



# Knowing the Products

# MW:APP Platform – All in one solution



## Point of Sale

- Browser-based
- Supports any QSR operating model
- Table Service
- Integrated support for mobile and web ordering
- Delivery
- Flexible GUI
- Kitchen Production System
- Customer-facing Order Display
- Self-ordering kiosk

## Integrated Back Office

- Inventory control
- Food Cost Management
- Labor Scheduling
- Cash management
- Reports and Alerts

## Centralized Data management

- Configuration, Deployment and Application Support

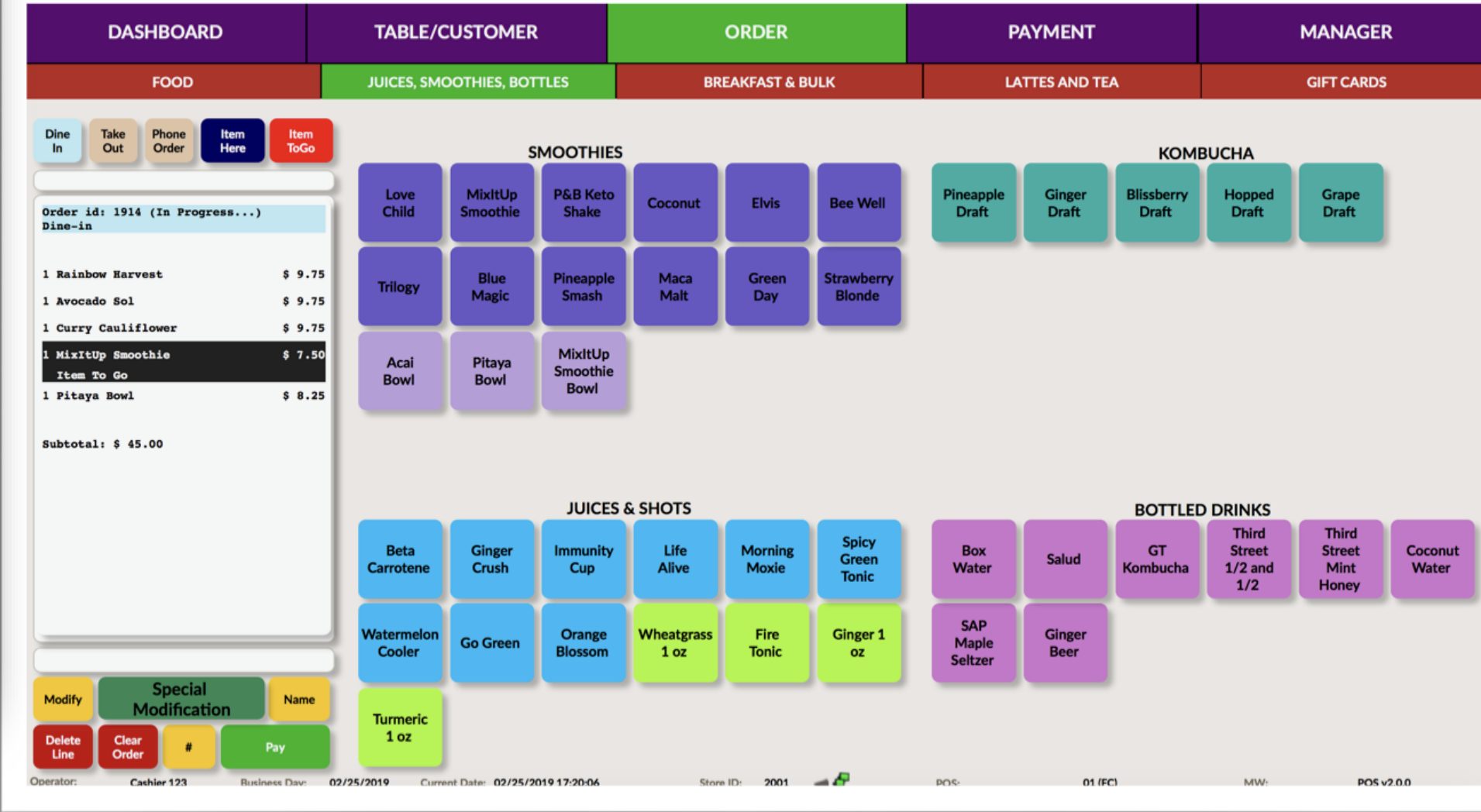
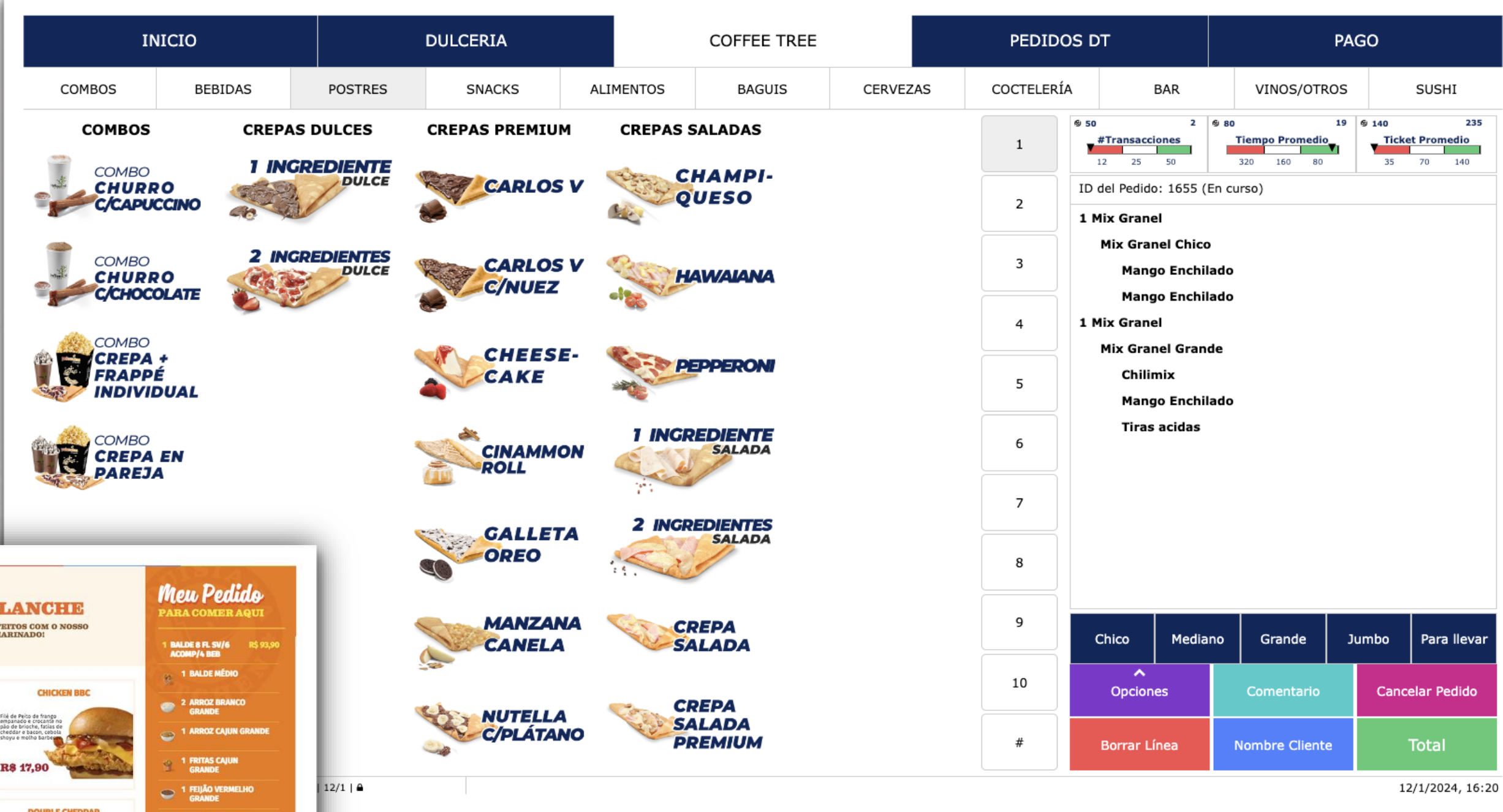
# MW:POS

Our Point Of Sale.

