

## Phoenix WebOrder Pipeline™: Your Path to Greater Profits



Increase your ticket average and your order volume with fewer employees. Reach new customers. Give your customers a convenient, relaxed way to place, review, and submit orders. It's possible with Phoenix™ WebOrder Pipeline, the online ordering integration feature in Phoenix Point-of-Sale.

### How it Works

Customers place orders through your Web site. An online ordering service provider sends the customer's order information in an XML data format to the Phoenix POS system, including encrypted credit card information. The system adds the order to your display screen and it prints on the makeline printer like any regular order. You can review and edit these orders with Phoenix's graphical, browser-based system.

### FireFly Online Ordering Partners



Web: [www.411eat.com](http://www.411eat.com)  
Phone: 213.622.4247



Web: [www.brygid.com](http://www.brygid.com)  
Phone: 866.4.BRYGID



Web: [www.mobidines.com](http://www.mobidines.com)  
Phone: 540.525.2075



Web: [www.onosys.com](http://www.onosys.com)  
Phone: 888.666.7976



Web: [www.ordertopia.com](http://www.ordertopia.com)  
Phone: 434.293.8857



Web: [www.takeouttech.com](http://www.takeouttech.com)  
Phone: 877.832.4366

### How Do I Set Up Online Ordering?

We've developed a specification that lets you integrate your Phoenix system with an online ordering service provider. This provider will work with you to set up your menu on line, using a new or existing Web site. Then, they will integrate your online menu with your Phoenix system. Your online provider is a one-stop shop for managing the online ordering and payment process securely.

You may wonder why you need a third party to set up online ordering for your business. These companies are specialists in developing e-commerce Web sites that can handle diverse customers with different Internet speeds, browser types, and PCs. They're also experts in keeping your system available to customers 24x7. And, they know how to protect your data and system.

### Getting Started

We're happy to work with an online ordering service provider of your choice, or you can select one of our preferred providers who have successfully completed the integration with Phoenix POS. For more information, call FireFly at 866.678.6781 or visit [www.fireflypos.com](http://www.fireflypos.com). See the column to the left for a list of our online providers.

### Perks of Online Ordering with Phoenix POS

- Increase ticket averages and order volume.
- Process extra orders without adding employees or phone lines.
- Give customers the convenience of Web ordering.
- Track and edit all online orders in the Phoenix system.
- Enjoy a seamless order process for you and your customers.

“Orders placed online have ticket averages as much as 15 percent higher than phone orders.”

— Steve Coomes, Senior Editor, *FastCasual* magazine, in “Online Ordering Boosts Sales”