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WHO WE ARE

We are a very different POS company
Large Enterprise POS Platform >> Not a canned POS “product”
Boutique Agency Approach
Dedicated team
Deep Retail POS Expertise >> 25+ Years in Business

OUR BACKGROUND

MediaWorks was founded in 1993 and started working in QSR systems in 1996. Our first POS solution was developed for McDonald’s Brazil and later adopted as the global POS solution for the brand, deployed to more than 95 countries. In 2008, MW started developing a new point-of-sale solution taking our global experience as starting point. Through our history implementing McDonald’s, Subway, RBI and others, the core team has developed, customized and led the implementation of solutions on every continent and developed a unique model for working globally with a select group of long-term partners.

MW:APP A Modern Retail Application Platform

ADVANTAGES

- Development of platform specifically built for retail and restaurants
- Environment and tools for custom application development
- Built in best-in-class restaurant and retail capabilities
- Extensive point of sale, production system and backoffice modules
- Support for any type of ordering service, drive-thru and kitchen production models
- Reliable design and failover capability
- Support of lowest cost configuration models
- Update and deployment capabilities
- Fast remote support

FORMULA

A Unique Platform Architecture
+ Deep Domain Expertise
- Tough Lessons Learned The Hard Way
= MW:APP

OBJECTIVES

Key objectives of MW:APP design:

- Flexible platform to support current and future requirements
- Adaptability to new technologies
- Low investment and support cost

EXPERIENCE

- First truly global POS deployed to over 30,000 locations in 95+ countries
- Componentized: microservices approach
- A single kernel with regionally developed extensions
- Multi: currency, language, character, tax, government regulation
- Flexible: operating every and any possible service and drive-thru model
- Implemented and maintained with a groundbreaking support process

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Knowing the Products

MW:APP Restaurant Ecosystem

Point of Sale & Production

- Browser-based, highly customizable **POS**
- Supports any QSR operating model
- **Table Service** module
- Integrated support for **online ordering** and **delivery**
- Flexible user interface, content data-driven
- Kitchen production system - **KDS**
- Customer-facing Order Display
- Self-ordering **kiosk**

Integrated Back Office

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

Centralized Data Management

- Cloud-based configuration, deployment and support tool
- Easy menu and system update process

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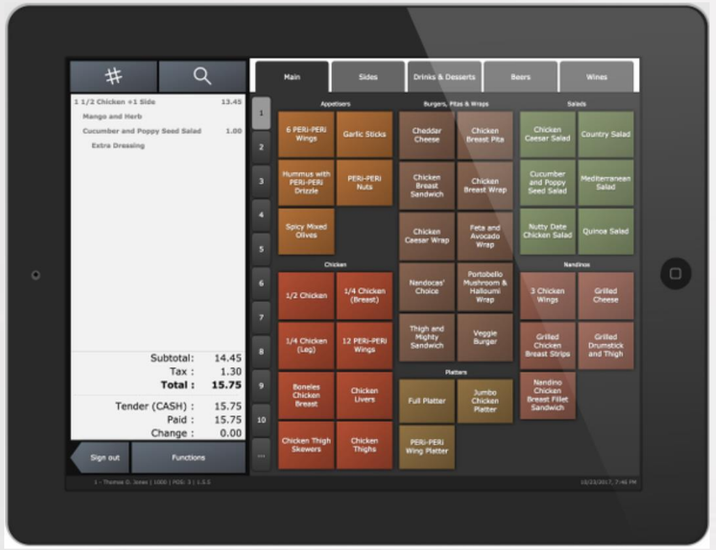
MW:POS Point-Of-Sale



Main Features

- Front counter, drive-thru, kiosk, mobile order taking
- Highly **customizable**, different skins (dark/clean/brand-specific – all configurable)
- Browser-based, **can be accessed from any device**
- Supports any QSR operating model
- **Sales data uploaded to the cloud in real time**.
- Software architecture built for **stability**
- Offline mode capabilities
- Handles high volume stores
- Multi-language, multi-currency
- **Integrated** with kitchen display system, backoffice and online ordering
- Layout changes on the fly: skins, languages and screen components position

MW:POS is the user interface which allows for the users to sell items, modify products, perform payments, generate reports and so on.

All menu items, screens and prices are configured in the online configuration tool called MW:Central.

