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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

MEDIAWORKS

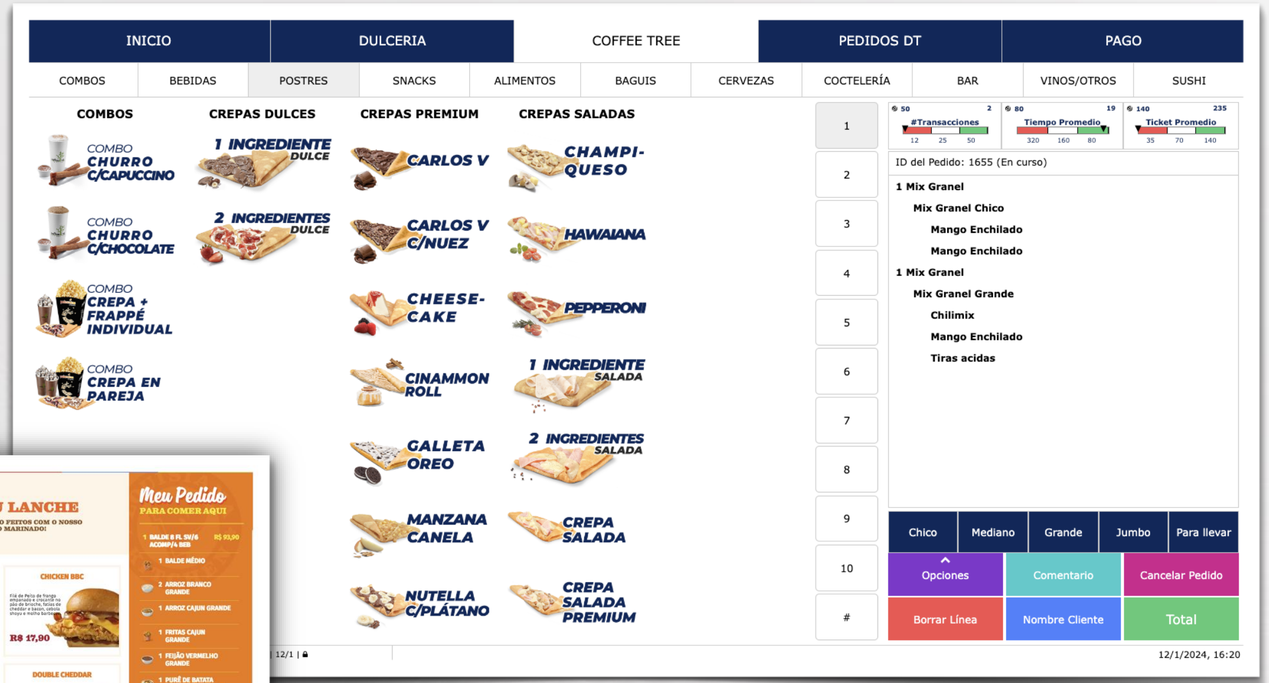
MW:POS

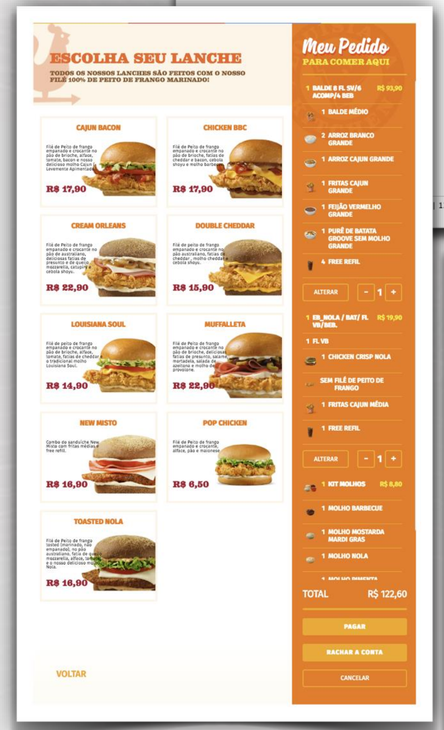
Our Point Of Sale.

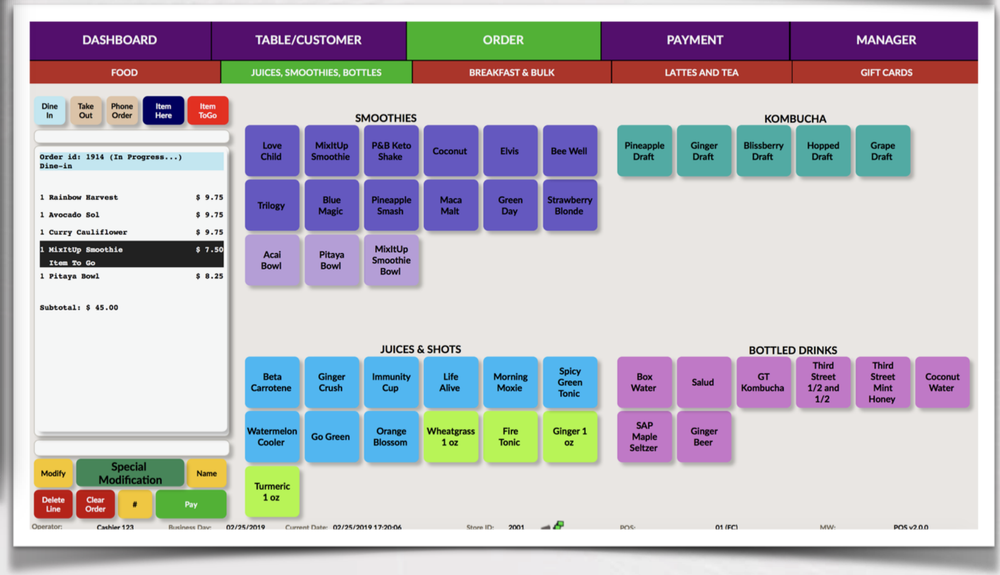
Sales data is uploaded to the cloud in real time, allowing you to keep track of your business wherever you are.

