



When evaluating Large Enterprise 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 LES 9000 V3 | 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 9700 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> | | |
| Adequate Memory | GB | |
| <i>Added memory provides better speed & performance to your Server</i> | | |
| CISP Validated Payment Application | YES | |
| <i>MICROS LES 9000 V3 is listed by VISA for Payment Application Best Practices, and is PCI-validated.</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> | | |

| | |
|--|-------------|
| HP RAID Controller Server | YES |
| <i>HP builds World-class name brand Servers. HP Server includes Data backup when a hard 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> | |
| Wireless Hand Held | YES, option |
| Software Development Tools | YES, option |
| <i>System Interface Module (allows development external to the application, without a new version of software)</i> | |

COMPANY ANALYSIS

MICROS & DCRS

| | |
|--|--------------------|
| Years in business | 32 |
| <i>MICROS</i> | |
| Public Company | NASDAQ |
| <i>MICROS, the Manufacturer (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> | |
| Years in business | 32 (DCRS) |
| Years of Hospitality & POS experience | 400+ (DCRS) |
| Local employees dedicated to POS only | 24 (DCRS) |
| <i>Dedicated to your POS needs, not other business equipment like copiers, faxes, etc.</i> | |
| MICROS Product Certified employees | 5 (DCRS) |
| <i>Formal product training certifies competency & commitment.</i> | |

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.

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!

Flexible Hardware & Software 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).