Context & data-driven: functions, buttons and pop ups are only displayed when necessary – this allows guiding the user through the ordering process, requiring minimal training and reducing clicks

- **Media support** (button images, videos)
- Ability to handle multiple sales types
- Support for **item** recipe **modifications**, special instructions and tagging
- Search feature, including barcode scan and price lookup
- Operator metrics **and goals dashboard**
- Automatic and **intuitive selection** workflow for options (either mandatory or not)

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MW:POS Table Service

Main Features

- **Table management** including map layout view with color coded alerts & notifications
- Seats assignment / management
- **Exclusive functions** for helping the kitchen production, such as items display control (hold & fire) and prep meal times
- Support for **tablets** and **mobile** devices
- Uses the same order taking engine as POS

MW:POS for Table Service was designed to deliver a better user experience, with screen navigation that follows the natural workflow of a table service restaurant.

Reliable order taking:

It uses the same order taking module as the POS, embedded with the table specific functions, ensuring the same robustness and smooth operation ability also for table service

- Includes all POS order taking functionalities plus the **table service specifics**
- Complete **checkout options**: multiple tender types, discounts, currencies
- Ability to pay in whatever the way you want: in groups, separately by order or by items
- Support for **tips** and tipping management
- Comprehensive set of **reports**: per store and/or storewide

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MW:POS Kitchen Display System/KDS

Main Features

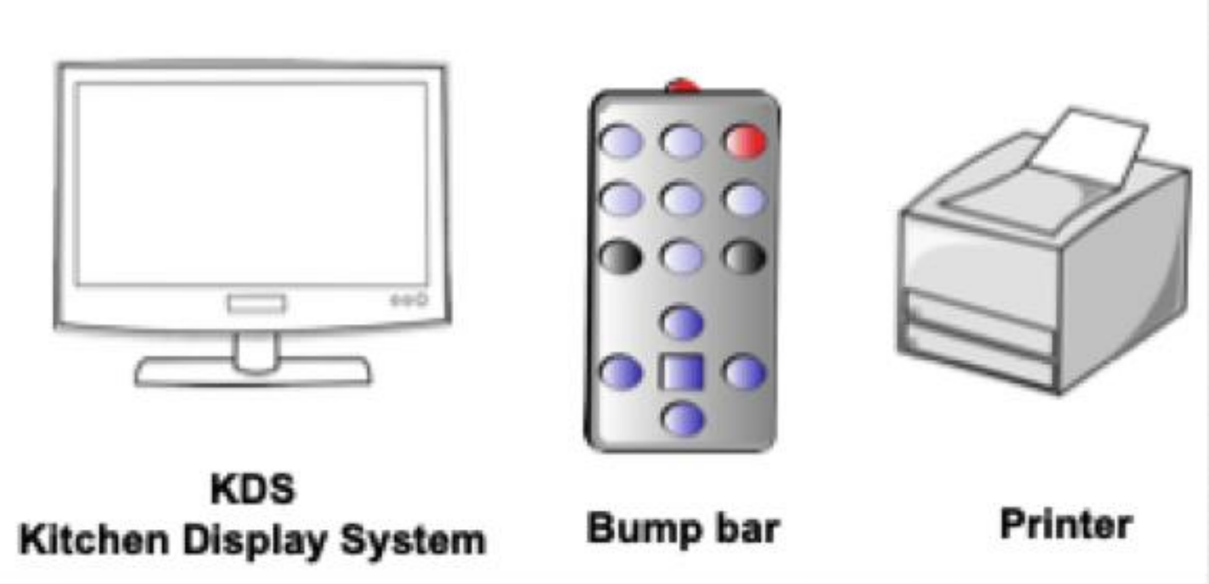
- Fully integrated with MW:POS
- **Flexibility** to match any kitchen layout
- Multiple production lines maps **kitchen stations**
- Each line can have different sides to improve **efficiency**
- **Production balance** between sides
- Color-coding/symbol status highlights
- Different **layouts** to match different operations
- Different screen layout views (order cell or item lines)
- Bumping & Tagging features

Designed for flexible configuration, enabling optimal performance in any kitchen layout and maximizing production efficiency.

Support to **kitchen most common devices**:

- Printers for order details
- Bump bars to serve (“bump”) the orders
- Touchscreen monitors

Kitchen Display System: **A feature within the POS system that streamlines order distribution and coordination across kitchen stations, enhancing overall efficiency and performance.**



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MW:POS Online Ordering

Main Features

- 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)
- Supports 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
- Can be accounted separately in system as a distinct channel for accounting and reporting purposes
- Open API available for 3rd party integrations

Easy integration was a key MW:POS design achievement, ensuring a flexible and reliable system

Uber Eats

MENU

GRUBHUB

DOORDASH

Simple and fast — integration works both ways: you can connect with our APIs, or we can connect with yours.