Sales data is uploaded to the cloud in real time, allowing you to keep track of your business wherever you are.

Software architecture built for stability and reliability so that your store doesn’t stop; at the same time, it’s flexible to fit your needs:

- In-store client has all the necessary components to run the store and maintain offline mode seamlessly
- Based on the proprietary MW:App framework
- Front counter, drive-thru, mobile order taking
- Handles high volume stores
- Multi-language, multi-currency
- Includes kitchen display system
- Customer order display
- Self ordering kiosk
- Cashless integrations



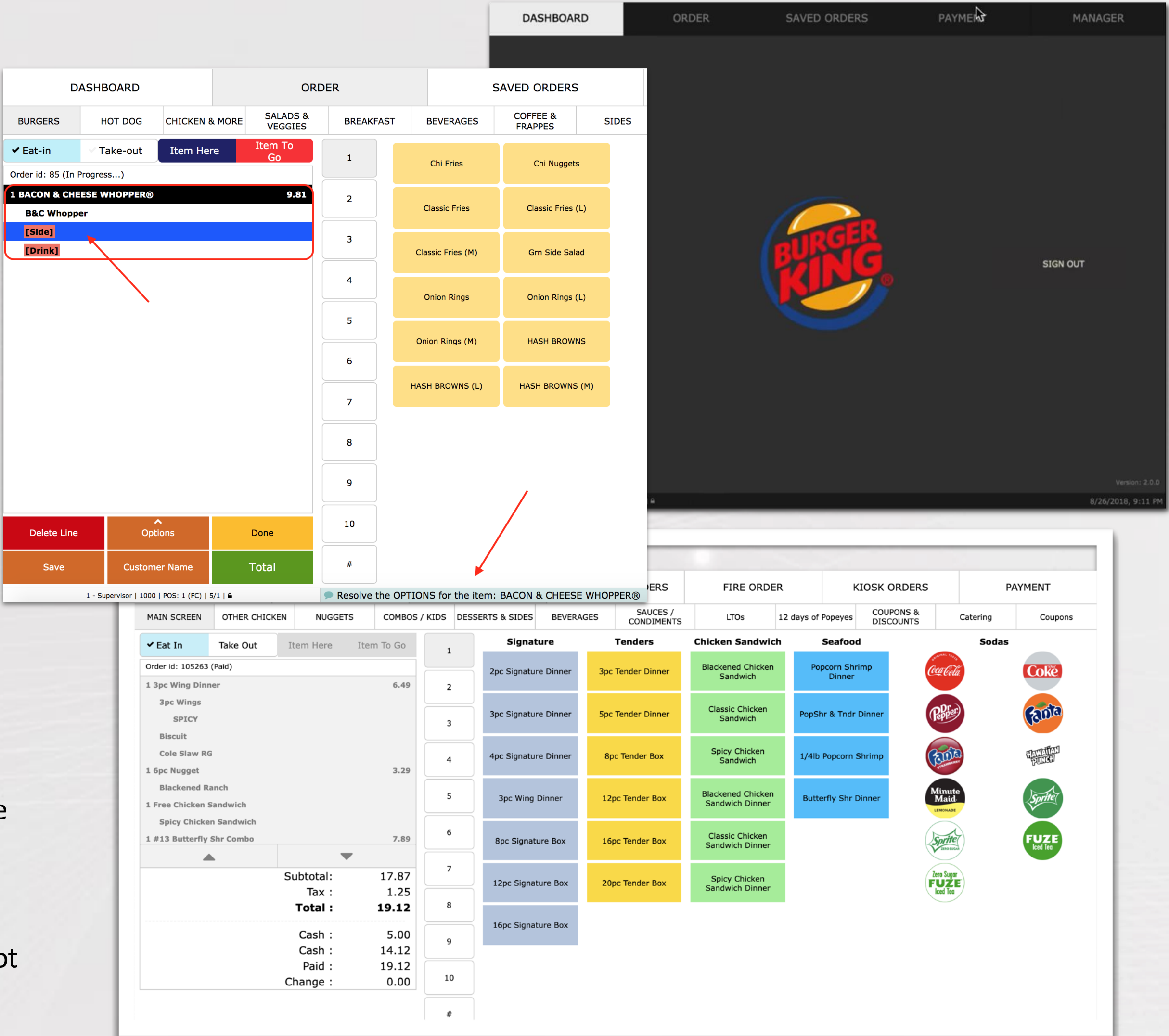
Caption



# POS UI – MAIN FEATURES

- Highly customizable, different skins such as
  - Dark/clean modes
  - Brand-customized
- Context driven: functions, buttons and pop ups are only displayed when necessary
  - Allows guiding the user through the ordering process, requiring minimal training and reducing clicks
- Media support (button images, videos for Kiosk etc.)
- Layout changes on the fly: skins, languages and screen components position
- Ability to handle multiple

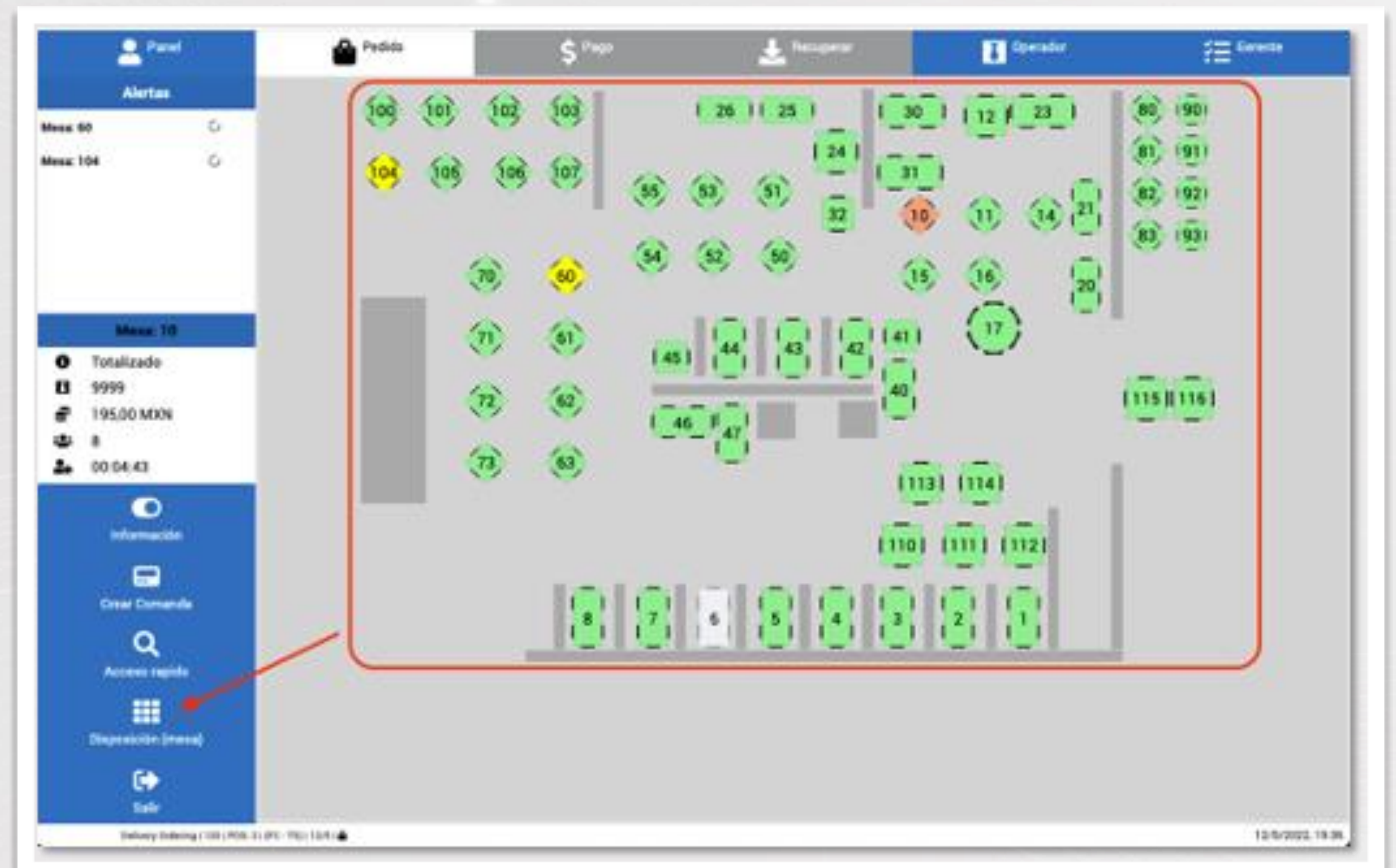
- sales types
- Support for item recipe modifications, special instructions and tagging
  - Search feature, including barcode and price lookup
  - Operator metrics dashboard
  - Automatic and intuitive selection workflow for options (either mandatory or not)
    - Free text on selection placeholders Placeholders are kept on screen until all selections are made
    - Prevents user from moving forward in case a mandatory option is not fulfilled