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





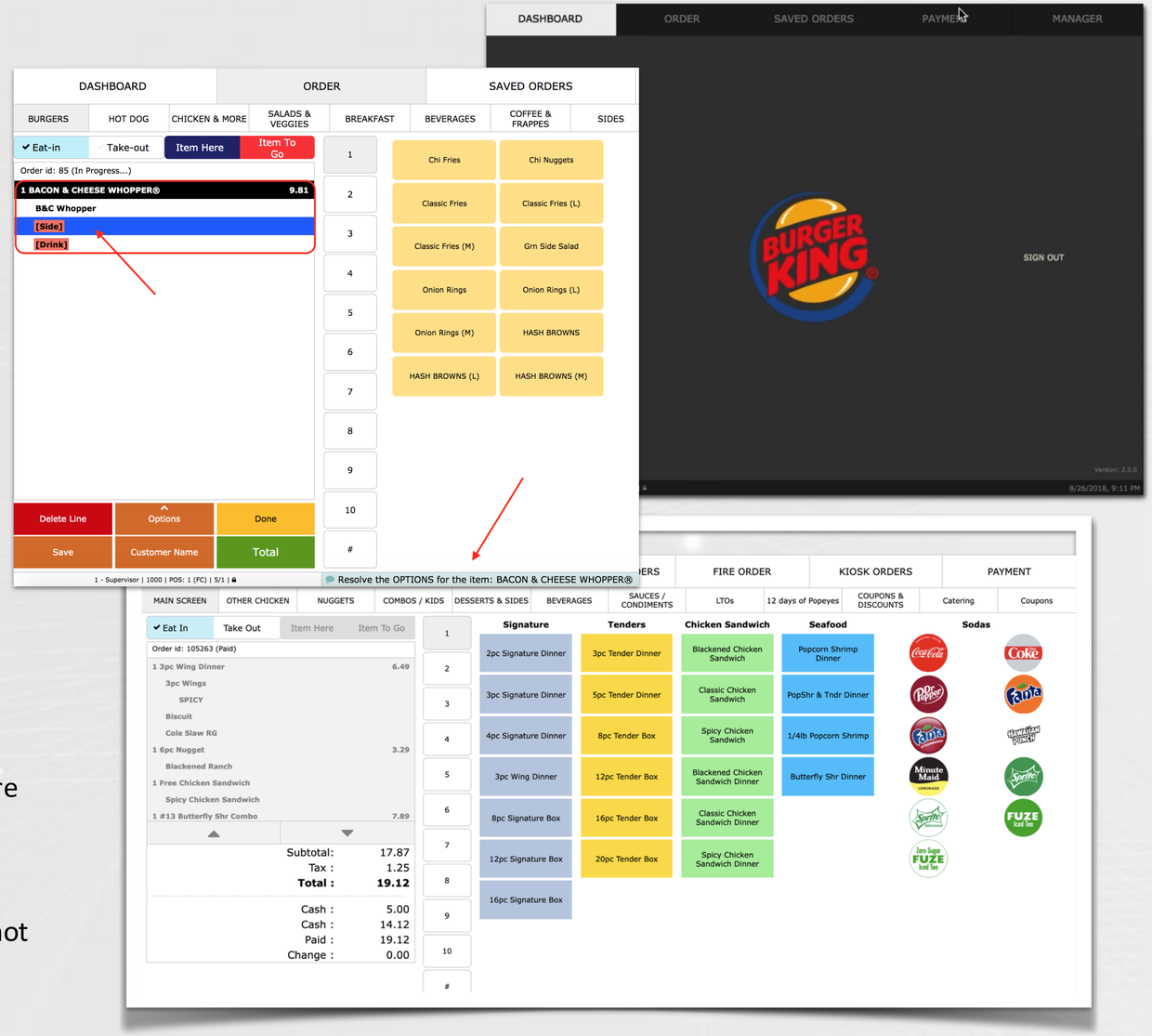


Caption

MEDIAWORKS

POS UI – MAIN FEATURES

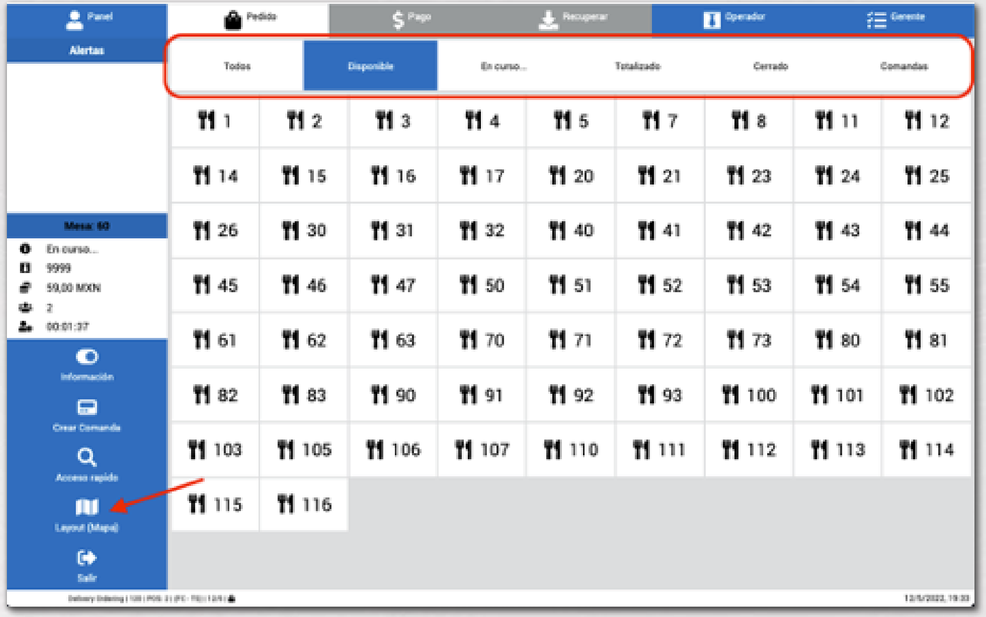
- Highly customizable, different skins such as
  - Dark/clean modes
  - Brand-customized
- Context driven: functions, buttons and pop ups are only displayed when necessary
  - Allows guiding the user through the ordering process, requiring minimal training and reducing clicks
- Media support (button 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