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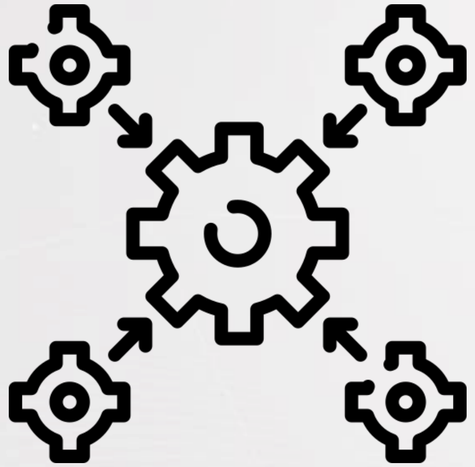
MW:POS Integrations



MW:POS was built for integrations

- **Fast and Flexible Customization**: Our architecture is designed to allow rapid and effortless customization, lets you to adapt quickly without delays or extra costs.
- **Seamless System Integration**: Easily connect with third-party systems and applications, ensures smooth operations across your tech stack.
- **Two-Way Integration Flexibility**: supports connecting your systems with ours—or ours with yours. We offer full support for both scenarios to maximize compatibility.
- **Comprehensive Standard Integrations**: Our platform includes out-of-the-box integrations with key services such as payment gateways, online ordering platforms and more to speed up deployment.
- **Market-Specific Compliance**: our modular design allows easy implementation of market-specific requirements like fiscal and governmental compliance.
- **Reusable Components for Efficiency:** reusable components save time and costs by promoting efficient development and maintenance
- **Scalable and Future-Proof**: Designed to grow with your business, our architecture supports scalability and ongoing enhancements, ensuring you can meet future demands without a full overhaul.
- **Robust Security and Reliability**: Security is integral to our design, safeguarding your data and operations across integrations and customizations to maintain trust and operational integrity.

EASY TO ADOPT, EASY TO INTEGRATE

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MW:POS Offline Capabilities

What functions <u>are available</u> when the store is offline?

- Complete order taking / kitchen systems available
- All data is securely kept locally
- As soon as Internet connectivity is re-established, real-time data synchronization with the cloud resumes automatically.
- An internal queue (audit) controls data synchronization so that it resumes where it left off

What functions <u>will not be available</u> when the store is offline?

- Online orders (external orders from outside the restaurant)
- Remote updates
- Real-time data synchronization
- Real-time monitoring
- Electronic payments (can work if the processor has store-and-forward functionality)

In the event of a lost connection, your store keeps running—continuing to take orders and securely storing all sales data

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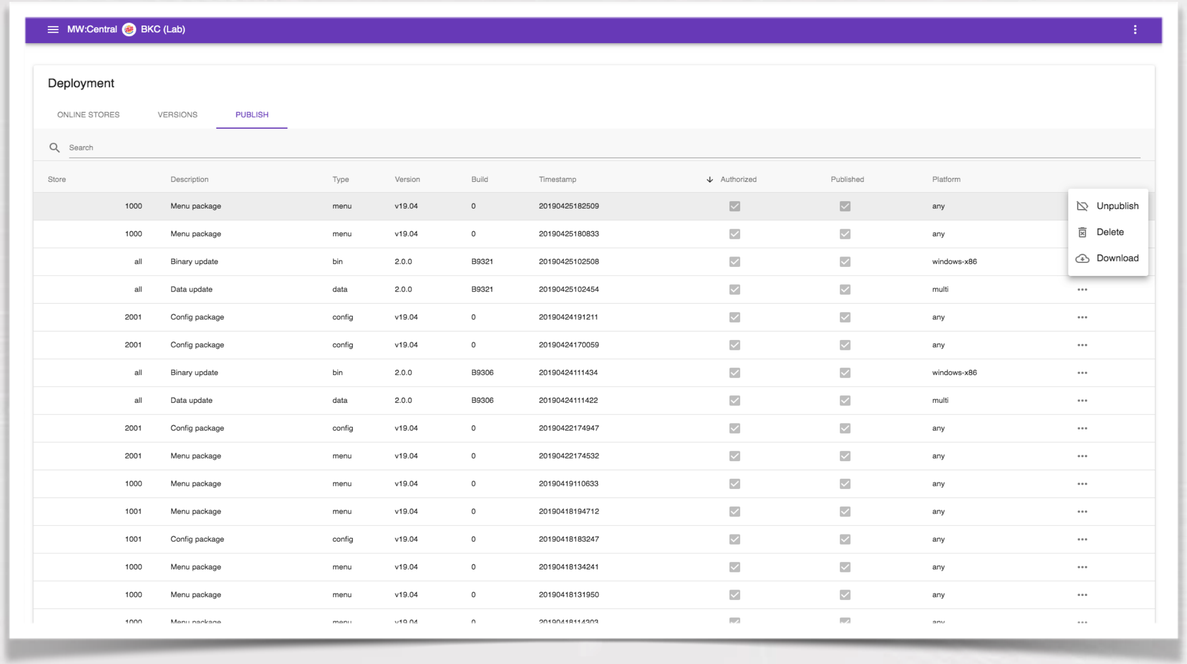
MW:CENTRAL Menu/Store Management Tool