# TABLE SERVICE

- Table map layout view or table tiles with color coded alerts
- Seat assignment / management
- Hold, fire, don't make options for production
- Mobile support

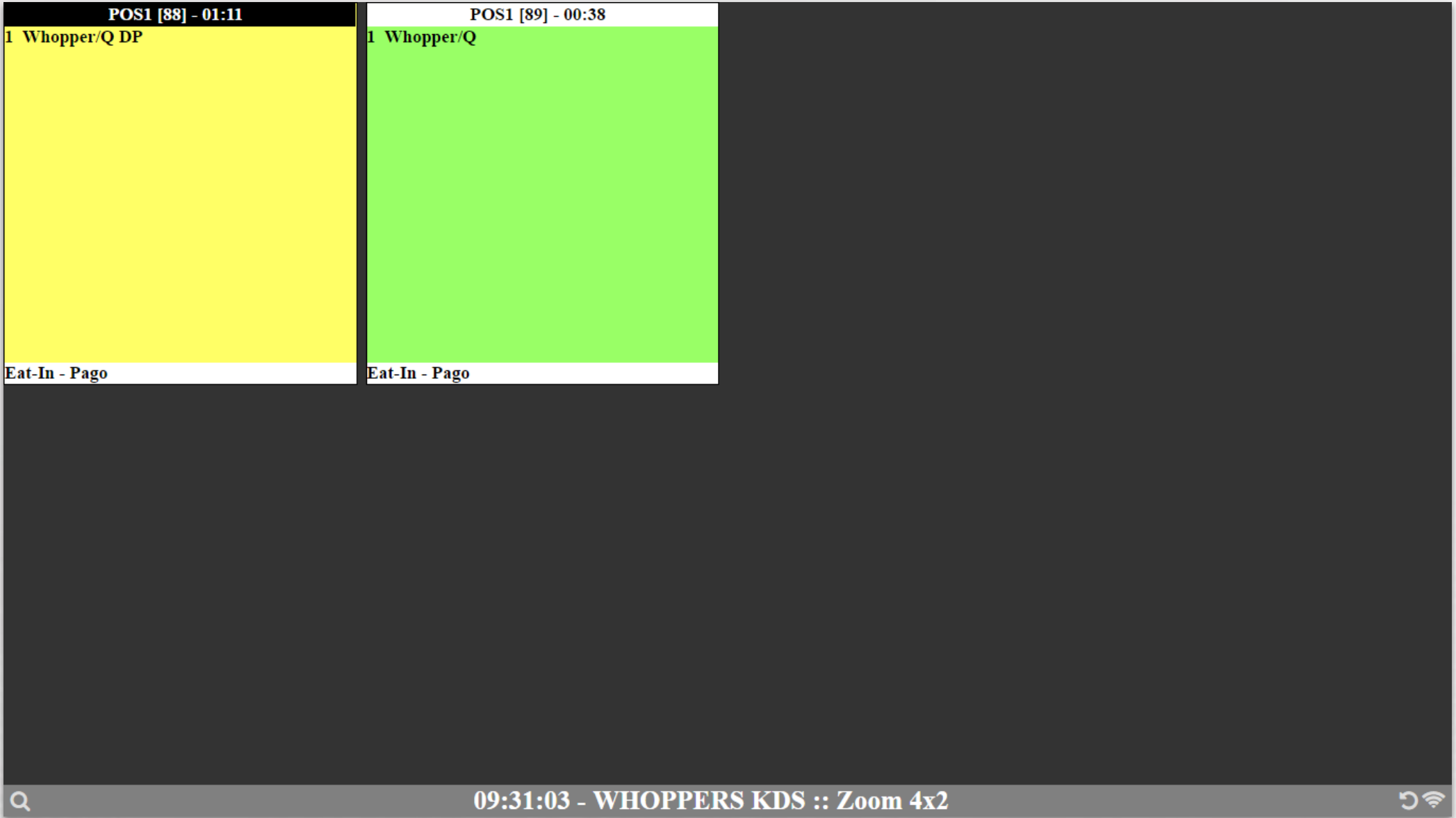
- Same order taking module as POS
- Ability to pay in groups, separately
- Support for tips



# KITCHEN MONITORS

## Our Kitchen Display System

- Fully integrated with MW:POS
- Flexibility to match any kitchen layout
  - Multiple production lines maps kitchen stations
  - Each line can have different sides to improve efficiency
  - Production balance between sides
- Color-coding/symbol status highlight
- Different layouts to match different operations
  - Ticket or Prep screen views
- Bumping & Tagging features
- Support to kitchen most common devices:
  - Printers
  - Bump bars



Status	#	Order	Table	Zone	Time	Qty	Item
	1	24	10	6		1	BONELESS BUFFALO WINGS GEN
	2	24	10	6		1	MOLHO BBQ
➔	3	24	10	6	00:15	1	BRAZILIAN PICANHA
	4	24	10	6		1	MAL PASSADO
	5	24	10	6		1	PARMESAN TOPPING
	6	24	10	6		1	BATATA RUSTICA
	7	24	10	6		1	GARLIC MASHED POTATO

# ONLINE ORDERING PICK UP and DELIVERY

- Supported via robust API
  - Orders are sent and confirmed via standard API
  - Menu is exported via API to the 3<sup>rd</sup> parties
  - Supports tip, delivery surcharges, item customization (removing or adding ingredients)
  - Written order level and item level special instructions
  - Stockout support
  - Orders are sent directly to the kitchen system and/or printers with distinct order types
  - Accounted separately in system as a distinct channel for accounting and reporting purposes.
- Delivery – 3<sup>rd</sup> party integration to Doordash (US), UberEats, GrubHub (US), Menu App, Deliverect
- Open API available for other 3<sup>rd</sup> party integrations as well. Simple and fast.