MEDIAWORKS

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



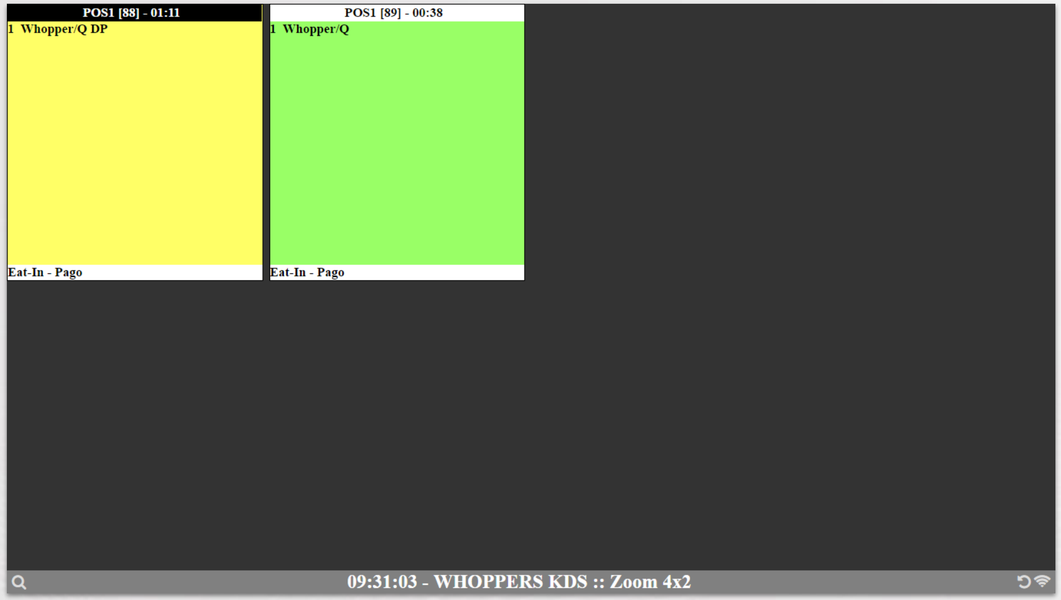
- Same order taking module as POS
- Ability to pay in groups, separately
- Support for tips

MEDIAWORKS

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

MEDIAWORKS

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 3rd 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 – 3rd party integration to Doordash (US), UberEats, GrubHub (US), Menu App, Deliverect
- Open API available for other 3rd party integrations as well. Simple and fast.

