

# Solutions for Success: Web Starter Software for Strengthening Foodservice

Today's competitive digital environment demands an online presence where you are easily accessible to busy customers. Even captive audiences have more options at their fingertips than ever before. This solution is perfect for retailers or larger multi-unit operators looking to boost low-volume segments that need a convenient place to promote and showcase their menus and business information.

## 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.

*"Taking customer service to the next level! When I'm having a sour day I enjoy talking to my friends at TRAX Support. I consistently get helpful, friendly, professional service."*

Megan Munson, Director of Catering, SUNY Delhi



# GIVING YOU AN EDGE ONLINE

## Web Starter Features

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Establishing your business online makes you accessible in today's competitive foodservice environment. The Web Starter Solution provides a professional, hosted mobile-friendly website and a variety of tools to help you promote your business. This solution will help you grow your online presence and if demand increases you can easily add additional solutions like online ordering.

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### Display Policies and Contact Info

Display your menu, contact information, business rules, and company policies with current and potential customers on a stylish mobile-friendly website.



### Quick and Easy Editing

Our content management system provides tools to easily update your website so you can keep your customers up to date and your menu as fresh as your food.



### Fully Hosted and Managed

Domain, hosting, and site management are included so you can focus on what matters - your customers. If you choose to upgrade in the future, your URL will stay the same for a seamless customer experience that can only get better.



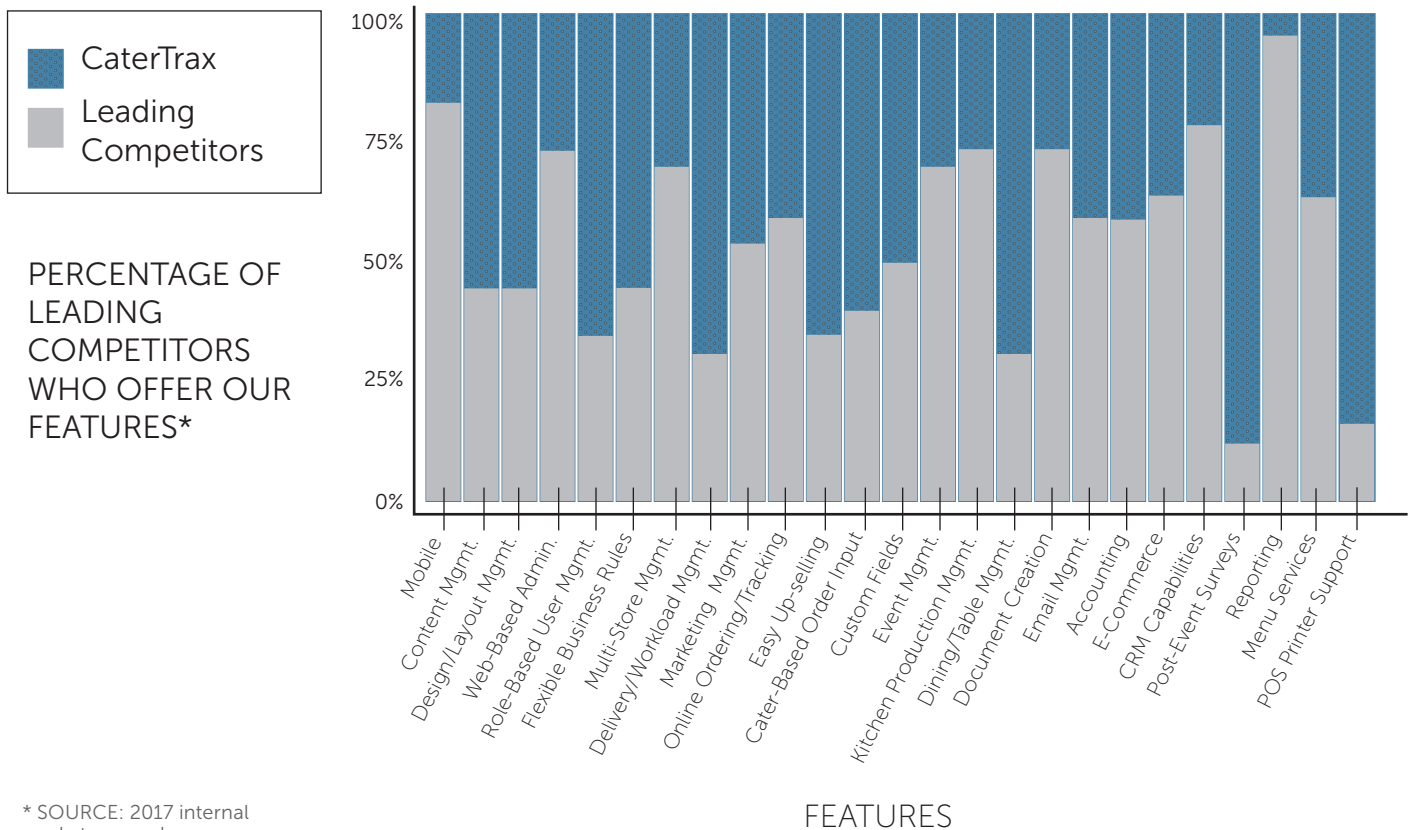
### Increase Exposure Online

Post menus, specials, and advertisements on your CaterTrax site to promote your business and reach your customers on the go without extra effort or added expenses. If you're not sure where to start, our dedicated team is here to help.

# THE TRAX PLATFORM

## The Leading Catering Management Software

The TRAX Platform is built by caterers for caterers. Our impressive portfolio of features speaks to our ability to meet all of your needs, now and in the future. 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.



### 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.



# Supporting the Catering Journey

## SOLUTIONS FOR SUCCESS

We've found that 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.

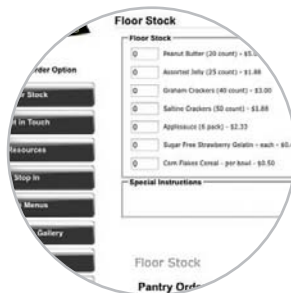


### Catering Solution

Our Catering Solution is great for day-to-day requests, catered meetings, and special events. Our software transforms foodservice management and connects every aspect of your business from sales to operations. Take the chaos out of last minute orders and make dog-eared invoices a thing of the past.

### Take-Out Solution

Drive satisfaction by enabling online ordering for your staff and visitors. Busy professionals can place orders for pick-up from a PC or smartphone and decide what time they want their food to be ready. Improve service levels and alleviate operational pressures with our Take-Out Solution.



### Floor Stock & Pantry Solution

Align stock levels with demand for units on multiple floors or hospitality stations throughout a campus with this custom solution by accessing the site with a PC or tablet. The online interface lets staff choose delivery and payment options. This solution takes the guesswork out of managing supplies and perishable and non-perishable food while controlling carrying costs and keeping up with demand.

Contact us to learn what the TRAX Platform can do for you.

### GET IN TOUCH

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CATERTRAX®