Main Features

- Online central configuration tool for MW:POS
- Company-hierarchy, manages all company stores
- Controls POS menus, coupons, tender types, images, currencies and more
- 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
- Centralizes the management of all store configurations, components, and hardware information
- Includes APIs to receive digital orders from 3rd parties, such as DoorDash and Uber Eats
- Generates and distributes packages for automatic updates sent to the stores (binary updates, menu, configuration)

Our cloud-based menu and store deployment management tool lets you make and send updates to your stores anytime, from anywhere—ensuring your operations stay agile and up to date.



MW:Central is built over Google App Engine APIs and a non relational database.

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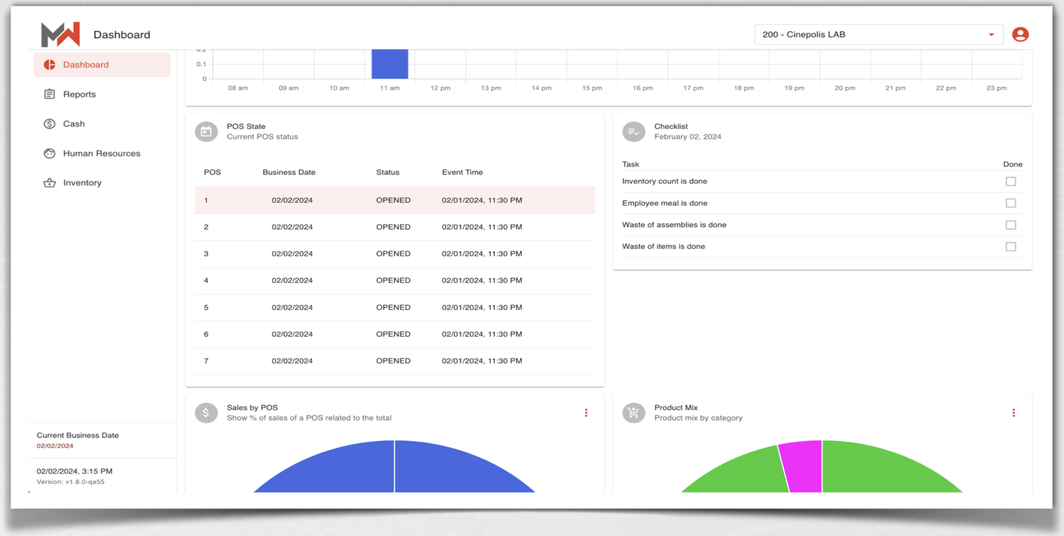
MW:BOH Backoffice Tool

Main Features

- Back-office system with Inventory, Ordering, Labor Management, Accounting, Cash Management, Centralized Reports and Dashboards
- Runs in in the cloud – responsive and accessible from anywhere
- Component example: Swagger API component, scheduler component, persistence component for Postgres



Main Modules

- Admin and store levels
- **Access control** by user roles
- **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

All screens and modules are customizable: organize the information you want to have in your own back-office system.

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INNOVATIONS

MW:STEAM Next Gen POS Solution

The evolution of MW:POS: MW:STEAM builds on the proven expertise of our past products, leveraging a reliable codebase while reimagining the platform for modern performance and scalability

Main Features

- Modern technologies (*Wasm*)
- Global tech transformation without sacrificing core principles
- Retaining successful strategies & refining areas of improvement
- Focus on standard features with customizations in parallel
- Increase reliability maintaining robustness
- User-friendly configuration
- System and menu updates with no downtime
- Reducing dependency on local database access

Highlights

- MW:BOH as the only management tool
- Centralized management application for the 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

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GET IN TOUCH WITH US

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