

# Don't Settle for the Myths Know the MICROS Facts...

What have you heard about MICROS lately? Is there a claim out there about MICROS that turned you off and caused you to look toward other technology providers?

Did you hear something from one of our competitors? If the answer is yes to any of these questions, the main question we'd like to ask is...

## Did you have all the facts?

Unfortunately, there are some common claims about MICROS based on false or partial information that have caused unwarranted alarm among some of our clients and potential customers. Circulation of these untruths is not only damaging to MICROS's reputation, more importantly, it is unfair to you. So it's time to finally dispel the myths and set the record straight.



MYTHS	FACTS
MICROS's products and services are too costly.	MICROS has a rich history of delivering highly functional solutions and we have been able to provide our products and services to all segments of the hospitality market at an appropriate price. In 2003, MICROS introduced the Workstation 4 in both keyboard and touchscreen versions. This solid-state POS terminal offered all market segments a low cost, highly reliable device, reducing initial purchase costs by 20% and maintenance costs by 20% or more.  Our MICROS e7 solution designed for smaller restaurants has a terminal package that begins at \$5,500 (including a \$2,095 labor charge). This highly functional and cost effective solution has over 10,000 installations in table service and quick service restaurants, delis, sandwich shops, nightclub/bar establishments, and more.
Only large companies benefit from MICROS solutions.	MICROS solutions are designed to be both scalable and flexible, so whether you're a neighborhood business or a worldwide chain, MICROS offers a superior menu of technology solutions to suit your needs. Approximately 60% of our installations are in independently owned restaurants.
MICROS charges hidden fees for credit card transactions.	MICROS does not charge fees related to credit card transactions. MICROS does resell cost effective credit card processing solutions that bundle processing, support, and compliance with Visa Credit Card security requirements in a single package price that is generally less expensive than unbundled services from other vendors.
MICROS is only for Table Service Restaurants.	MICROS serves several markets including table service and quick service restaurants, hotels, stadiums and arenas, casinos and leisure and entertainment, and specialty retail stores. We install over 12,000 sites per year with POS terminals across a wide variety of operations. Our customers include Ruby Tuesday, Burger King, InterContinental Hotels Group, M&T Bank Stadium, Princess Cruise Line, and Nike Retail to name a few.

*Integrity is a fundamental value at MICROS, so the next time you hear something that you consider negative about MICROS, please don't hesitate to contact us to obtain the facts. Your local MICROS Dealer is able to assist you or you can call the MICROS Customer Relations line at 1-866-287-4736.*

We are committed to producing premier technology solutions to benefit today's business owners in the hospitality industry. Helping you build a better bottom line is our motivation and objective. So, let us reveal how MICROS can positively impact your business:

### A FEW KEY BENEFITS:

- Lower Total Cost of Ownership
- Improved Efficiency
- Ease of Operations
- Better Guest Service
- Enhanced Labor and Inventory Management
- Greater Reporting Options
- Reduced Operational Errors
- Larger Cost Savings
- Peace of Mind



**A Positive Return On Investment!**