



# Infor OrderNow

## Overview

You want first-class point-of-sale features for online ordering, and you need them to come wrapped in your brand's distinctive look and feel. You get all that and more with Infor™ OrderNow.

OrderNow gives you online, kiosk, and mobile ordering platforms that combine top quality brand imaging with proven restaurant point of sale features. Your customers get rich Internet applications customized to meet your brand's design requirements.

## Feature focus

OrderNow was written in the Microsoft® Silverlight® framework, so you get a modern multi-media environment that can bring your menu to life. With OrderNow, you get a restaurant point-of-sale platform that helps efficiently tame menu and restaurant diversity.

With OrderNow, you get:

- Easy menu import—Use your existing point-of-sale data as the source for items, prices, taxes, and adjustments through the system's XML import capability. By building your brand's online menu on top of real point-of-sale data, you can accurately and seamlessly present your individual restaurants' menus. Your online menu is built once as a superset of your brand's items, and filtered upon site selection for your customer.
- Customized ordering—With OrderNow, you get features that shopping cart-oriented online ordering systems don't have. Do you have some sites that don't sell breakfast? Or sites with varied hours of operation throughout the week? The orders that your customers place will match your time-based product availability and varied hours, so that you can meet and exceed customer expectations.

### Key benefits:

- Rich web-based ordering
  - Customizable to extend your brand
  - Multimedia environment brings your menu to life
  - Connects to proven restaurant point-of-sale platform
- 
- Increased revenue—Your average check will be higher, when customers can order online. You'll boost repeat business, as well, once you add easy online ordering options. And, you'll increase revenue, especially for larger catering orders, when you allow online orders to be placed in advance.
  - Smarter ordering—Your customers will be able to order combo or promotional meals with ease and in a way that matches how you market them. Your expansive drink menu will be simplified for customer ordering through intelligent size and flavor groupings.
  - Integrated order receiving—Fully integrate receiving orders when your stores use Infor's in-store POS solutions. You'll also be able to receive orders via fax, email, and as an XML output file.
  - Happier customers—Eliminate waiting on hold, reduce order errors, and let your customers order at their own pace. Items can be customized using the system's preset options or allow customers to enter their own instructions. Customers can easily re-order from a list of favorite orders or from their order history.

## Get more information

See OrderNow in action at <http://order.whitecastle.com> and then invite your marketing department to dream up a design for your brand. We know that your online ordering solution should project your image, and not ours.

To find out more about Infor OrderNow, visit [www.infor.com/smartseries](http://www.infor.com/smartseries)



641 Avenue of the Americas  
New York, NY 10011  
800-260-2640  
[infor.com](http://infor.com)

### About Infor.

Infor is the world's third-largest supplier of enterprise applications and services, helping more than 70,000 large and mid-size companies improve operations and drive growth across numerous industry sectors. To learn more about Infor, please visit [www.infor.com](http://www.infor.com).