



**Mooresville, Indiana**

**Dave White  
CRS  
5621 Elmwood Avenue  
Indianapolis, Indiana 46203**

**6/29/2005**

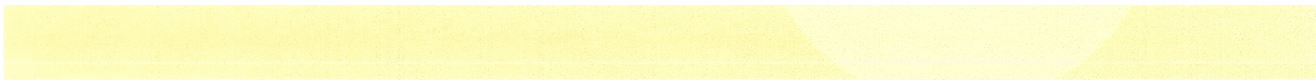
**Dear Dave**

**Now that the dust has finally settled on my new Mooresville store, I just wanted to take a few minutes to thank you so much for convincing me to install the new Maitre'D point of sale system. The installation, training, and conversion was much easier and smoother than I had expected. Coming from a Panasonic 7500 background, I was somewhat concerned about my employees learning the new system. Maitre'D is surprisingly easy to learn when compared to Panasonic.**

**The touch screen technology allows just the immediately available menu options to be displayed. For example, when a customer orders a blizzard, the screen automatically changes to display every available flavor and choice associated with blizzards. This eliminates errors and speeds up the transaction because the cashier has fewer choices to pick from at one time. Correcting errors or changing a customer order (customer decides they want lettuce after all) is so much easier and more convenient than Panasonic because you just touch the correct key and then the affected item. It probably takes an hour or so to train a cashier on the ringing procedure and within a few days she is zipping along. The screens prompt every step of the way and essentially guide her through the transaction quickly. The biggest problem in training on the Panasonic was just remembering where on the keyboard certain keys or flavors were triggered from---here the only real requirement is being able to read.**

**From the perspective of the owner or manager, anyone who has a little experience with Microsoft Windows will have little trouble following the reporting and file maintenance procedures on Maitre'D. The entire system was designed around a 32 bit Windows program so the use of files and folders and copy and drag routines makes it really easy to understand. Younger kids already are well versed in this stuff when they get to high school so this is like an extension of working on their home or school PC. One aspect of the Windows familiarity that is really nice is the ability to dial into my store using PC Anywhere and add new employees or items to the system—all from the relative serenity of my home. Fast, easy, convenient would be good words to describe the home connection.**

**Speaking of adding new employees, the timekeeping piece of the puzzle is "light years" ahead of what we were able to do with Panasonic in terms of tracking hours, job functions, pay rates, and most significantly editing errors. The reporting functionality including timekeeping is just plain extensive. In fact, I am continually learning about new information that I never had before. One major distinction that I really like when comparing to Panasonic is the "integrated" credit card readers**





**Mooreville, Indiana**

which are linked via a high speed DSL connection to my processor (I am using Mercury Pay and it works well for me). It is the automatic processing of the register total without re-entering any amounts that helps me get a 3-5 second transaction time making it at least as fast as cash. If other operators are experiencing the credit card growth we are, they need to place extra value on this capability. Again, it is not only the speed, but the inherent accuracy associated with pulling the total right from the register.

Finally, one of the most pleasant surprises was in the drive-thru operation. We installed a two terminal system with a Maitre'D terminal at each window. The flexibility of handling a customer at either window at any time has definitely improved our service times. We expedite from display screens that are of course integrated into the system and are strategically located adding to our efficiency. When you combine the ease of just taking the order in the first place with the drive thru flexibility, we have made a huge improvement over the Panasonic system we were using. The entire "flow" is just smoother. Obviously, it is difficult to put a dollar figure on the advantages gained with the Maitre'D system, but I am absolutely convinced it is well worth the investment.

In closing, I should also thank Glen (CRS support) who worked tirelessly to insure that everything was as it needed to be before and after opening. She gave us the "tender loving care" we have come to expect from our past experience with CRS. Any quick service operator who is currently using Panasonic 7500's should seriously consider making the switch to Maitre'D because it will be better and easier than you think. I am happy to recommend this solution of CRS/Maitre'D to anyone looking to improve the speed and efficiency of his operation.

Sincerely

A handwritten signature in black ink that reads "Mark Shupe". The signature is written in a cursive style with a long horizontal line extending to the right.

Mark Shupe owner

