

# SpeedLine Restaurant Technology Expert Advisor Series

Get more from your POS. **March 2–4, Pizza Expo Trade Show Floor**

**Right here at the booth** - Learn new ways to boost sales and safeguard your assets from 4 SpeedLine Technology Network experts:



### 10 Steps to Online Ordering Success:

*Stan Garber, ONOSYS*

Online ordering is evolving fast, yet fewer than 10% of restaurants are taking advantage. If you've decided to do it, congratulations! The good news is that you have a jump on the competitors who are waiting on the sidelines for you to show them how it's done. The not-so-good news is that there is limited information available about how to pull off a pilot and avoid the pitfalls that can hinder success.

ONOSYS is pleased to share some of the lessons we have gleaned from more than 60 restaurant implementations.

Tuesday, March 2 11:30 am  
 Wednesday, March 3 11:30 am  
 Thursday, March 4 11:30 am



### Marketing on Autopilot:

*Barry Silver, MailMark*

Build repeat sales and retain your most profitable customers! Automated direct mail, email, and text marketing to your POS database is easy to set up and guaranteed to drive sales.

Tuesday, March 2 1:30 pm



### Credit Card Security & PCI:

*Jim Fish, Coalfire Systems*

What every restaurant operator needs to know about credit card security and PCI: Understand your risks -- and what it takes to safeguard your customers' personal information and protect your business. If you haven't heard from your credit card processor about PCI yet, you will be soon. Educate yourself, and be ready.

Wednesday, March 3 12:30 pm



### 10 Minutes to Grow Your Sales 10%:

*Steve Bigari, Stellar*

Driving profits by giving customers more (and more cost-effective) ways to order. Learn how integrating call center and online ordering options with your POS system can save you time and make you money.

Wednesday, March 3 1:30 pm  
 Thursday, March 4 12:30 pm