

## **What could you do with an extra 9 days per year and a 10% jump in profits\*? Businesses Take Flight with orderbird the Revolutionary, Affordable EPOS System for the Independent Hospitality Sector**

Landing in the UK on 14 May 2014 at the Caffè Culture Show (Stand A18a), the multi award winning orderbird iPad Point of Sale (POS) System is proven to save caterers time, money and stress.

Specially designed for small to medium businesses in the Hospitality sector (Cafes, Restaurants, Bars, Pop-Ups, Food Trucks and Market Stalls etc), orderbird delivers outstanding functionality with ease of use. Launched in Germany in 2011 over 2,000 customers in Germany, Austria and Switzerland already use the iPad POS System, and the App has had over 26,000 downloads.

*"Knowing how well a business is performing is incredibly important. The orderbird iPad POS System can report everything from sales figures, sales statistics for staff and even exports for tax accountants. This gives managers a far greater understanding of their business, and enables them to run a more profitable operation."*

Patrick Brienen, Co-founder & Sales Director, orderbird

orderbird's customers say that on average the system saves them 1 hour 45 minutes per week and boosts profits by 10%\* thanks to increased efficiency and operational improvements. A fraction of the cost and complexity of the EPOS Systems used by the big chains, orderbird is a nifty one-stop business solution; mobile, easy to set up/use/edit with all the functionality operators need to streamline their business. It covers orders, payment, staffing, management, business analysis and accounting. Early adopters include The Organic Deli Café in Oxford and Coffeangel in Dublin, who are available for testimonials and interviews on request (Bar, Event, Market and other UK hospitality business case studies available shortly).

*"orderbird has literally changed the way we do business, it's innovation on the go: A wireless mobile solution giving you complete flexibility and control, the ability to run multiple wireless iPads/iPhones with everything processed seamlessly in seconds. My advice is don't delay, it will improve your business's efficiency. It's a sophisticated, smart, simple system giving you complete control in store and on the go, you can track every key stroke - there is nothing similar to what orderbird offer in the UK."*

Cristina Campos, Organic Deli Café, Oxford.

*"Intuitive, efficient and ever-evolving - the team at orderbird have created an absolutely brilliant and reliable POS system for the catering industry. From order to install to updates, the service and support has been faultless. Both myself & the Coffeangel team couldn't recommend orderbird highly enough."*

Karl Purdy, founder of the legendary Coffeangel, Dublin

Perfect for Summer pop-ups, festivals, stalls, events and outside dining, orderbird works with mobile devices, handles the entire ordering process, and is easy to use: The waiter takes the order at the table with just a few presses on an iPod, iPhone or iPad touchscreen. The order is

sent via encrypted WLAN to dedicated printers - positioned in the kitchen and bar for example. Then while the waiter continues to tend to the guests, the cook and barkeeper can get started with the order.

my.orderbird gives Business Managers a complete overview and control whenever and wherever they need it. The web-based platform allows users to call up extensive reports quickly and easily, providing all the tools to evaluate, manage and optimise a catering business from graphical reports, to export capabilities (e.g. Excel) and safe data backups. All orderbird data is stored securely via an HTTPS connection; the same technical procedure used for online banking.

The application stands out for being significantly easier to use than other systems. Dining establishments can install the entire orderbird system on their own in just a few easy steps, with no need to conduct expensive training sessions with the staff. orderbird set up and deliver a bespoke system for each businesses with menus preloaded, logos and text set up on receipts and individual training and consultation. However, Managers can change, edit and add products to the menu whenever they need, it's as easy as entering a new contact into a phone. And orderbird provide a 24 hour helpline.

The feature list for orderbird POS far exceeds those of standard cash registers, and has received numerous awards and accolades, including Winner of enable2start, Financial Times, Intergastra Innovation Prize from DEHOGA, IT Apps Innovation Prize from Initiative Mittelstand and the Business Plan Competition from the Hasso Plattner Institute.

#### **Hardware and Installation one off cost, starting at £599**

- Preconfigured receipt and docket printer
- Preconfigured network
- Customer consultation
- Individual training
- Programming of your menu in the POS
- Your own logo on your receipt

#### **Software and Service from £49 per month**

- 24/7 Telephone support
- Flexible payment: monthly or yearly
- Multiple export options like Excel
- Automatic data backups in real time
- All software updates free
- Detailed live reporting
- Wireless ordering (Full-Sync)
- Perfect for seasonal businesses

[www.orderbird.co.uk](http://www.orderbird.co.uk), [www.youtube.com/orderbird](http://www.youtube.com/orderbird)

#### **About orderbird**

orderbird ([www.orderbird.co.uk](http://www.orderbird.co.uk)) is an award-winning iPad Point of Sale system for the hospitality industry. orderbird was founded in 2011 by Jakob Schreyer, Bastian Schmidtke, Patrick Brienen 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 50 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, Switzerland are already using the orderbird POS system.



**Media Enquiries, interviews, case studies, images and films:**

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\*According to orderbird customer survey 23 - 25 April 2014.