Uber Eats



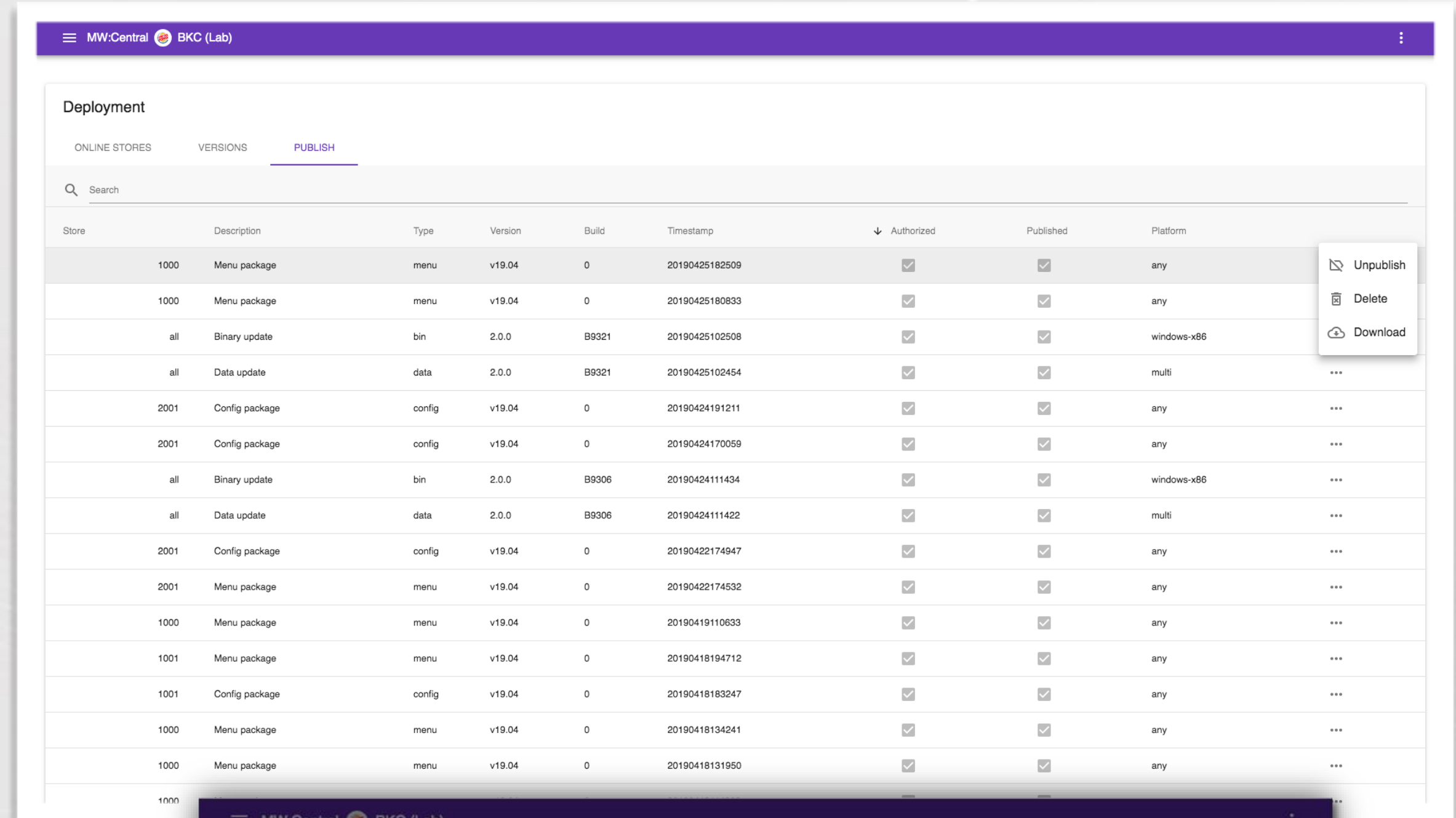
deliverect

DOORDASH

# MW:CENTRAL

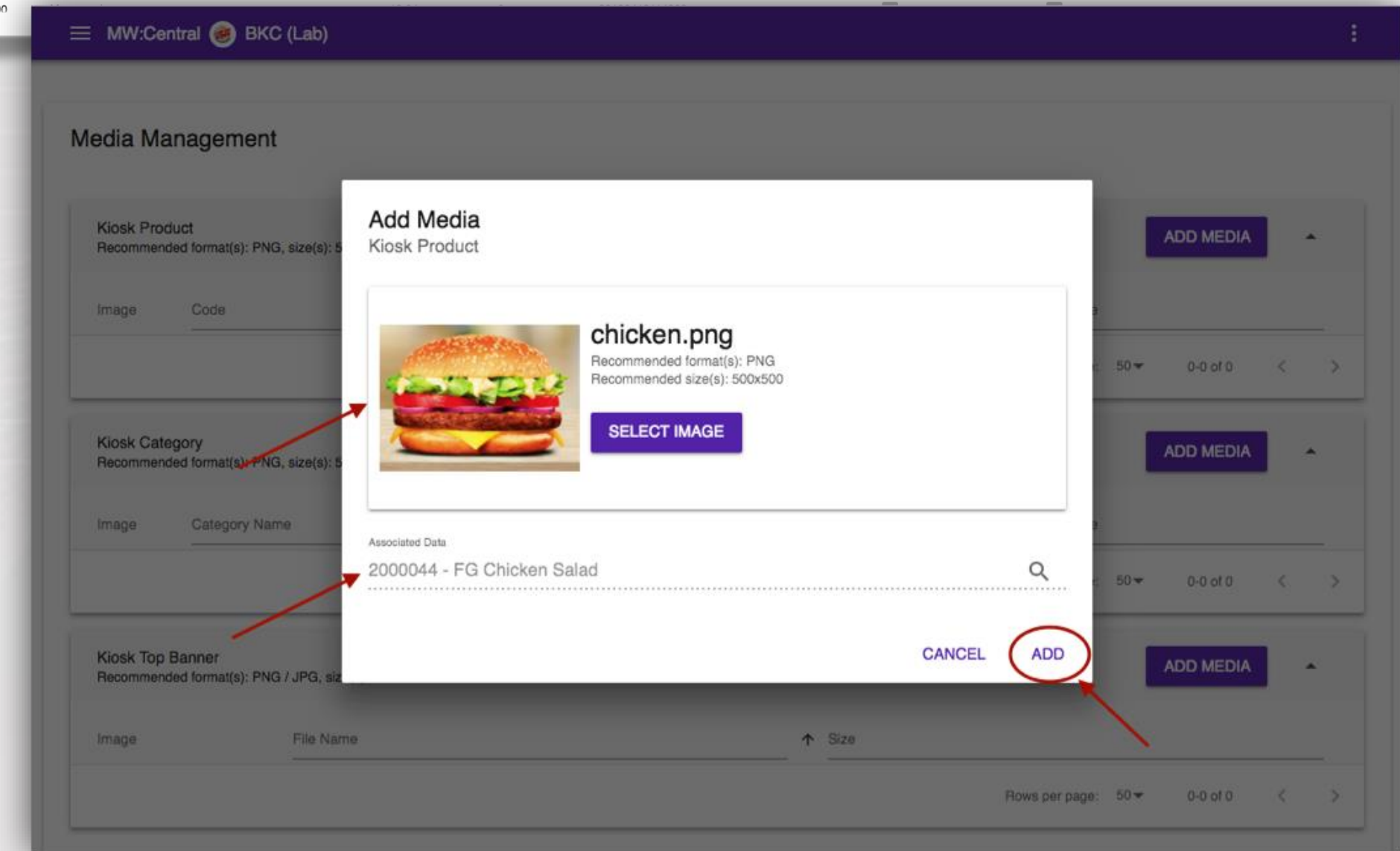
Our centralized menu and deployment management tool

- Central configuration tool for MW:POS
- Company-hierarchy, manages all company stores
- Controls POS menus, tender types, currencies
- Has APIs to receive digital orders from 3<sup>rd</sup> parties, such as DoorDash and Uber Eats
- Distributes packages for automated updates sent to the stores (binary updates, menu, configuration)
- Built over Google App Engine APIs and a non relational database



The screenshot shows the 'Deployment' section of the MW:Central interface. It features a table with columns for Store, Description, Type, Version, Build, Timestamp, Authorized, Published, and Platform. A search bar is located at the top left of the table. A context menu is open on the right side of the table, showing options: Unpublish, Delete, and Download.

