

Keeping a better eye on your own data:

my.orderbird dashboard provides custom reports for the catering sector

Berlin, 17 December 2012 - Point of Sale (POS) systems help restaurant and bar owners organise their daily work and optimise processes. Yet in many ways they also lock in their data, allowing access only from the local terminal. orderbird (www.orderbird.com), the No. 1 provider of mobile POS systems (iPad, iPhone, iPod touch) for restaurants and bars, has now launched a proprietary online administration portal for its software, known as my.orderbird (<http://my.orderbird.com>).

"In the future, the dashboard will serve as the central hub for our mobile POS system," explains Jakob Schreyer from orderbird. "From the start, our customers will be able to use it to create customised reports built around a wide range of KPI. But we're also developing a variety of additional features. One example: Guests will soon be able to pre-order their food selections directly online".

my.orderbird will allow users of the mobile POS to call up extensive reports quickly and easily, ensuring that the sales results are always at hand. The web-based platform allows access to reports and statistics at any time and from anywhere — including from an iPad, laptop or PC. The user simply logs in using his existing orderbird login data. The data on the orderbird servers is then stored securely via an HTTPS connection; This is the same technical procedure used for online banking as well.

The additional module can be used at no cost by orderbird customers who have already acquired a licence. Those without licence can try a free 30-day trial version of the product. The extension of its software also lays the groundwork for future integrated software features. "my.orderbird will soon be extending the service to include personnel and inventory management, as well as the opportunity for guests to order their food in advance using an app", Schreyer says. The platform is also helping the startup to serve customers outside the industry, such as hotels. orderbird recently entered into a cooperation with Protel, a hotel software suite, to gain entry into the small hotels and guesthouse market. It allows restaurant customers to charge their food bill directly to their hotel room. For more information about my.orderbird, please see <http://my.orderbird.com>.

About orderbird:

orderbird (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 Brien 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.



Press Contact:

Nicole Scheplitz

orderbird AG

press@orderbird.com

+49 176 100 22 491