Uber Eats

MENU

GRUBHUB

deliverect

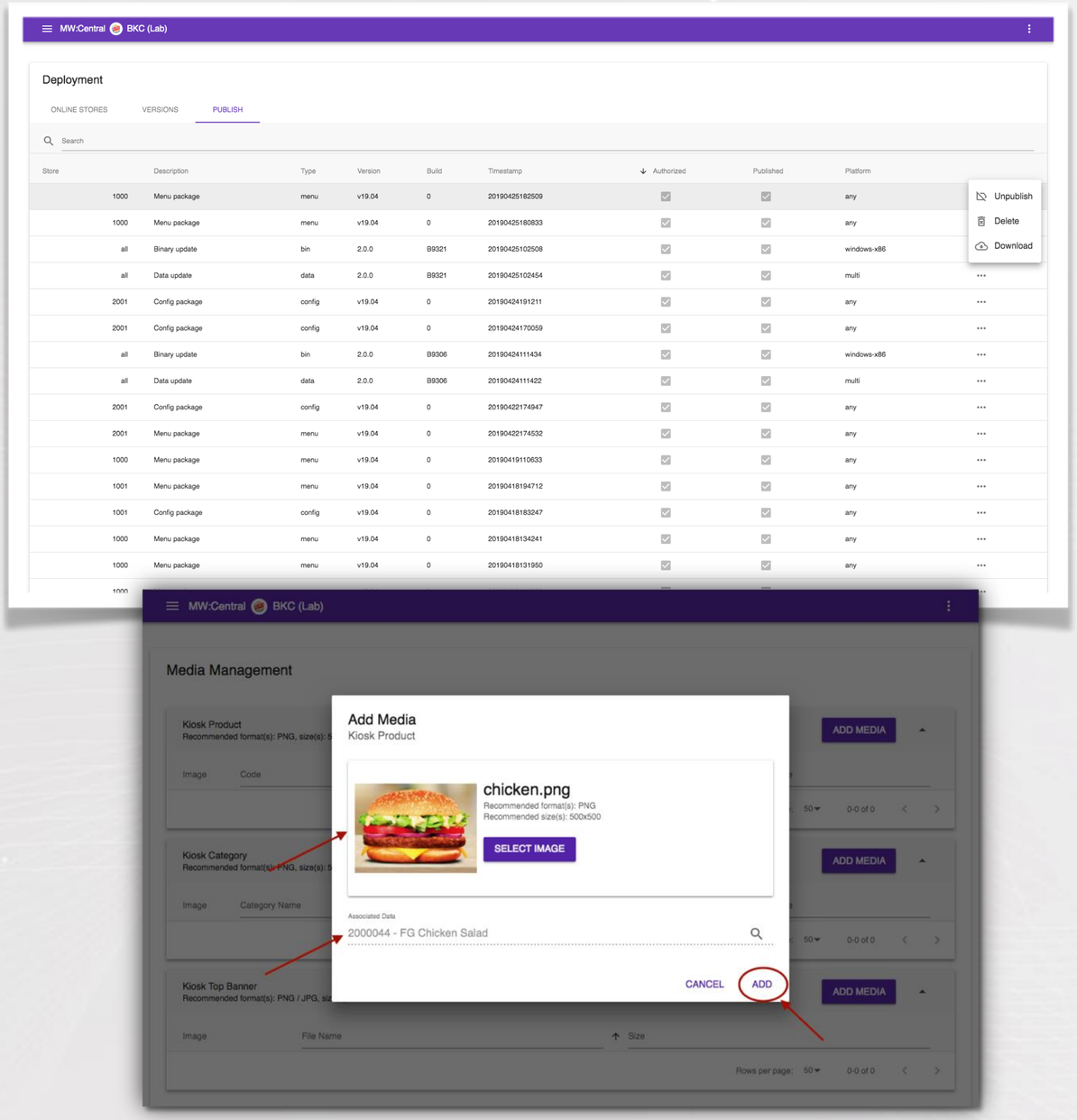
DOORDASH

MEDIAWORKS

MW:CENTRAL

Our centralized menu and deployment management tool

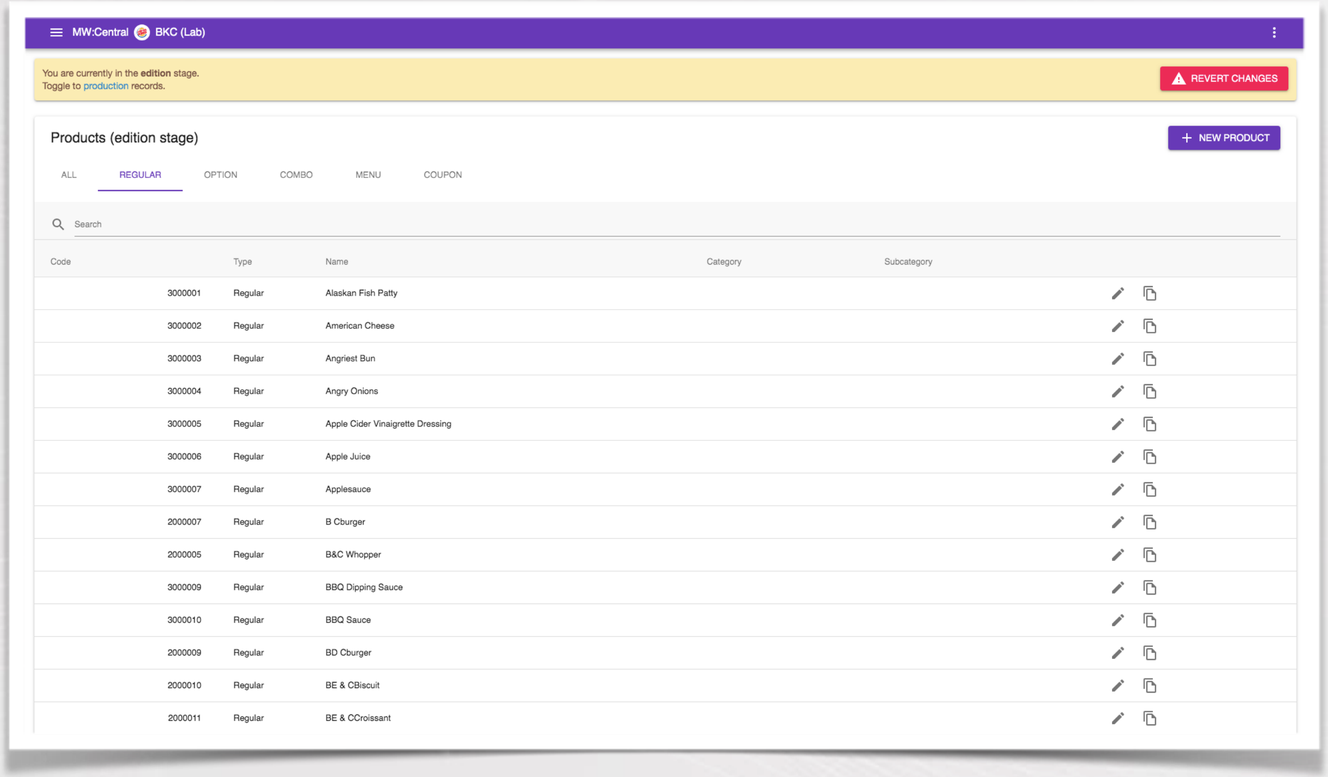
- Central configuration tool for MW:POS
- Company-hierarchy, manages all company stores
- Controls POS menus, tender types, currencies
- Has APIs to receive digital orders from 3rd parties, such as DoorDash and Uber Eats
- Distributes packages for automated updates sent to the stores (binary updates,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