Store	Description	Type	Version	Build	Timestamp	Authorized	Published	Platform
1000	Menu package	menu	v19.04	0	20190425182509	✓	✓	any
1000	Menu package	menu	v19.04	0	20190425180833	✓	✓	any
all	Binary update	bin	2.0.0	B9321	20190425102508	✓	✓	windows-x86
all	Data update	data	2.0.0	B9321	20190425102454	✓	✓	multi
2001	Config package	config	v19.04	0	20190424191211	✓	✓	any
2001	Config package	config	v19.04	0	20190424170059	✓	✓	any
all	Binary update	bin	2.0.0	B9306	20190424111434	✓	✓	windows-x86
all	Data update	data	2.0.0	B9306	20190424111422	✓	✓	multi
2001	Config package	config	v19.04	0	20190422174947	✓	✓	any
2001	Menu package	menu	v19.04	0	20190422174532	✓	✓	any
1000	Menu package	menu	v19.04	0	20190419110633	✓	✓	any
1001	Menu package	menu	v19.04	0	20190418194712	✓	✓	any
1001	Config package	config	v19.04	0	20190418183247	✓	✓	any
1000	Menu package	menu	v19.04	0	20190418134241	✓	✓	any
1000	Menu package	menu	v19.04	0	20190418131950	✓	✓	any



# MENU MANAGEMENT

- Cloud based menu maintenance and configuration
- Product types:
  - Regular
  - Coupon
  - Combos
  - Options
- Make and send changes to your catalog for one, several or all your stores whenever you need, from wherever you are

MW:Central BKC (Lab)

You are currently in the edition stage.  
Toggle to [production](#) records.

REVERT CHANGES

Products (edition stage)

+ NEW PRODUCT

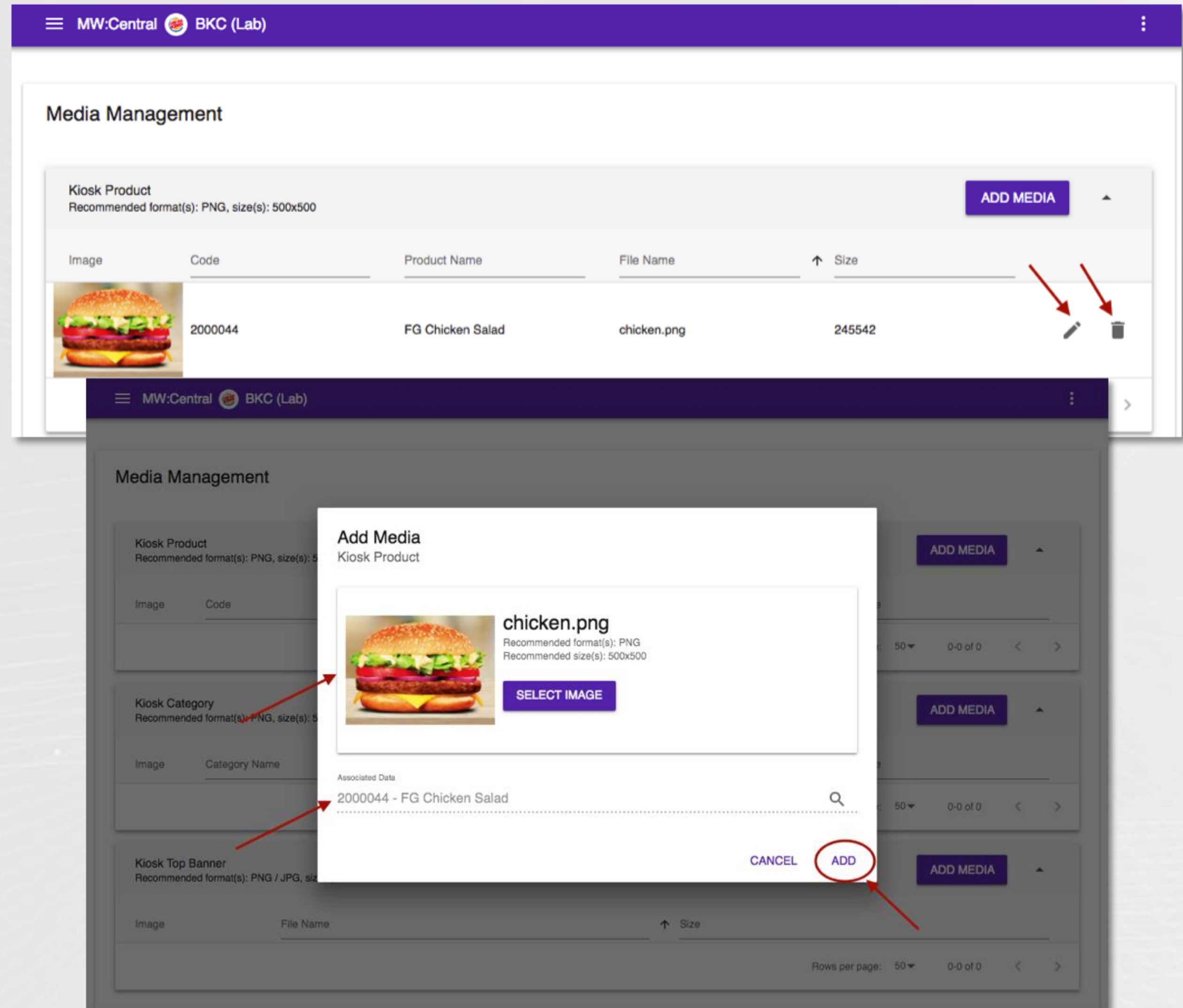
ALLREGULAROPTIONCOMBOMENUCOUPON

Search

Code	Type	Name	Category	Subcategory		
3000001	Regular	Alaskan Fish Patty				
3000002	Regular	American Cheese				
3000003	Regular	Angriest Bun				
3000004	Regular	Angry Onions				
3000005	Regular	Apple Cider Vinaigrette Dressing				
3000006	Regular	Apple Juice				
3000007	Regular	Applesauce				
2000007	Regular	B Cburger				
2000005	Regular	B&C Whopper				
3000009	Regular	BBQ Dipping Sauce				
3000010	Regular	BBQ Sauce				
2000009	Regular	BD Cburger				
2000010	Regular	BE & CBiscuit				
2000011	Regular	BE & CCroissant				

# MEDIA MANAGEMENT

- Upload images and other contents to the media bank to be used by the system to feed different displays in the restaurants, such as POS, self-ordering kiosks, digital menu boards and so on
- Associate specific data to each media file



