

July/August 2010
An ENR Publication

Hospitality

TECHNOLOGY

Industry Facts

Top Technologies in 2010	
Social Networking	45.1%
Mobile Apps	17.6%
Cloud Computing	15.4%
Self-Service	5.5%
Green IT	13.2%

Hospitality

HEALTH

Survey reveals the technology priorities and business strategies that are pushing the industry toward economic recovery

Café

HOTEL



Quick Guide:

Technology/solution type
WAND Digital Restaurant®

Target market
QSR

In a nutshell

Stand out from competition with a WAND Digital Restaurant®. Finally, a comprehensive restaurant technology solution that captures your brand and manages your enterprise. The solution promotes products, takes orders, and communicates information to complete the customer's request visually.

5 special features/functions

1. Powerful Sales Analytics
2. Proven to increase Margins
3. Enterprise Level Control of your QSR
4. Advanced automated day-parting
5. Integrated Order Confirmation Display technology for up-selling and order accuracy

Top Customers

Wendy's, Arby's, KFC, Krispy Kreme, Taco John's, Dairy Queen, Hardee's, Popeyes, Church's, Long John Silver's, and more.



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(WAND CORPORATION, WAND DIGITAL RESTAURANT)

STAND OUT FROM THE COMPETITION

Grab ahold of customer's attention with vibrant, appetizing images and HD video. In this forward thinking society entertainment value greatly influences the customer's experience and satisfaction.

WAND Corporation has developed a high-tech solution called the WAND Digital Restaurant®. The WAND Digital Restaurant® is an end-to-end solution comprised of Digital Menu Boards, Digital Point of Purchase Boards, Digital Order Confirmation Displays, NextGen POS and Enterprise Manager. In the Digital Restaurant®, sales data from the POS is incorporated with real-time marketing data from the Digital Menu Boards to deliver consolidated reports. Upon analysis these reports can indicate exactly what is selling and why, allowing operators to react to the marketing analysis in real-time and drive sales accordingly.

Whether inside or outside, a WAND Digital Restaurant® is a proven attention-getter. It attracts seven times more customer attention than traditional static menu boards, helps increase order accuracy and reduces customer's perceived wait time by up to 15 percent.

WAND Enterprise Manager, a web-based remote management tool powering the Digital Restaurant®, controls all digital content along with POS data. This business intelligence tool slices and dices sales information to spot trends in key performance indicators and optimize menu mix. By using Enterprise Manager, operators can target their messaging by controlling when featured menu items and promotions are shown to drive sales. This is done through advanced day-part planning. At the register, the customer-facing Order Confirmation Displays confirm the customer's order back while also suggesting high margin items or making the order a combo.

WAND Corporation is a "One-stop-



"With WAND Digital Menu Boards we've pushed our margins up 7.5% which is estimated to be worth over 50 thousand a year...keeping our customers coming back for more!"

— Wendy Thomas,
Thomas 5 Limited (a Wendy's franchisee)

shop" for QSR technology with nearly 25 years innovative industry experience. WAND provides hardware and software for QSR operators with 24/7/365 technical support. WAND's in-house creative team will work with your creative agency to develop your dynamic digital content. ■