MEDIAWORKS

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

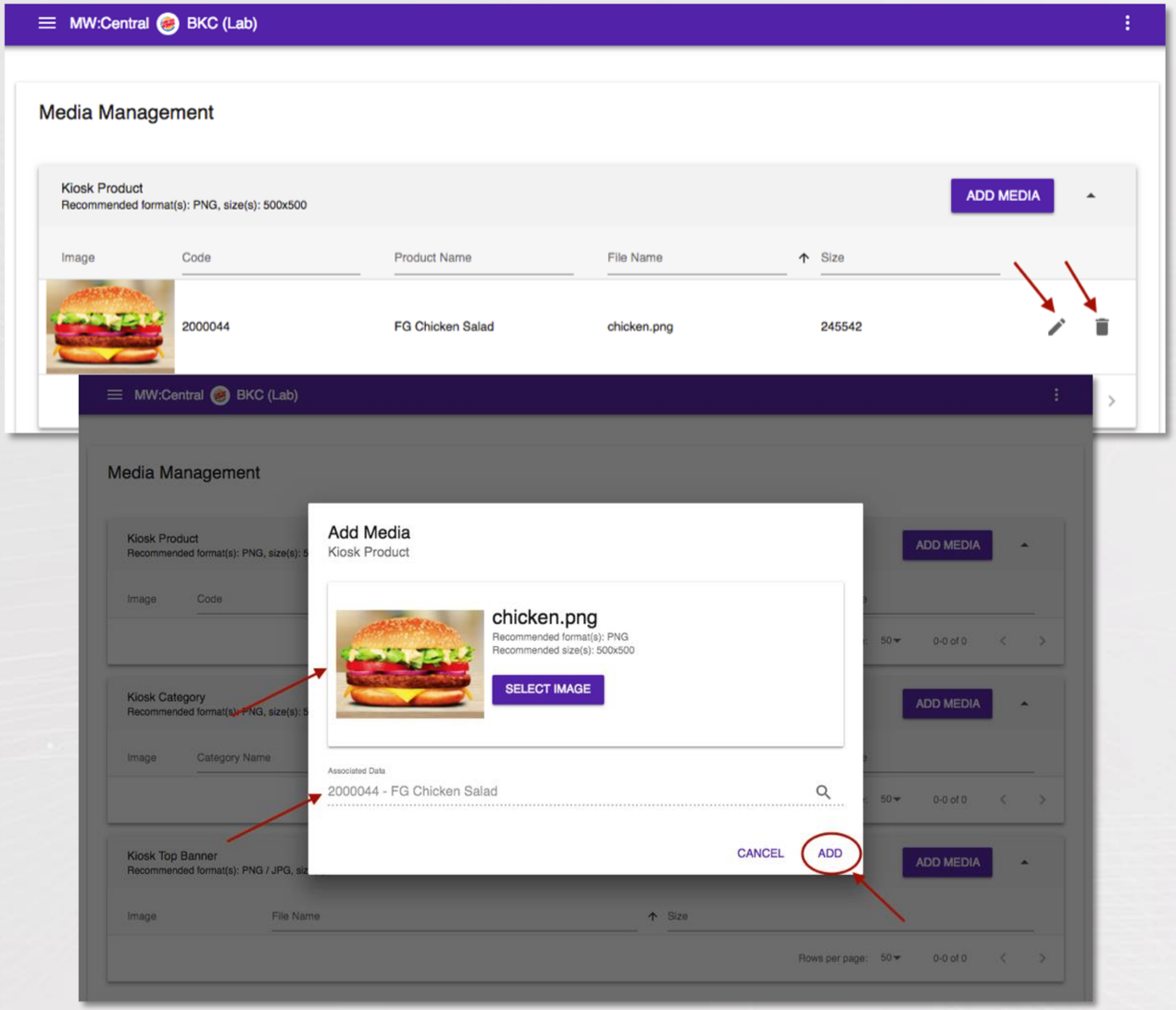


MEDIAWORKS

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

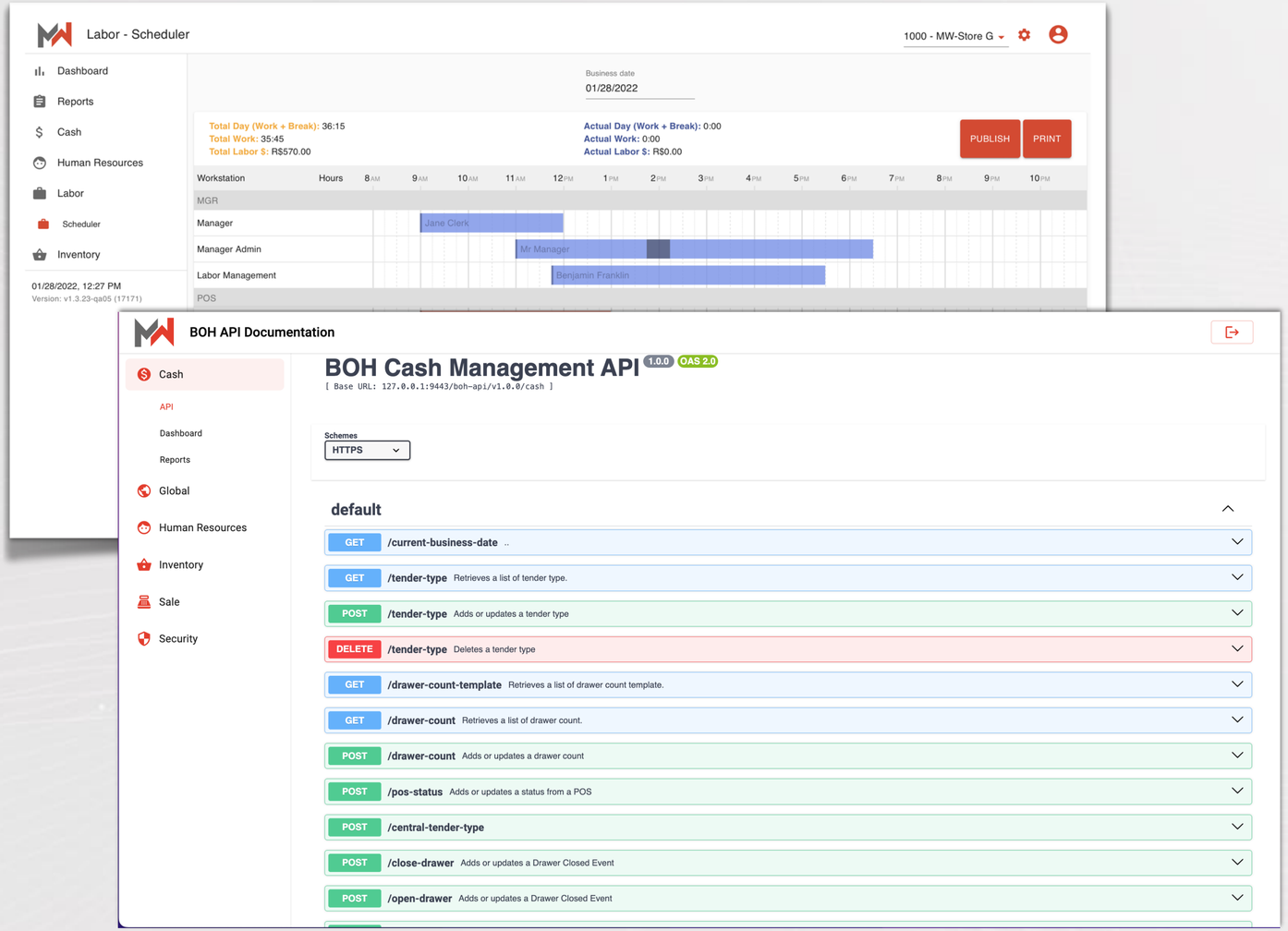
- Associate specific data to each media file



