



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 RES System	DCRS Solutions	Alternative Vendor
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<u>LiveProtect Services with SonicWall</u>	YES	
<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 & LiveConnect</u>	YES	
<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>AntiVirus & AntiSpyware</u>	YES	
<i>Subscription services at the desktop level of your POS Server (and/or PCs) to protect you from Virus attacks and damage—with automatic updates, and automatically renewed with your LiveHelp Plan renewal.</i>		

<u>Disaster Recovery & Defragmentation Kit</u>	YES	
<i>Disaster Recovery software licensed on an additional HD, to image the 1st HD daily, enabling a full system recovery in less than 1 hour after the repair of the 1st HD's catastrophic failure. Auto defragmentation software automatically repairs disk fragmentation caused by Windows on your Server—running automatically overnight. The offering in Windows is manual, not automatic, and takes up to ½ hour or more.</i>		

<u>Workstation 5 Touchscreen w/Mag Stripe Reader</u>	YES	
<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). Why use a PC?</i>		

<u>HP Server</u>	YES	
<i>HP builds World-class name brand Servers, known for their quality. Why buy a no-name clone?</i>		

<u>Dual Hard Drives in HP Servers</u>	YES	
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<u>Adequate Memory</u>	GB	
<i>Added memory provides better speed & performance to your Server</i>		

<u>Power Backup Unit</u>	YES	
<i>Power backup to Server during power interruptions</i>		

Validated Payment Application <i>MICROS RES V4.7 is PCI and PA-DSS validated.</i>	YES
AMEX Direct Authorization & Settlement <i>Lower basis points on AMEX sales (w/Universal Driver)</i>	YES
Freight <i>Clearly listed and included in the proposal, not later on the invoice.</i>	YES

COMPANY ANALYSIS	MICROS & DCRS	Alternative Vendor
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Years in business <i>MICROS</i>	34
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Public Company <i>MICROS, the Manufacturer</i>	NASDAQ <i>(mcrs)</i>
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Hardware & Software: same Manufacturer <i>Insures compatibility, now and in the future (no finger-pointing)</i>	YES (MICROS)
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Credit Software from POS Manufacturer <i>Developed by MICROS, not a 3rd party company; eliminates finger-pointing when problems occur.</i>	YES (MICROS)
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'09 Revenue of Manufacturer	\$911 Mil (MICROS)
'09 Employee count of Manufacturer <i>Determines likelihood of remaining in business</i>	4757 employees

'09 R&D Expenses of Manufacturer	\$43.0 Mil
'09 R&D Employee count of Manufacturer <i>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.</i>	586 employees

Cost of new Software versions <i>With Software Enhancement License payments made via DCRS Support Plan</i>	No Charge
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Years in business	34 (DCRS)
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Years of Hospitality & POS experience	400+ (DCRS)
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Local employees dedicated to POS only <i>Dedicated to your POS needs, not other business equipment like copiers, faxes, etc.</i>	20 (DCRS)
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A+ Certifications from Comp TIA	10
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Network + Certifications from Comp TIA <i>Computer Technology Industry Association certifies competency & commitment to computer repair & software.</i>	5
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Microsoft Certified Professionals (MCP) <i>Microsoft certifies individual's competency & commitment to the operating system.</i>	3
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Microsoft Certified Solution Provider YES (DCRS)
Microsoft certifies a company's competency & commitment.

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

MICROS Product Certified employees 11 (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

MICROS RES Features	DCRS Solutions	Alternative Vendor
Web Portal Reporting (NEW)	YES, Free w/ES Kit	
Gift Card Software (multiple store-NEW)	YES, Free w/ES Kit	
Transaction Analyzer Software	YES, Free w/Kit	
Alert Manager Software	YES, Free w/Kit	
Kitchen Speed of Service Software <i>(Includes Management & Reporting; Hardware additional)</i>	YES, option	
Guest Services / Frequent Guest Software <i>(Multiple plans)</i>	YES, requires setup	
Gift Card Software (single store)	YES, requires setup	
Delivery Software <i>(Multiple last orders, delivery zones, Caller ID)</i>	YES, requires setup	
Table Management Software	YES, requires setup	
Labor Management/Human Resource Software	YES, requires setup	
Payroll Pre-processing	YES, requires setup	
Both Hourly & Salaried Job Type Tracking	YES	
Workstation Redundancy (stand alone)	YES	
Thin Client with Stand Alone Resiliency	YES	
Crystal Reports runtime <i>Software that provides the ability to modify reports</i>	YES	
Beverage Comparison to Guest Count <i>(With Prompting: Beverage Control)</i>	YES	
Menu Item File	999,999,999	
Flexible Touchscreen Design	YES	
Online Documentation	YES	
Screens / Items updated "on the fly" <i>(While running, without reboot)</i>	YES	
Content Sensitive Help <i>(Built-in)</i>	YES	

Insert/Change a Forced/Req'd Condiment (Without voiding the Items)	YES
Software Development Tools System Interface Module (allows development external to the application, without a new version of software)	YES, option
Credit Card Authorization Redundancy	YES, option
Custom / Modify Report Writing	YES, option
Enterprise Management	YES, option
Enterprise Office	YES, option
File Server Redundancy (back up server)	YES, option
Wireless Hand Held	YES, option
Menu Item Recipe Look-up (With Nutritional and Prep Instructions)	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).