

# Solutions for Success: Catering Software for Strengthening Foodservice

A catering operation is more than just food and our software is more than just technology. An average of 175,000 orders are processed through the TRAX Platform weekly, representing this powerful system's ability to improve the lives of operators. We share in your pursuit of excellence and aim to provide innovative solutions supported by superior service.

## Flexible Technology

The TRAX Platform delivers a broad range of capabilities that would otherwise require multiple disparate systems. Our web-based software has countless configurations that can be molded to meet the needs of you and your customers.

## Superior Service

To us, SaaS means Service as a Software. Improving the lives of foodservice operators is ingrained in our DNA. That's why our support team averages over a 90% satisfaction rating, exceeding expectations of customer support industry-wide.

## The CaterTrax Effect

A client survey on the impact of the TRAX Platform boast these impressive results:

**50-75% more efficient** by restoring coordination and control with back of the house tools.

**75-100% more accurate** due to improved communications with customers and staff.

**10-20 hours per week saved** by streamlining operational management and minimizing mistakes.

*"Exceeding Expectations - that really should be your company's tag line. CaterTrax's customer service and consistent examples of excellence will propel any company forward."*

*William Benson, Operations Manager, Client Since 2011*



# ELEVATING CUSTOMER EXPERIENCE

## Front of House Features

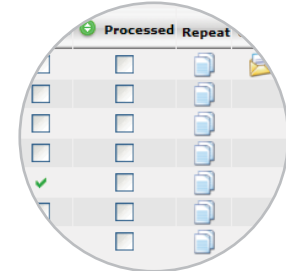
The TRAX Platform elevates the customer experience with a user-friendly platform your busy customers can access on the go from any device. With menus as fresh as your food, and customer order tracking that ensures key information is never lost or misunderstood, you can boost morale and your bottom line.



**Customer Online Ordering**  
Customers can view menus, place orders, and manage their accounts from their desktop or mobile device.



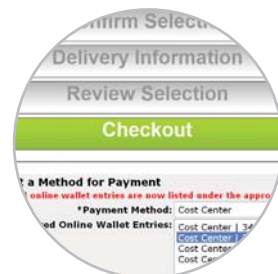
**Easy Up-selling**  
Create an up-sell opportunity with every sale by suggesting related menu items like beverages and sides.



**Compound Repeat Orders**  
You or your customers can place multiple orders with a single checkout process and repeat saved orders.



**Customer Order Tracking**  
Customers can easily navigate their account to check the status of their orders and request changes.



**Secure Online Checkout**  
Guide your customers through a user-friendly checkout process that is simple and secure.



**Customizable Menus**  
The TRAX Platform supports basic to complex menus and allows menu standardization across a fleet of sites.

## Scalable Capabilities

CaterTrax partners with large multi-units across the nation that don't want to utilize multiple disparate systems to manage sales data, order history, or customer data. Enterprise management is made simple by offering each location a customized solution that will roll up key data points for corporate-wide reporting, promotions, and branding. We also provide a portfolio of professional and managed services that can enrich the functionality of your CaterTrax solution.

# IMPROVING THE LIVES OF CATERERS

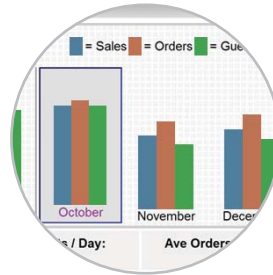
## Back of House Features

Our catering solution is great for day-to-day requests, catered meetings, and special events because our software transforms foodservice by connecting every aspect of your business. The TRAX Platform streamlines management and takes the stress off your staff so you can take control of your operation.



### Live Order Monitor

Easily keep track of orders in real-time with a live scrolling feed that pops out and stays running in the background.



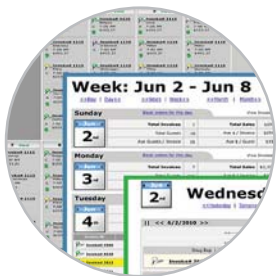
### Dynamic Reporting

The TRAX Platform is a system of record that automatically captures data for powerful reporting.



### Marketing Tools

Online coupons, loyalty points programs, social media, and easy up-selling will give business a boost.



### Dynamic Calendar View

Configurable order status pins filter your calendar by the information you need in a click. Toggle the calendar views from monthly, weekly, or daily so you can focus on the big picture or just on today's orders, statistics, and invoices.

A circular screenshot of the 'Editable Orders & Invoices' interface. It displays a list of orders with columns for 'Confirmation', 'Date', and 'Amount'. The data is as follows:

Confirmation	Date	Amount
Pending	12/18/2015	\$400
Confirmation Pending	12/18/2015	\$400
Pending	12/16/2015	\$100.00
Confirmation Pending	12/16/2015	\$100.00
Pending	11/30/2015	\$4.00
Confirmation Pending	11/30/2015	\$4.00
Pending	11/30/2015	\$4.00
Confirmation Pending	11/30/2015	\$4.00
Pending	12/16/2015	\$4.00
Confirmation Pending	12/16/2015	\$4.00

### Editable Orders & Invoices

Customers can request updates to orders with a simple change request form that is saved in the tracking messages. When you apply changes, charges, taxes, and production sheets are also updated to eliminate hassle and avoid mistakes.



