

## **Do restaurateurs hate cash registers?**

### **For orderbird, the solution is an app**

Berlin, 09 November 2011 – The innovative POS system is easy to install, works with Apple's cutting edge technology for incredible ease of use and makes mobile ordering, tallying and settling of accounts affordable even for small dining establishments. orderbird POS delivers mobile booking, tallying and settling of accounts, all using Apple's cutting-edge technology – easily, affordably and conveniently. The software is available for free testing in the App store for iPad, iPod and iPhone starting immediately. More than 50 customers are already working with the new POS system and enjoying the benefits of its conformity with the GDPdU & IDEA formats.

There are many different POS systems. Many of them look back on a long tradition. The thinking seems to be that this alone must surely make them a reliable choice. After all, if something's been around for a long time, it must make sense for today's dining establishments, right? The founders of orderbird have engineered a POS system that is modern, simple to use and customisable to the needs of different restaurant and bar systems – not vice-versa. And affordable, of course, as befits the POS system of the future.

To create this POS, orderbird had to delve into perhaps the most confidential area of the restaurant & bar industry, listening to dining establishments, discussing their problems and needs and then turning that feedback into a revolutionary solution. The results speak for themselves: orderbird POS works with mobile devices, handles the entire ordering process, works securely and is astoundingly easy to use. The waiter can take down the customer's order with just a few presses on the touchscreen, directly at the table. The order is sent via encrypted WLAN to a dedicated printer that can be positioned anywhere in the restaurant as needed. And while the waiter continues to tend to the guests, the cook or barkeeper can get started with the preparation.

#### **The revolution on the POS market**

The development of an app-based POS has been mulled about for some time now, and represents a big step forward: "Many dining establishments know how to use an iPhone, since they have one themselves. This makes it much more likely that they'll grasp what the orderbird App is about from the start", says Paul Philip Kregel, co-founder of the Banh Mi Deli Babanbè restaurant in Berlin's Kreuzberg district and one of the first users of orderbird POS. Alongside a variety of new features, the application also stands out for being significantly easier to use than traditional cash register systems. Dining establishments can install the entire system on their own in just a few easy steps, with no need to conduct expensive training sessions with the staff. orderbird appreciates the importance of the POS system for a dining establishment, so the award-winning Berlin start-up allows its customers to download a free test version of the App from the App store: "We want to ensure that our customers are satisfied for the long run, and not just chasing the latest trend. For this reason it's important to us that they have a chance to see and try out our product before making their decision to work with it", says Co-Founder Patrick Brienen. All hardware required for installation comes directly from orderbird, preconfigured and with free shipping.

Naturally the system is also fully compliant with the GDPdU data format that is preferred by the German Revenue Offices and which will soon be mandatory. For the dining establishment, this is the ultimate plug & play application.

### **An app in the Cloud**

The orderbird app works with a completely new approach that opens up an entire uncharted world to the dining establishment: It connects wirelessly to the Internet to move data directly into an encrypted dashboard. From here the restaurant or bar manager can review and control a customised set of data. Paul Philip Kregel says of this function: "What's key is that the manager of the establishment no longer needs to be on site all the time, since in many cases that's not practical. When I use our app, I can access my dashboard from anywhere to see data about sales at a glance, or to print out information. If I want, I can also store the dashboard data in the orderbird cloud, meaning it's backed up in real time".

As befits an innovation-centred company, orderbird has set itself the goal of continuously updating the functionality of the dashboard. "Modern dining establishments will soon be able to use our system to plan staffing, optimise shift times, coordinate different branch locations or send data to an accountant. We're currently working as hard as we can to implement these features", says Product Manager Bastian Schmidtke. Because orderbird is set up on a "Software as a Service" (SaaS) model, orderbird customers will be able to download all future updates immediately upon release — with no extra costs or time investment.

### **orderbird Live Check at P1**

Munich's trendy P1 club has already been using the innovative POS system for some months now, and served as one of orderbird's first real barometers of readiness. General Manager Rado Pavlov recalls the roll-out of the product: "For me there's nothing more serious than my sales. Everything else can break down at some point or another, but not the POS system. So we were quite sceptical at the start". Yet orderbird had done its homework. Security, data backup and reliability were given top priority even during the development stage.

And the early introduction of orderbird POS at P1 had a pleasant side effect: The daily experiences were flowed back to the developers, who worked on features tailored precisely to the needs of the dining establishment. In-shift processes were decoupled from an active Internet connection: If the POS system somehow loses its WLAN connection, such as due to a broken router, the servers could continue working locally without interruption. If one of the mobile devices breaks down, it can be replaced in minutes using a standard iPod. This level of professional forethought ensured that Rado Pavlov never regretted the switch of systems for even a moment: "Our mistrust very quickly turned into enthusiasm. The employees quickly became experts in the system, the paths for information and travel were shortened significantly and our guests received their orders quicker". P1 has since been joined by more than 50 other restaurants and bars, all enjoying the benefits of the innovative POS system. This spans a broad range of dining establishments, from small-town ice cream parlours to restaurant chains in the heart of various urban centres.

### **Guest app lets diners order directly**



The development process shows no signs of levelling off. Quite the contrary, the developers at orderbird are working diligently on a solution aimed at the guest. In the words of Patrick Brienens: "No guest enjoys waiting. This applies just as much to P1 as to a lunch establishment, where half of the lunch break is spent waiting. So we want to offer our customers' guests something new and special". The solution was well at hand, of course: Let the guests order directly from his or her smartphone, and pay with just two additional clicks. It sounds simple in theory, but it remains to be seen whether the solution will run as smoothly in practice as the original backend system already does. Current forecasts predict that you'll be able to test it for yourself in the first quarter of 2012 when the initial version of the guest app is expected.

**About orderbird:**

orderbird ([www.orderbird.com](http://www.orderbird.com)) is an award-winning iPad Point of Sale system for the hospitality industry. orderbird was founded in 2011 by Jakob Schreyer, Bastian Schmidtke, Patrick Brienens and Artur Hasselbach with the goal of establishing a more affordable and intuitive POS system that fits the real needs of the modern catering industry. The fast-growing company is currently home to more than 45 employees at its Berlin location. Over 2,000 customers — restaurants, cafés, bars, clubs, ice cream shops and beer gardens — in the United Kingdom, Ireland, Germany, Austria and Switzerland are already using the orderbird POS system.

Download press releases and photo stock at <http://www.orderbird.com/en/press>

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