# MW:BOH

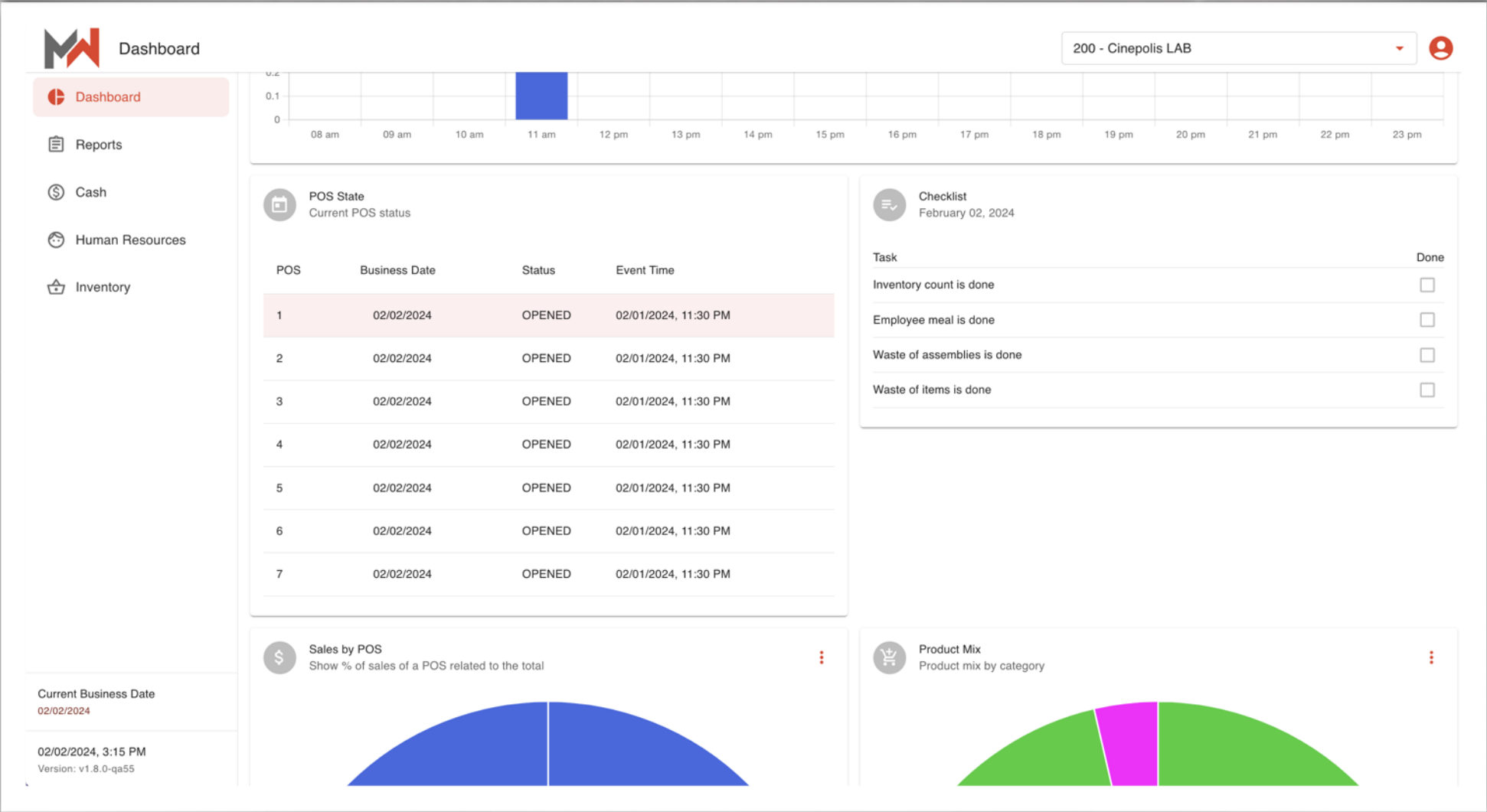
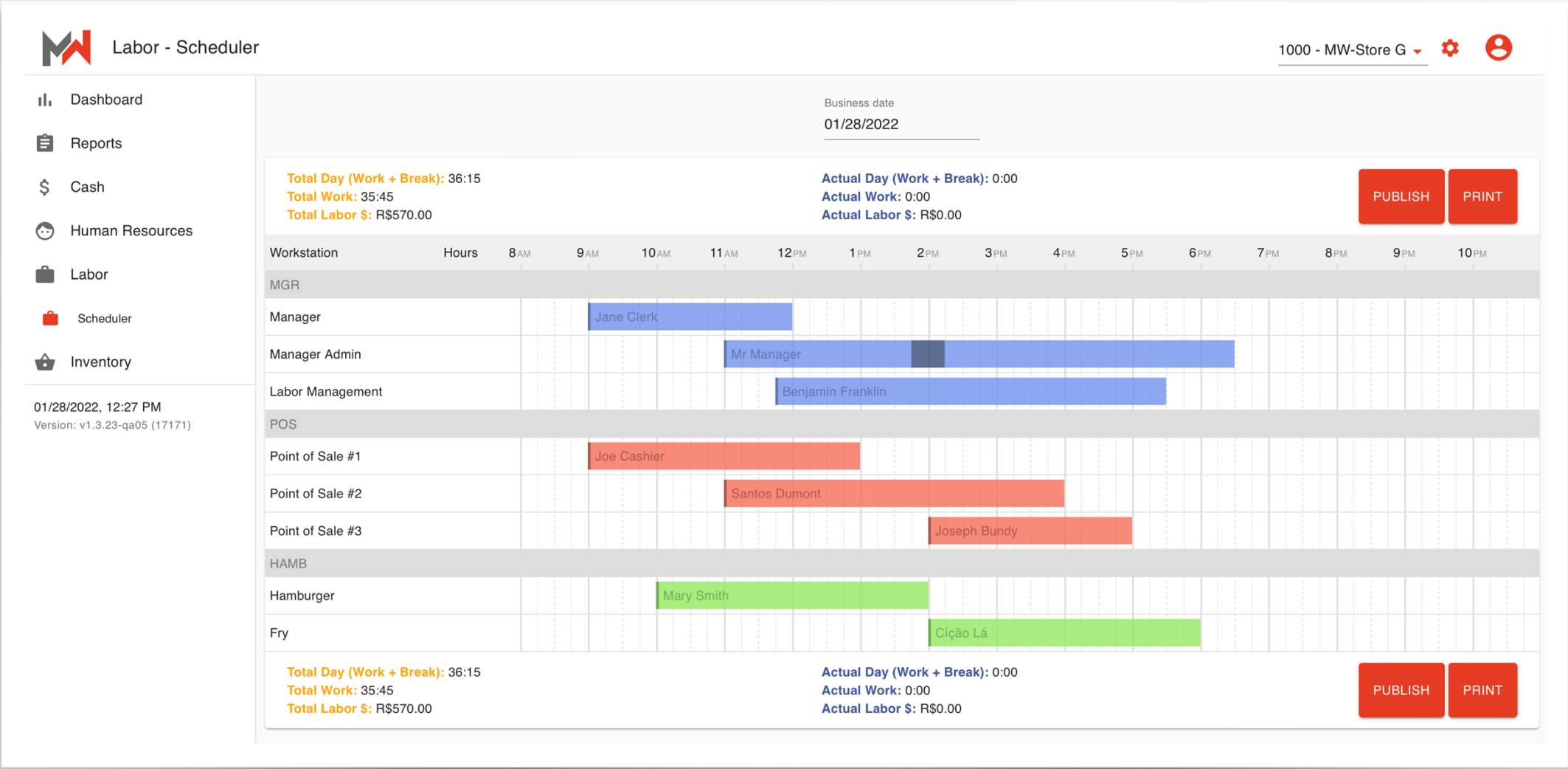
Our back of the house tool

- Back-office system with Inventory, Ordering, Labor Management, Accounting, Cash Control, Reports and Dashboards
- Runs in a VM or a container in the cloud (AWS with RDS for database replication recommended, but not mandatory)
- Component example: Swagger API component, scheduler component, persistence component for Postgres

The image displays two screenshots of the MW:BOH system. The top screenshot shows the 'Labor - Scheduler' interface for the business date 01/28/2022. It features a sidebar with navigation options: Dashboard, Reports, Cash, Human Resources, Labor, Scheduler, and Inventory. The main area shows a summary of labor data for the day, including 'Total Day (Work + Break): 36:15', 'Total Work: 35:45', and 'Total Labor \$: R\$570.00'. Below this is a grid showing the schedule for various roles: MGR, Manager (Jane Clerk), Manager Admin (Mr Manager), Labor Management (Benjamin Franklin), and POS. The bottom screenshot shows the 'BOH API Documentation' interface, which is a Swagger API documentation page. It lists various API endpoints under the 'default' scheme, including GET /current-business-date, GET /tender-type, POST /tender-type, DELETE /tender-type, GET /drawer-count-template, GET /drawer-count, POST /drawer-count, POST /pos-status, POST /central-tender-type, POST /close-drawer, and POST /open-drawer.