### Work-Flow Documentation

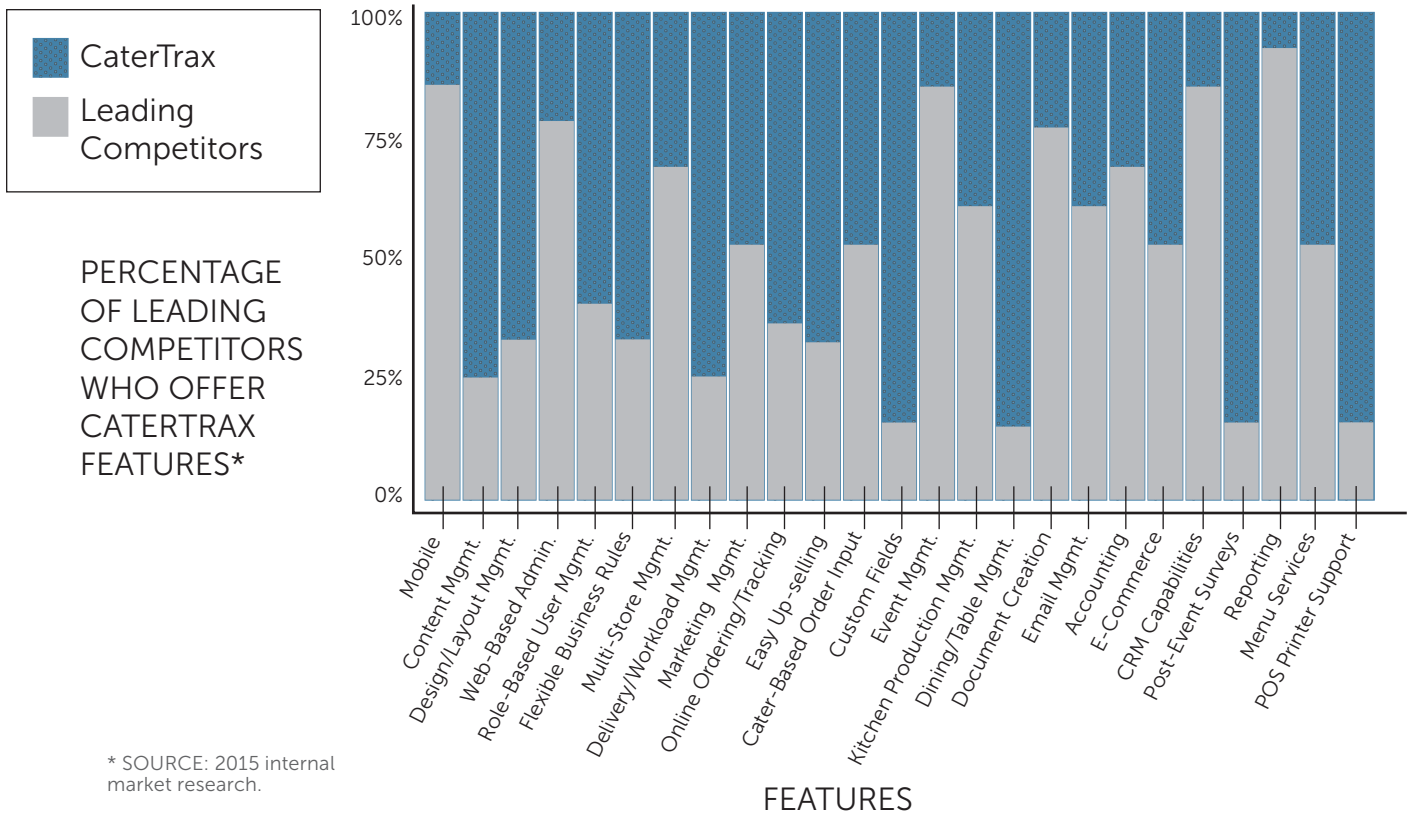
Generate kitchen sheets and pack sheets when an order is created to ensure everything is prepared to perfection without added work or missing information, leaving your customers happy and your staff relieved.

# The Leading Catering Management Software

## THE TRAX PLATFORM



The TRAX Platform is built by caterers for caterers. Our impressive portfolio of features speaks to our ability to meet all of your needs. The TRAX Platform is able to power your operations with a comprehensive suite of features our competitors can't provide in a single user-friendly system. CaterTrax offers 50% more features than our leading competitors combined. See how our solutions stack up below.



## Supporting Our Clients and Partners

We've found truly collaborating with those we serve is the secret ingredient to creating unforgettable experiences in our business and yours. Our solutions are designed to stand alone or seamlessly integrate so our technology can easily configure to the growing needs of your business now and in the future.

### GET IN TOUCH

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