



When evaluating Restaurant POS Systems, *differences are sometimes determined AFTER THE SALE...*

- ...did the alternative vendor include these items in their proposal?
- ...were they left off to keep the proposal “low priced”?
- ...are they just not available?
- ...or did they add these items “after” you asked about them?
- ...we suggest you ask and find out before you buy!**

MICROS e7 System	DCRS Solutions	Alternative Vendor
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<u>LiveProtect Services with SonicWall</u>	<u>YES</u>	
<i>(Required for integrated Credit) Our AntiVirus, AntiSpyware, Intrusion Prevention and Content Filtering subscription service (at internet point-of-entry) is included with our premium, business-grade SonicWall firewall. Low-end routers & firewalls without software are inadequate for business.</i>		

<u>LiveAlert&Connect</u>	<u>YES</u>	
<i>Our PCI-validated, internet-based, hosted remote monitoring and access service for your store reduces your costs, improves your confidence and avoids service interruptions by proactively alerting your support team before problems disrupt your business operations. This Trustwave Certified solution also provides instant remote access without compromising PCI Security requirements, to allow us to repair your problems instantly.</i>		

<u>LiveAntiVirus (with AntiSpyware)</u>	<u>YES</u>	
<i>(Required for integrated Credit) Subscription services for the e7 Back Office Controller, to protect you from Virus attacks and damage—with automatic updates and automatic renewal with your LiveHelp Plan renewal.</i>		

<u>Workstation 5a Touchscreen w/Mag Stripe Reader</u>	<u>YES</u>	
<u>e7 Back Office Controller</u>	<u>YES</u>	
<i>Compact, All-in-One, Solid State Construction provides Lowest Cost of Ownership and Downtime (No Fan, Hard Drive, or Moving Parts) and Least Chance of Virus Attack (Windows CE & POS Ready OS): Versus PCs</i>		

<u>Power Backup Unit</u>	<u>YES</u>	
<i>Power backup for e7 Back Office Controller during power interruptions</i>		

<u>Validated Payment Application</u>	<u>YES</u>	
<i>MICROS e7 V3.0 is PCI and PA-DSS validated.</i>		

<u>Web Portal Reporting (NEW)</u>	<u>YES, Free w/ES Kit</u>	
<u>Gift Card Software (multiple store-NEW)</u>	<u>YES, Free w/ES Kit</u>	

<u>Freight</u>	<u>YES</u>	
<i>Clearly listed and included in the proposal, not later on the invoice.</i>		

COMPANY ANALYSIS**MICROS & DCRS****Alternative Vendor**

Years in business 35
MICROS

Public Company NASDAQ
MICROS, the Manufacturer (mcrs)

Hardware & Software: same Manufacturer YES (MICROS)
Insures compatibility, now and in the future (no finger-pointing)

Credit Software from POS Manufacturer YES (MICROS)
Developed by MICROS, not a 3rd party company; eliminates finger-pointing when problems occur.

'10 Revenue of Manufacturer \$914 Mil (MICROS)
'10 Employee count of Manufacturer 4646 employees
Determines likelihood of remaining in business

'10 R&D Expenses of Manufacturer \$44.6 Mil
'10 R&D Employee count of Manufacturer 590 employees
Determines likely availability of software upgrades; MICROS annual R&D investment is greater than most competition's total sales, R&D employees exceed most competition's total employees.

Cost of new Software versions No Charge
With Software Enhancement License payments made to Micros via DCRS Support Plan

Years in business 35 (DCRS)
Years of Hospitality & POS experience 400+ (DCRS)

Local employees dedicated to POS only 20+ (DCRS)
Dedicated to your POS needs, not other business equipment like copiers, faxes, etc.

A+ Certifications from Comp TIA 10
Network + Certifications from Comp TIA 5
Computer Technology Industry Association certifies competency & commitment to computer repair & software.

Microsoft Certified Professionals (MCP) 3 (+3)
Microsoft certifies individual's competency & commitment to the operating system.

Microsoft Certified Solution Provider YES (DCRS)
Microsoft certifies a company's competency & commitment.

SonicWall Certified Security Administrator YES-2
SonicWall certifies individual's competency & commitment to the managed subscription services.

MICROS Product Certified employees 10 (DCRS)
Formal product training certifies competency & commitment.

Employee Incentive for Your Satisfaction YES
Our Satisfaction and Support Call programs help insure that you are satisfied, not only with your system and installation, but also with your service long after the installation.

Full Credit Software & Settlement support YES*

...with the Credit Card Bank

...with the Processing Bank

...with the Depository Bank

...with the Authorization Network

Your Support Plan includes fees paid to the premier Credit Network Support Company (Merchant Link, owned by Chase) that supports your authorizations, settlements, payments, and deposits, **end- to-end. Due to the separation of functions, **no single participant** (POS Company, Processor, or Depository Bank) **can diagnose credit card problems from start to finish**. Without this support, you will have to call as many as **3 different Help Desks for a solution (many times in the middle of the night)**. You are now caught in the finger-pointing of 3 participants, facing possible delays of funds while the problem is sorted out.*

Customer Information (in writing) YES

Our Information document puts all Planning & Preparation details in writing, including Site prep, Warranty, Support plans, Training, Supplies, Freight, Equipment placement & care, Implementation Scheduling, Cabling, Electrical Wiring, Security, Antivirus, and PCI Data Security Standard.

Customer Support User's Guide (in writing) YES

Our Guide puts all the details in writing, for exactly what is and is not covered.

On Call Technician 24 x 7 YES

On-Call Technician is available 24x7, and is actually in the office and answers the phone on a Saturday!

Flexible Support Plans YES

A buyer becomes more educated after purchasing and installing their "first" POS system. Unfortunately, many "prospective" customers do not find out real differences between DCRS and others until after that "first" system purchase or installation. That is why many "new" DCRS customers were previously someone else's.

DCRS is in the business of CREATING and RETAINING customers

"It's unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money--that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and getting a lot--it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better." --John Ruskin (1819-1900).