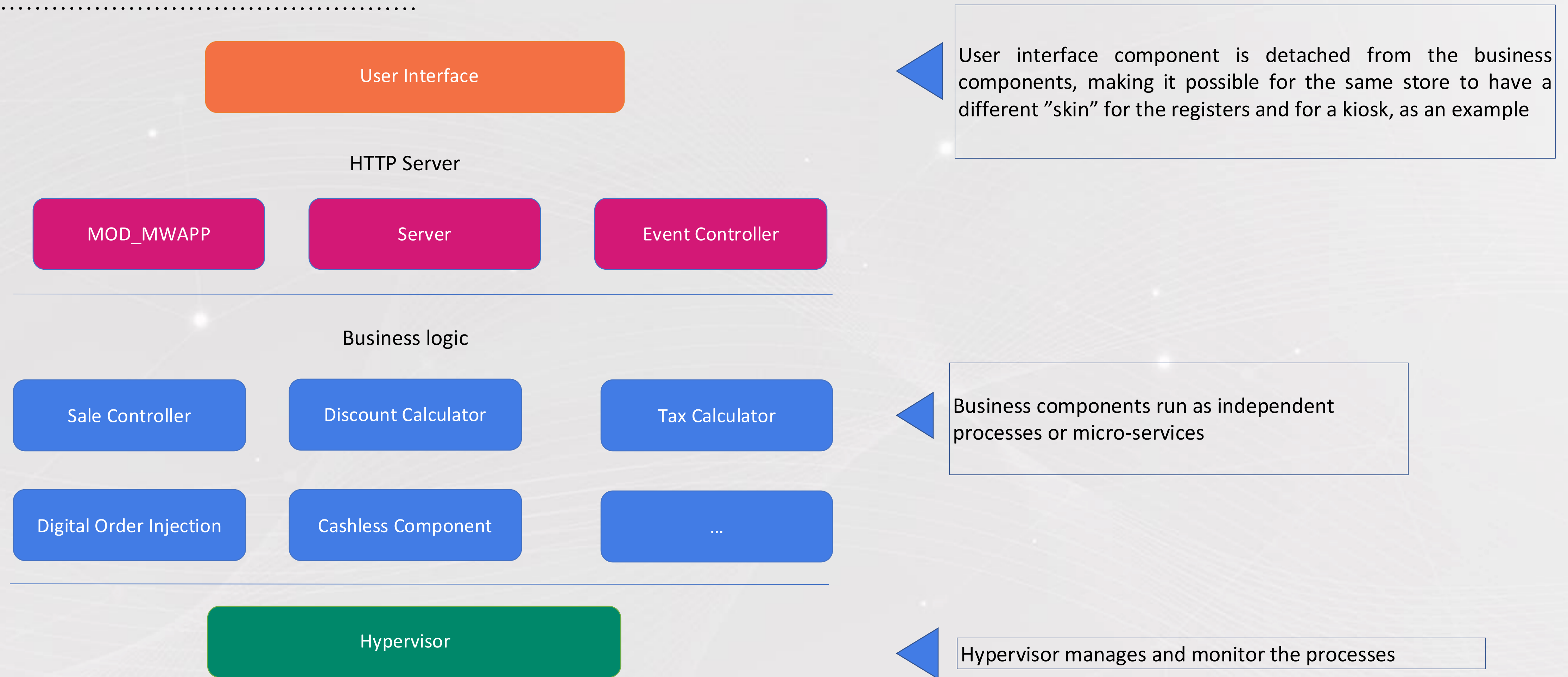
# MW:BOH MAIN MODULES

- Admin (Above-Store level)
  - Customizable: organize the information you want to have in your own back-office system
- Inventory management
  - Count what you need when you need; organize your count according to your storage spaces for speed and generate reports that show the variation between the actual and theoretical ingredient usage
- Labor & Employee Management
  - Create schedules for your team specifying their daily tasks, respecting the limits of available hours in their contracts



# MW:APP Technical Information

# MW:APP ARCHITECTURE DIAGRAM



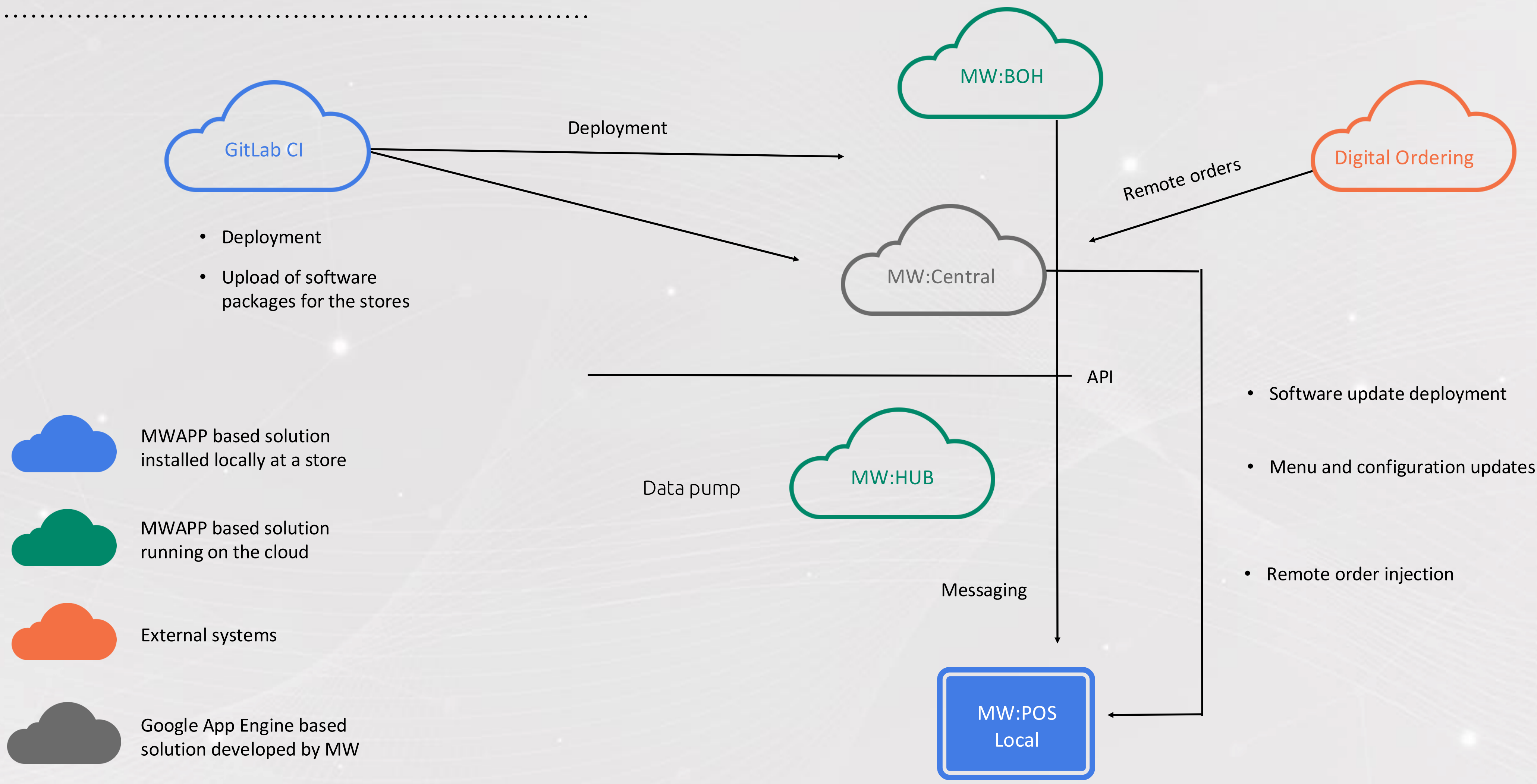
# MW:APP SOLUTIONS - Cloud and local

- All MWAPP solutions use the basic MWAPP infrastructure as seen on the Anatomy diagram: Hypervisor + HTTP Server + Business Logic Components + User Interface (the UI may not be necessary in some cases)
- Only the components that are relevant to each solution are present at each instance
- For the POS installations, all order taking, payments, tax calculation, local integration components are present
- For the cloud side, the API management component, database and UI components are the ones present