MW:BOH

Our back of the house tool

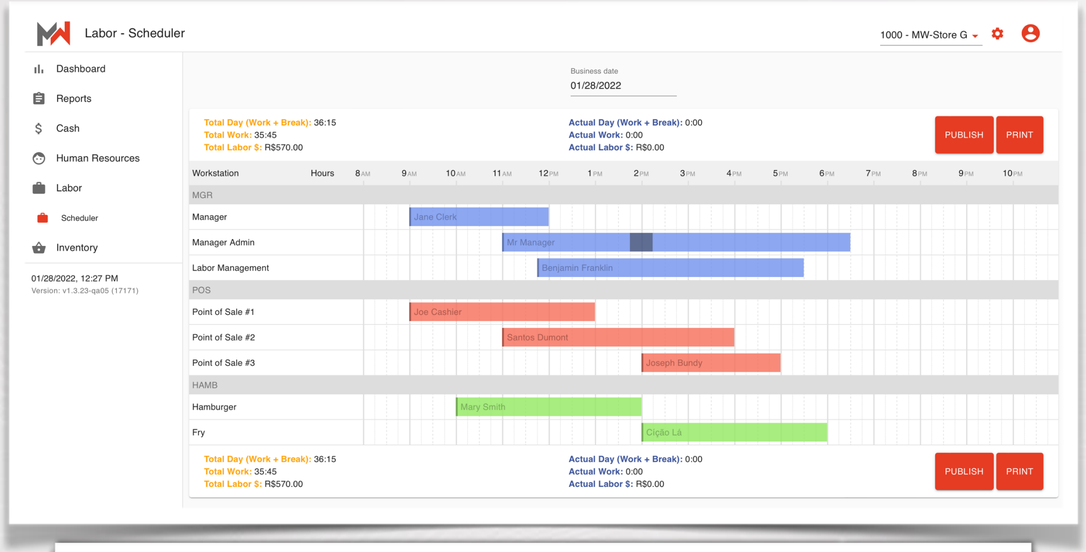
- Back-office system with Inventory, Ordering, Labor Management, Accounting, Cash Control, Reports and Dashboards
- Runs in a VM or a container in the cloud (AWS with RDS for database replication recommended, but not mandatory)
- Component example: Swagger API component, scheduler component, persistence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

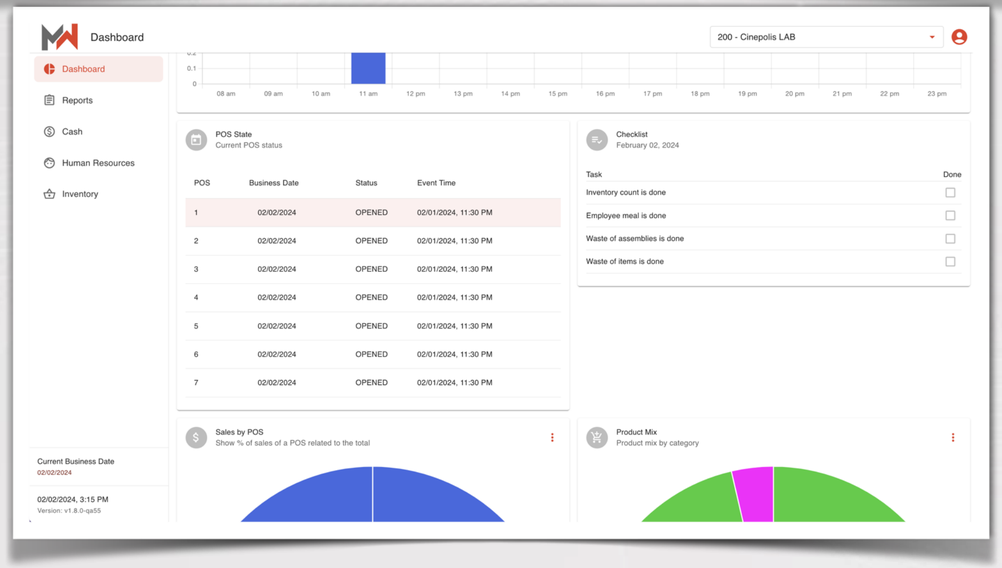


MEDIAWORKS

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

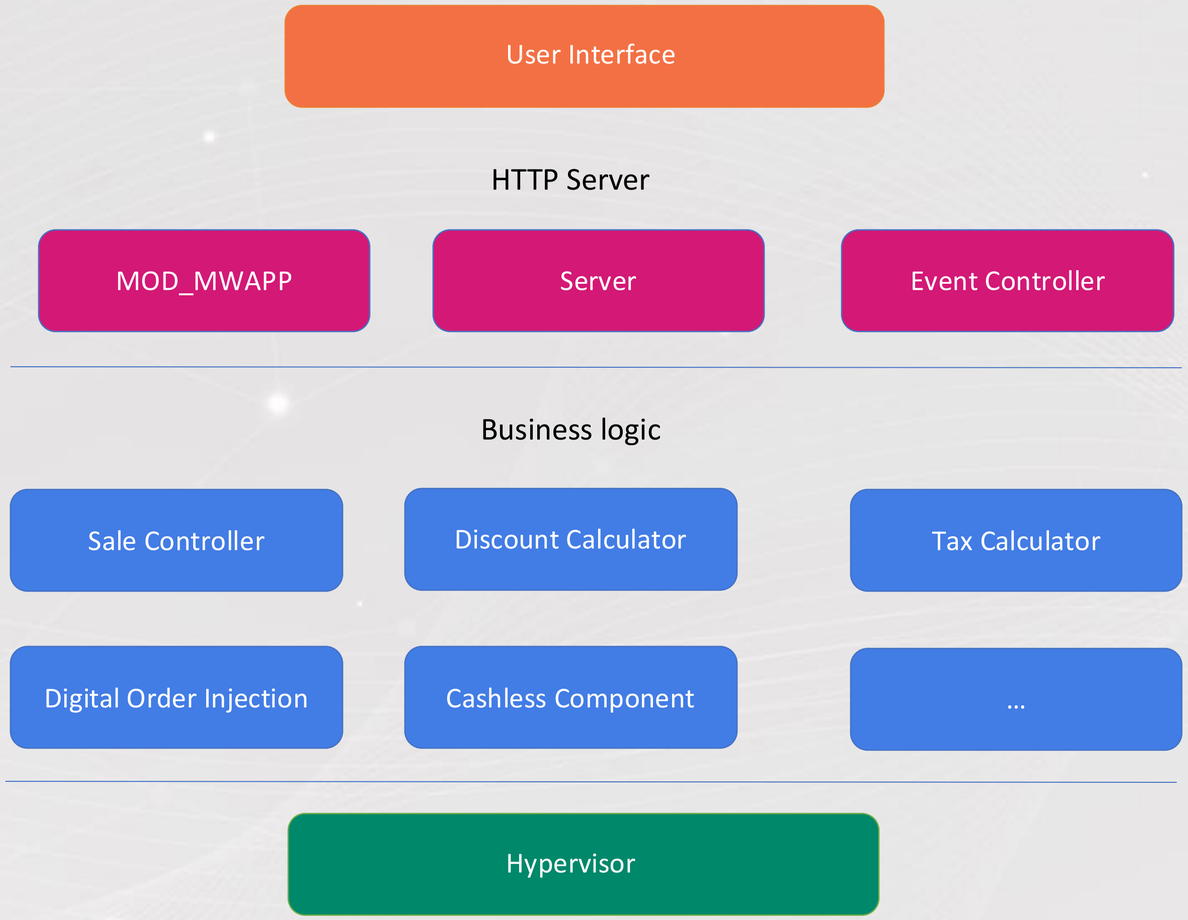




MEDIAWORKS

MW:APP Technical Information

MW:APP ARCHITECTURE DIAGRAM



User interface component is detached from the business components, making it possible for the same store to have a different ”skin” for the registers and for a kiosk, as an example

