

A SUPPLEMENT TO HOSPITALITY TECHNOLOGY

# New

# Tech

## NEW TECHNOLOGY SHOWCASE | 2009

High-impact products and solutions for the hospitality industry

- Integrated Back Office and Accounting Solution
- Self-Service Kiosk Solutions
- Keypads, Covers and Cash Drawer Interfaces
- Kitchen Display System
- Business Intelligence
- Point-of-Sale
- Reservation Management
- Digital Customer Engagement

# 2009

SHOWCASE SERIES '09

**Hospitality**  
TECHNOLOGY

09

[WAND CORPORATION]

DIGITAL CUSTOMER ENGAGEMENT—  
MERCHANDISING JUST GOT EASIER!

**“By delivering the Future of QSR Technology, WAND Corporation empowers its clients with the tools to influence buyer behavior and deliver solid ROI.”**

Think of WAND Corporation and cutting edge QSR software comes to mind. Now with over 20 years in QSR, WAND Corporation is also synonymous with Digital Customer Engagement. WAND Corporation's Digital Customer Engagement (DCE) solution, SmartMarketing™, is an integrated solution comprised of Digital Menu Boards, Digital Point of Purchase Boards, Digital Order Confirmation Displays, and powerful Business Intelligence tools. The marriage of the WAND SmartMarketing™ solution and WAND NextGen POS software delivers a whole new level of management and analysis previously unavailable with traditional merchandising mediums.

The WAND SmartMarketing™ solution connects multiple times with customers waiting in line, first with the Digital Menu Boards. Next, the Digital Point of Purchase Boards suggestively up-sell the customer, reinforced by the Digital Order Confirmation Displays that have the ability to confirm the order back to the hungry patron and suggest high margin items, even “make it a combo.”

The WAND SmartMarketing™ solution receives ten times more eye contact than static menus, and as much as 70 percent of customer purchasing decisions are made at the register, it's crucial to engage the customer in those last critical three feet. Relevant and timely marketing sparks the impulse to make incremental purchases. Animated menus appeal to parents and children, while reducing the perceived wait time by over 15 percent. This system also promotes return trips to the register.

The WAND SmartMarketing™ solution integrates seamlessly with the WAND QSR Pro suite of restaurant management software. It allows you to control your entire enterprise from a web-based interface (including digital content and POS terminals). In addition, you can perform real time test marketing and analysis by tying actual sales figures to the related digital content.

By delivering the Future of QSR Technology, WAND Corporation empowers its clients with the tools to influence buyer behavior and deliver solid ROI. A cost-effective world leader in the QSR market, WAND Corporation looks forward to working with existing and new Quick Service Restaurants do what they do, better, and faster to leverage the value potential of technology in the QSR space.

SPECIAL  
FEATURES:

## WAND SmartMarketing™

- One-stop-shop for POS software and Digital Customer Engagement solutions
- Centralized control of your QSR's image and menu content
- Automated day part changeovers
- One click test marketing campaigns
- Positive Return On Investment compared to static signage
- Future-forward marketing appeals to younger demographics
- Scalable to satisfy virtually any concept of any size
- Newsworthy: weather reports, RSS and Stock feed options possible



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