

Press Kit



orderbird - More than just a POS system.

orderbird (www.orderbird.com) offers intuitive software solutions and complementary services for independent restaurateurs and SMBs in Germany, Austria, Switzerland and France. The company's more than 17,000 active accounts make it the hospitality industry's market leader for iPad POS solutions in German-speaking countries (Germany, Austria and Switzerland). With orderbird PRO, restaurants, cafés and bars can easily and intuitively take mobile orders, flexibly create invoices and generate tax compliant reports with one click.

With the orderbird MINI, the mobile all-in-one POS system, orderbird expanded its range of products. The smart Android solution combines POS software, card reader, receipt printer and barcode scanner in one device and fulfills all requirements of the German fiscal laws (KassenSichV).

orderbird was founded in 2011 and today employs more than 130 people in Berlin and Vienna. In 2022, orderbird became part of the leading European PayTech Nexi Group.

Management-Team



Dirk Schmidt
Chief Executive Officer



Philipp Nowakowski
Chief Technology Officer

At a glance

+ 17.000*

active accounts

+ 160.000.000**

invoices processed each year for customers

+ 350**

average number of new customers each month

* Status 04.2024
** Data for 2023

Timeline

2010



The idea

The initial idea for orderbird came to one of our founders over ten years ago. As a professional cash register dealer and Apple aficionado, Bastian wondered why it wasn't possible for cash registers to be just as easy and intuitive to use as Apple devices. Bastian's idea came at just the right time: In 2010, after the release of the iPod Touch and iPhone, Apple launched the iPad.

Encouraged by the new technology, Bastian brought his three friends, Jakob, Artur and Patrick, on board. Their common goal: infuse a breath of fresh air into the hospitality market! Small businesses would finally have access to the technology and analytics of the big market players.

The first prototype

The first prototype of the founders' innovative iPad POS system hit the ground running at the reopening of the famous P1 club in Munich.

The four founders were able to acquire their first customer with a practical application, and word of the "waiters with iPhones" spread quickly.



2011

orderbird

With the founding of orderbird in Berlin in March 2011, the hospitality and cash register industry would be turned on its head with Germany's first iPad-based POS.

Since then, orderbird has been offering its customers professional, easy-to-use POS systems and add-on products, providing a flexible alternative to the costly and paperwork-intensive predecessors.



2020



2020

The orderbird MINI was launched in 2020. This innovative all-in-one POS solution can be used for all industries. The orderbird MINI impresses with its high level of flexibility and simplicity. Services, retail, trade and mobile hospitality benefit

from the many integrated functions and can thus take an important step towards digitalisation.

2022



2022

In 2022, orderbird GmbH became part of the Nexi Group, the leading European PayTech. Together with 130 employees, we continue to develop our cloud POS systems and complementary software and payment

solutions, making the day-to-day business of tens of thousands of restaurateurs, retailers and service providers easier - now and in the future.

2023

2023

In 2023, orderbird acquired 100% of the shares in Split Tech-Solutions GmbH with the aim of fully integrating Split's technology into orderbird's POS solutions. Split offers software solutions to digitise ordering processes and menus.



2026



Today

The solution has proved successful. With over 17,000 active Software as a Service (SaaS) accounts, orderbird is the market leader for iPad POS systems in the German-speaking, hospitality industry. With more than 130 employees, the orderbird team is united by a passion for hospitality and local businesses and our mission:

We are the reliable digital partner for restaurateurs. We inspire through simplicity, efficiency and personal service – so that restaurateurs can live their passion and focus on what really matters: their guests.

orderbird PRO: How it works

orderbird PRO is cash register software for iPad, iPod touch and iPhone. Whether taking orders at the table, automating processes for dockets and dining course timing or printing receipts at multiple locations within the restaurant, orderbird PRO offers restaurateurs a secure, digital POS solution tailored to their hospitality needs.



100 % tax office compliant

orderbird PRO fulfils the legal requirements for tax office compliance and tamper-proof cash management in accordance with GoBD and the KassenSichV - this is assured by the KassenSichV guarantee. Due to the integrated Online TSS, all transactions are stored in compliance with the tax authorities, and receipts are provided with the necessary legal information.

1



Back-office management

MY orderbird facilitates restaurant and bar management and offers business insight – anytime, anywhere. With key figures, reports and graphical evaluations, business development becomes transparent and controllable. Exports can be sent to tax consultants or auditors with the push of a button.

Cashless payment

Whether paying with an EC card, a credit card, contactless, or with a smartphone, Pay enables cashless payment without a base fee, minimum turnover or contract period.

Mobile ordering

Service staff take orders with mobile devices and send them wirelessly in real-time to the kitchen or the bar. This reduces walking distances and staffing costs while increasing service quality and sales by up to 20%.

Automatic course control

With the course control system, each dining course reaches guests with pinpoint accuracy. The counter, bar and kitchen know immediately which tasks they have to process and when. This improves course timing, waiting times are reduced and customer satisfaction increases.

Tables overview

The floor plan view on orderbird's iPad solution provides service staff with a constant overview of every table. The shape of tables can be easily adapted, numbers can be assigned and availability checked instantaneously.

Digital Menu

The digital menu allows guests to view the menu independently by scanning the QR code. The restaurateur can add images, customisation options and additional information to each dish to make decision-making easier. Even changes such as happy hour or directly in the daily menu are no problem and can be customised with just one click.

Self-Checkout

Self-checkout offers guests a more convenient and more flexible payment option without having to wait for the bill. The flexible splitting of the invoice, based on the items ordered or the number of people, improves customer satisfaction and facilitates billing for groups. Smooth, digital processing therefore increases staff and guest satisfaction.



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1. orderbird PRO | iPad cash register with printer and card reader

3. Card payment | Cashless payments via NFC with Pay

2. MY orderbird | Back-office management tools with data analytics

Add-on products

Gift Card System

Sell and redeem gift cards digitally

The integrated gift card system saves you time and reduces errors in the management of your gift cards. Sales and redemptions are carried out directly via your orderbird PRO POS system—without additional devices or manual processes. Your guests benefit from fast and smooth processing, while you maintain a complete overview of all sold, active, and redeemed vouchers at all times. Tax-compliant voucher management in seconds!

Card Payment on the Smartphone

Order. Pay. All with one device.

Card payment on smartphones combines order taking and payment in a single device, eliminating the need for additional terminals. Your staff saves valuable walking time and can focus more on guest service, while contactless payments via NFC ensure a fast and secure payment process. Guests benefit from short waiting times and modern payment options right at their table.

QR Code Ordering

Order food via QR code on your own smartphone

The integrated receipt printer makes it easy to issue tax office-compliant receipts - whether in the shop, at an on-site appointment or on the market. Thanks to the integrated online TSE, each receipt contains all the necessary details for the mandatory receipt issue.

Cash Book

The fully integrated and digital cash book of orderbird PRO is 100% tax office compliant, simplifying book keeping and enabling 'push of a button' reporting for fiscal audits.



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Awards

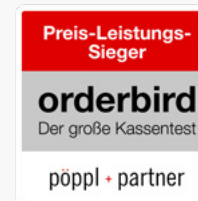


We are 100% tax compliant and our quality management is **TÜV** certified.



The German Gastro Founder Award

Since 2014, orderbird, together with the Leaders Club and Internorga, has awarded creative concepts from gastro founders in the DACH region every year.



We are awarded by pöpl + partner as a **price-performance winner**.



Our Partners



Wolters Kluwer