Business components run as independent processes or micro-services

Hypervisor manages and monitor the processes

MEDIAWORKS

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)

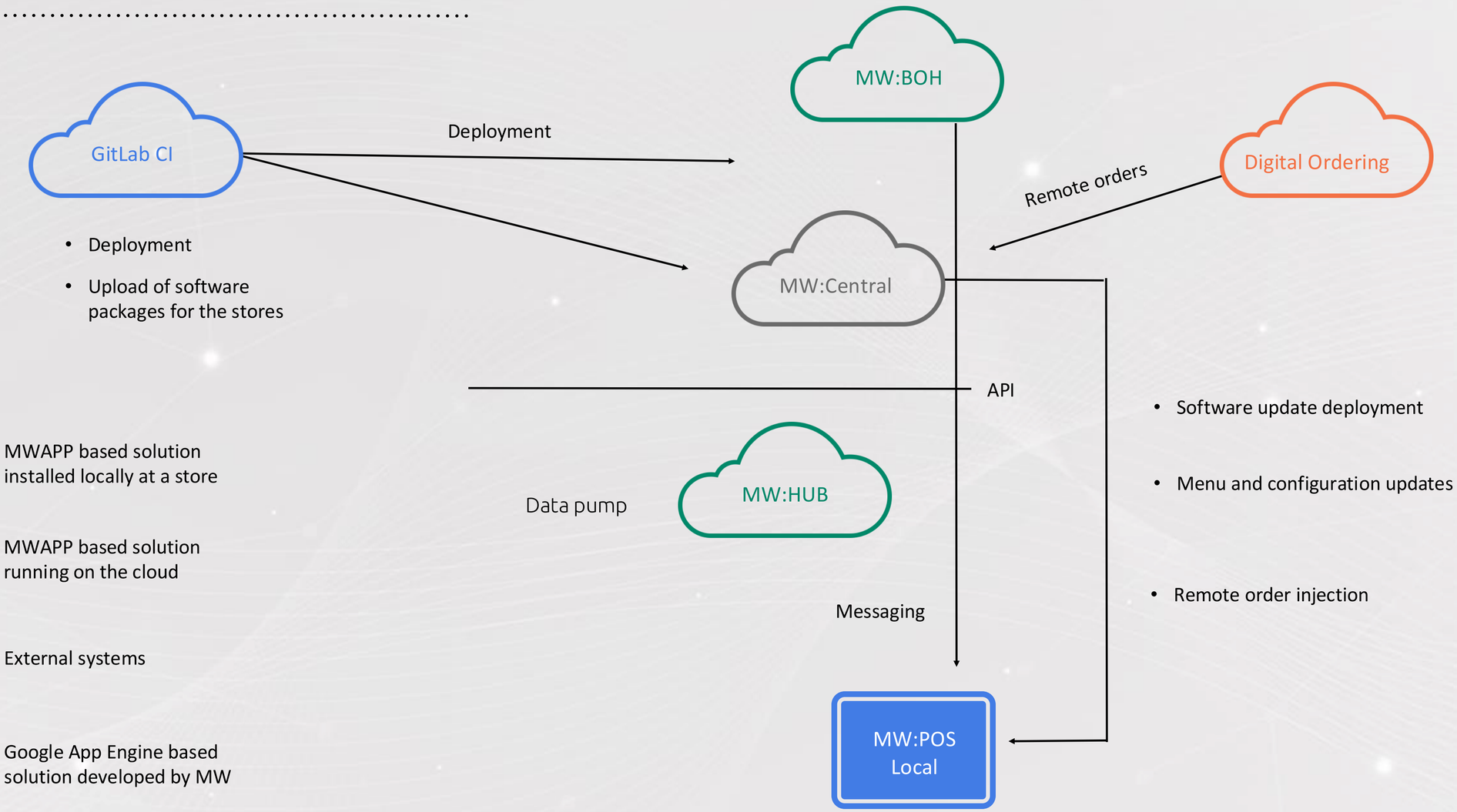
- Only the components that are relevant to each solution are present at each instance

- 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

MEDIAWORKS

MW:APP SOLUTIONS - Cloud and local



- Deployment
- Upload of software packages for the stores

- Software update deployment
- Menu and configuration updates
- Remote order injection

MWAPP based solution installed locally at a store

MWAPP based solution running on the cloud

External systems

Google App Engine based solution developed by MW

MEDIAWORKS

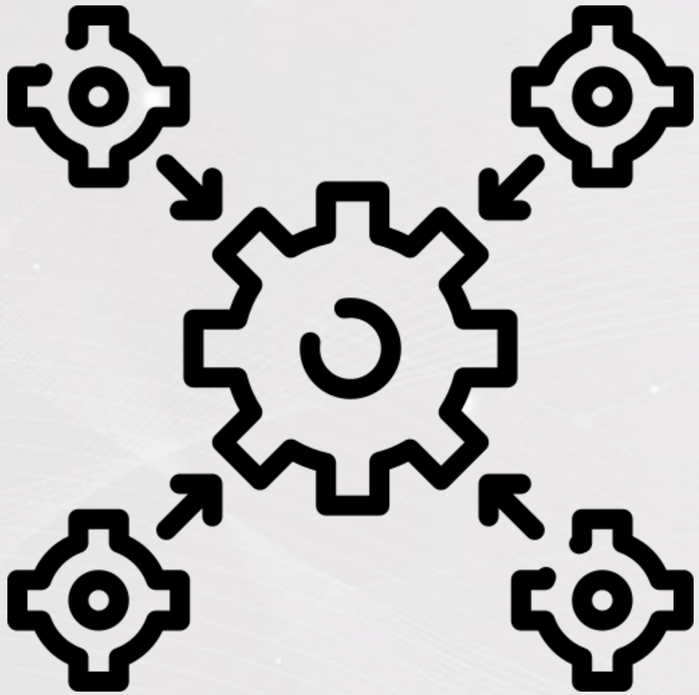
OFFLINE CAPABILITIES

- 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)