# MW:APP

# SOLUTIONS - Cloud and local



# OFFLINE CAPABILITIES

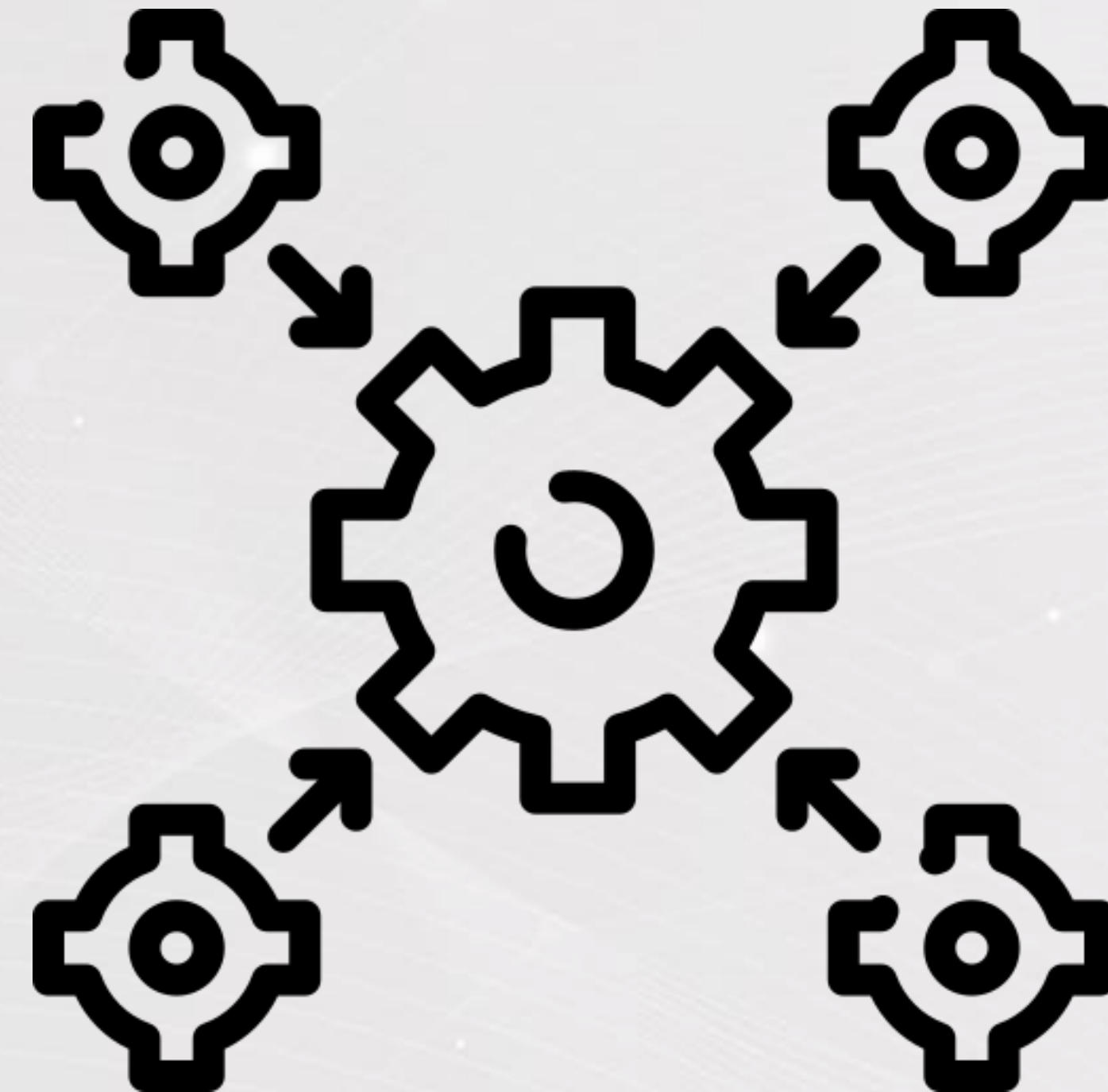
- Full order taking/kitchen systems available
- All data is persisted locally
- Real-time data sync to the cloud resumes automatically once the internet connectivity resumes
- Internal queue (audit logger) controls the data sync so that it resumes from the point it stopped
- Services that are not available in offline mode are:
  - Digital orders (external orders originating outside location)
  - Remote updates
  - Real-time data sync
  - Real-time monitoring
  - Cashless payments (supported if payment gateway/processor supports store and forward)



# INTEGRATIONS

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- EASY TO ADOPT, EASY TO INTEGRATE
  - Product architecture that allows for easy & fast customization
  - Easy to integrate with other systems and applications
  - Both sides: integrate with us / we integrate with you
  - Includes standard integrations: payment, DMB, online ordering etc.
  - Market specific requirements (fiscal, governmental etc.) can be implemented as components
    - Reuse capabilities



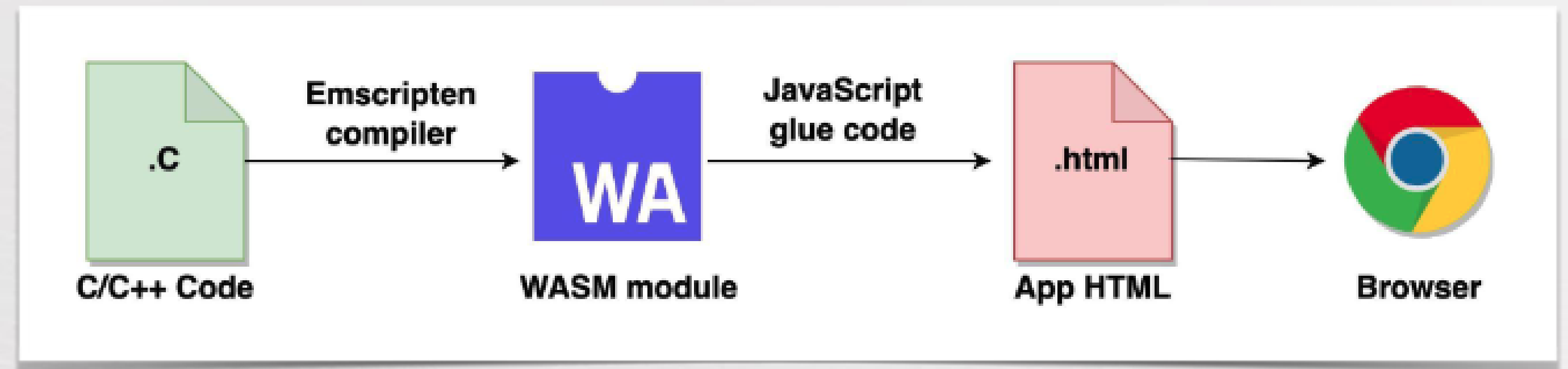
The background is a solid red color with a subtle, intricate pattern of white lines and dots. The lines form a complex, interconnected network, resembling a molecular structure or a digital circuit. The dots are small, bright white circles scattered throughout the red field, some appearing as nodes in the network. The overall effect is a sense of depth and technological sophistication.

# INNOVATIONS - What's next

# MW:STEAM - POS

## Our new cloud-based POS

- Modern technologies (Wasm)
- Global technology transformation without compromising the fundamentals
- Evolution of MW:POS, leveraging the reliable code base and revamping the platform for modernization
- Lessons learned with past applications:
  - Retaining successful strategies
  - Refining areas of improvement
- Focus on standardized features
  - Customizations in parallel



- Main achievements:
  - Increase reliability maintaining robustness
  - User-friendly configuration
  - System and menu updates with no downtime
  - Reducing dependency on local database access

# MW:STEAM - BOH

Integrated Backoffice in a single app

- MW:BOH as the only management tool
- Centralized management application for the companies, stores and the POS
- Full control through user access levels
- Management of back of house data, reports, menu and configuration
  - Integrated POS menu and store inventory
  - Wizard-like configuration requiring minimal or no training
- Deployment capabilities

Menu Configuration - Products

Above Store

Dashboard

Reports

Cash

Menu Configuration

Discounts

Ingredients

Navigations

Price List

Products

Sizes

Taxes

Companies and Stores

Human Resources

Inventory

Security

02/24/2025, 11:49 AM

Version: v2.0.0-alpha198

Products

Search

Order by

Name (A-Z)

REGULAR ITEMS

COMBOS

OPTIONS

PLU	Name	Default Price	Category	Product Type	
1003	Cheese		Food	Ingredient	<div><div></div><div></div><div></div></div>
1004	Lettuce		Food	Ingredient	<div><div></div><div></div><div></div></div>
1005	Tomato		Food	Ingredient	<div><div></div><div></div><div></div></div>
1006	Mayo		Food	Ingredient	<div><div></div><div></div><div></div></div>
1018	Coke in Can		Drink	Ingredient	<div><div></div><div></div><div></div></div>
1010	White Bread		Food	Ingredient	<div><div></div><div></div><div></div></div>
1000	Burger		Food	A La Carte	<div><div></div><div></div><div></div></div>
1011	Pumpkin Bread		Food	Ingredient	<div><div></div><div></div><div></div></div>

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# GET IN TOUCH WITH US

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[contact@mwneo.com](mailto:contact@mwneo.com)