



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?
- ...we suggest you ask and find out before you buy!**

MICROS RES4	DCRS Solutions	Alternative Vendor
SonicWALL Security Appliance	YES	
<i>A premium, commercial-grade Firewall Security Router to guard against Internet attack problems; includes a software service for updated protection, included with all Support Plans at no charge. Low-end Routers are inadequate for a business.</i>		
Net Support Manager	YES	
<i>A software service, included with all Support Plans at no charge, which provides secure dial-in support to make immediate repairs to your software; this software has the comprehensive security that is lacking in pcAnywhere.</i>		
Virtual Technician	YES	
<i>A software service, included with all Support Plans at no charge, which remotely monitors Windows & the 3700 software on the POS Server, to proactively identify some of your problems and alert us even before you know it.</i>		
Antivirus/Antispyware	YES	
<i>A software service, included with all Support Plans at no charge, to protect your information and Server from virus attacks & damage, and the service includes automatic updates when renewed.</i>		
Diskeeper	YES	
<i>Software that automatically repairs disk fragmentation caused by Windows Operating System to your Server; the standard Windows offering is manual, not automatic.</i>		
Crystal Reports runtime	YES	
<i>Software that provides the ability to modify reports.</i>		
Adequate Memory	GB	
<i>Added memory provides better speed & performance to your Server</i>		
CISP Validated Payment Application	YES	
<i>MICROS RES4 is listed by VISA for Payment Application Best Practices. RES4 is PCI-validated.</i>		

HP Server	YES
<i>HP builds World-class name brand Servers, known for their quality. Why buy a no-name clone?</i>	
AMEX Direct Authorization & Settlement	YES
<i>Lower basis points on AMEX sales (w/Universal Driver)</i>	
Internet Credit	YES
<i>Faster credit authorizations.</i>	
Dual Hard Drives in Server	YES
<i>Data backup for Server when first drive fails.</i>	
Power Backup Unit	YES
<i>Power backup to Server during power interruptions.</i>	
Freight	YES
<i>Clearly listed and included in the proposal, not later on the invoice.</i>	

COMPANY ANALYSIS

MICROS & DCRS

Years in business	32
<i>MICROS</i>	
Public Company	NASDAQ
<i>MICROS, the Manufacturer</i>	<i>(mcrs)</i>
Hardware & Software: same Manufacturer	YES (MICROS)
<i>Insures compatibility, now and in the future (no finger-pointing)</i>	
Credit Software from POS Manufacturer	YES (MICROS)
<i>Credit software was developed by MICROS, not a 3rd party Credit Software company. This eliminates finger-pointing between two companies when problems occur.</i>	
'07 Revenue of Manufacturer	\$785 Mil (MICROS)
'07 Employee count of Manufacturer	4360 employees
<i>Helps determine likelihood of remaining in business.</i>	
'07 R&D Expenses of Manufacturer	\$33.8 Mil
'07 R&D Employee count of Manufacturer	523 employees
<i>Helps determine the 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.</i>	
Cost of new Software versions	No Charge
<i>(With a DCRS Support Plan)</i>	
POS Workstations delivered	400,000+ (MICROS)
# RES POS Licenses per Month	500+ (MICROS)
<i>Reassures you that you are making the same choice as many others</i>	
Years in business	32 (DCRS)
Years of Hospitality & POS experience	400+ (DCRS)

Local employees dedicated to POS only 24 (DCRS)

Dedicated to your POS needs, not other business equipment like copiers, faxes, etc.

A+ Certifications from Comp TIA 8

Network + Certifications from Comp TIA 4

The Computer Technology Industry Association certifies competency & commitment to computer repair and software.

Microsoft Certified Professionals (MCP) 2

Microsoft certifies individual's competency & commitment to the operating system.

Microsoft Certified Solution Provider YES (DCRS)

Microsoft certifies a company's competency & commitment.

MICROS Product Certified employees 12 (DCRS)

Formal product training certifies competency & commitment.

Employee Incentive for Your Satisfaction YES

Both the DCRS Letter of Satisfaction program, and the DCRS Support Call program, help insure that you are satisfied with not only your system and your 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 DCRS Support Plan includes fees paid by DCRS to the premier Credit Network Support Company (Merchant Link, owned by Chase) that assists to support your authorizations, settlements, payments, and deposits, **end- to-end. Due to the separation of functions, **no single participant** (the POS Company, the Processor, or the Depository Bank) **can diagnose a credit card problem from start to finish. Without this support, you will have to call as many as three different Help Desks for a solution (many times in the middle of the night). You are now caught in the finger-pointing between 3 participants, and face a possible delay of your funds while the problem is sorted out.***

Customer Information in writing YES

The DCRS Customer Information document puts all details in writing (not verbal), like Site preparation, Warranty, Support plans, Training, Supplies, Freight costs, Equipment placement, Equipment care, Implementation Scheduling, Cabling, Electrical Wiring, Security, Antivirus, and PCI Data Security Standard.

Support Plans in writing YES

The DCRS Support & Service Users Guide puts all details in writing (not verbal) for exactly what is and is not covered.

On Call Technician YES

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

MICROS RES4 Feature & Options	DCRS Solutions	Alternative Vendor
Workstation Redundancy (stand alone)	YES	
File Server Redundancy (back up server)	YES, option	
Thin Client with Stand Alone Resiliency	YES	
Credit Card Authorization Redundancy	YES, option	
Kitchen Speed of Service <i>(Includes Management & Reporting)</i>	YES, option	
Labor Management / Human Resources	YES, setup optional	
Payroll Pre-processing	YES, setup optional	
Both Hourly & Salaried Job Type Tracking	YES	
Near Real Time Web Portal Reporting <i>(Every 15 minutes)</i>	YES, option	
Beverage Comparison to Guest Count <i>(With Prompting: Beverage Control)</i>	YES	
Forecasting	YES, option	
Profit & Loss <i>(With comparison to Forecast)</i>	YES, option	
Menu Item File	999,999,999	
Flexible Touchscreen Design	YES	
Open Architecture	YES	
Unlimited Revenue Centers	YES	
Online Documentation	YES	
Custom / Modify Report Writing	YES, option	
Guest Services / Frequent Guest <i>(Multiple plans)</i>	YES, setup optional	
Delivery <i>(Multiple last orders, delivery zones, Caller ID)</i>	YES, setup optional	
Table Management	YES, setup optional	

Enterprise Management	YES, option
Enterprise Office	YES, option
Screens / Items updated "on the fly" <i>(While running, without reboot)</i>	YES
Flexible Hardware & Software Support Plans	YES
Wireless Hand Held	YES, option
Software Development Tools System Interface Module <i>(allows development external to the application, without a new version of software)</i>	YES, option
Content Sensitive Help <i>(Built-in)</i>	YES
Insert/Change a Forced/Req'd Condiment <i>(Without voiding the Items)</i>	YES
Menu Item Recipe Look-up <i>(With Nutritional and Prep Instructions)</i>	YES, option

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).