MEDIAWORKS

INTEGRATIONS

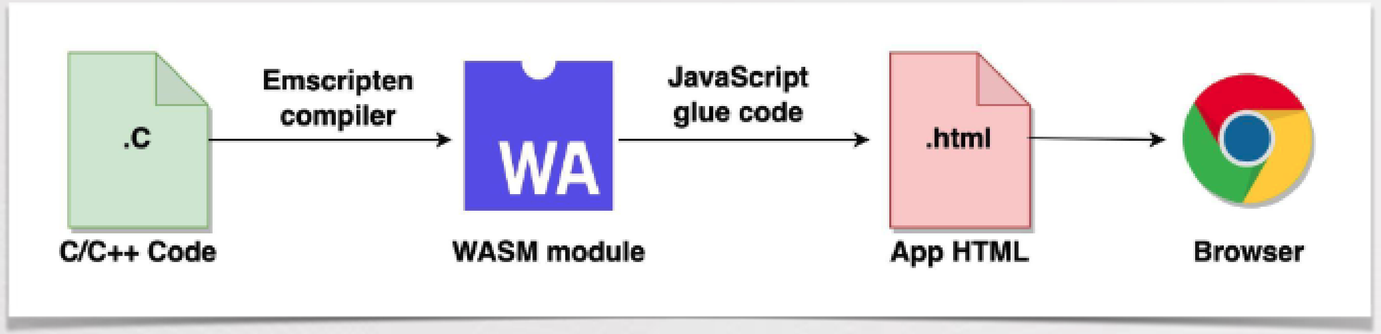
- EASY TO ADOPT, EASY TO INTEGRATE
  - Product architecture that allows for easy & fast customization
  - Easy to integrate with other systems and applications
  - Both sides: integrate with us / we integrate with you
  - Includes standard integrations: payment, DMB, online ordering etc.
  - Market specific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



MEDIAWORKS

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

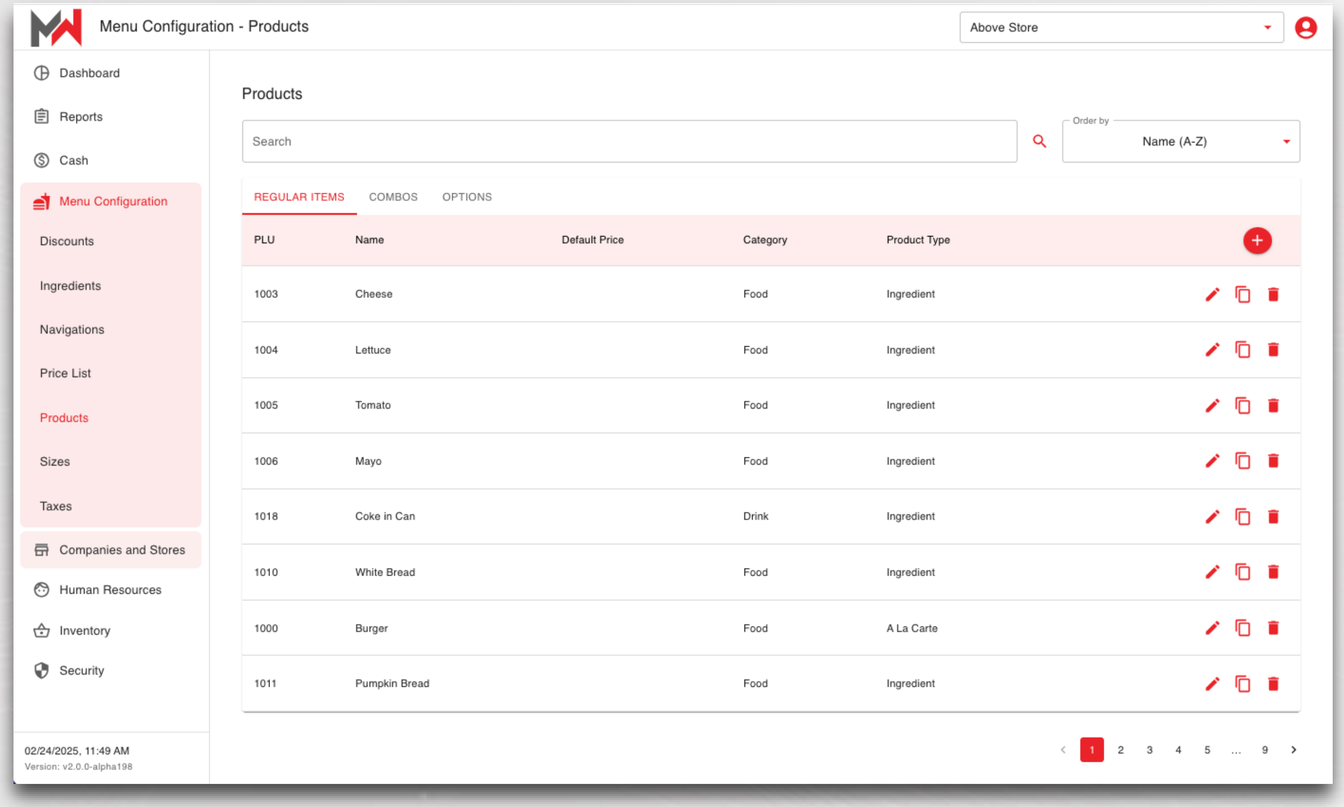
- Main achievements:
  - Increase reliability maintaining robustness
  - User-friendly configuration
  - System and menu updates with no downtime
  - Reducing dependency on local database access

MEDIAWORKS

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



MEDIAWORKS

GET IN TOUCH WITH US

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