDM), Aloha eCard and Aloha eFrequency – combine advanced architecture, intelligent features and superior ease-of-use to provide visibility into your business operations and your customers' purchasing.

## ALOHA ENTERPRISE REPORTING

Wherever you are, Aloha Enterprise Reporting will let you know exactly how your business is performing. This award-winning management tool offers Web-based reporting and centralized data management that delivers unmatched visibility and control of restaurant operations and allows for fast, accurate decisions—anytime, from any location.

- Anywhere-anytime Web-based access to comprehensive reports and alerts
- Consolidated, multi-store reporting with extensive drill-down analysis
- Sales analysis, comparison reporting and custom report building
- Real-time alerts highlight unexpected issues and provide guidance for a resolution
- User access security administration
- Data backup service – off-site backup and storage of data with annual updates
- General Ledger and Payroll integration
- Reports and alerts can be scheduled and emailed
- Audit Exception Reporting Capabilities

**Payroll Report By Employee SSN - Detail By Store**

Emp. ID	Employee Name	Emp. SSN	Job Code	Rate	Exempt	Hours	Rate	OT	OT	CC	Cash	Repay
1000	John Doe	123456789	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1001	Jane Smith	987654321	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1002	Mike Johnson	555555555	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1003	Sarah Lee	111111111	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1004	David Kim	222222222	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1005	Emily White	333333333	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1006	Chris Brown	444444444	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1007	Alex Green	666666666	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1008	Olivia Black	777777777	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1009	Noah Gray	888888888	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1010	Isabella Blue	999999999	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1011	Liam Red	000000000	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1012	Mia Purple	111111111	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1013	Lucas Yellow	222222222	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1014	Charlotte Pink	333333333	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1015	Benjamin Orange	444444444	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1016	Ava Green	555555555	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1017	Ethan Blue	666666666	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1018	Sophia Red	777777777	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1019	Matthew Purple	888888888	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1020	Madison Yellow	999999999	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1021	William Orange	000000000	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1022	Olivia Green	111111111	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1023	James Blue	222222222	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1024	Isabella Red	333333333	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1025	Lucas Purple	444444444	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1026	Charlotte Yellow	555555555	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1027	Benjamin Orange	666666666	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1028	Ava Green	777777777	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1029	Ethan Blue	888888888	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1030	Sophia Red	999999999	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1031	Matthew Purple	000000000	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1032	Madison Yellow	111111111	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1033	William Orange	222222222	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1034	Olivia Green	333333333	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1035	James Blue	444444444	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1036	Isabella Red	555555555	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1037	Lucas Purple	666666666	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1038	Charlotte Yellow	777777777	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1039	Benjamin Orange	888888888	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1040	Ava Green	999999999	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1041	Ethan Blue	000000000	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1042	Sophia Red	111111111	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1043	Matthew Purple	222222222	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1044	Madison Yellow	333333333	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1045	William Orange	444444444	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1046	Olivia Green	555555555	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1047	James Blue	666666666	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
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1049	Lucas Purple	888888888	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1050	Charlotte Yellow	999999999	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1051	Benjamin Orange	000000000	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
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1060	Isabella Red	999999999	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
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1062	Charlotte Yellow	111111111	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
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1080	Madison Yellow	999999999	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	0.00
1081	William Orange	000000000	1000	15.00	0.00	8.00	120.00	0.00	0.00	0.00	0.00	