

Just the Facts.

A brief information sheet on ROS Technology Services, Inc. and the ROSnet service.

The Service: ROSnet

What is it?

ROSnet was the first nationally-offered, web-based data management and reporting service to work reliably with ALL POS systems – newer state-of-the-art systems, as well as legacy DOS-based systems. ROSnet allows you to see by-location and consolidated reporting of sales, labor cost, cost of sales, voids and discounts from anywhere in the world, using a standard Internet connection and web browser. No more late call-ins, no more reasons like “the fax machine isn’t working” – ROSnet provides what you need to make critical business decisions without the excuses or the wait.

Will it work with my POS system?

In a word, YES. ROSnet currently interfaces to 14 different POS platforms and variants, including most major systems providers (Panasonic, MICROS, Squirrel, HSI, Aloha, TEC, Digital Dining). ROSnet provides a “manager-friendly” interface at the restaurant level, allowing the unit manager to perform nightly tasks with ease. In some cases, data collection can be completely automated, requiring NO additional steps on the part of the unit manager.

One step further

ROSnet doesn’t stop at “just” reporting, however. ROSnet can move your data into your company’s accounting and payroll systems, or transfer this information directly to the many third-party payroll processing companies and accounting services we partner with. This direct transfer eliminates keying mistakes or data corruption that can occur through unreliable “polling” of data. Furthermore, ROSnet’s “intelligent interfaces” provide tools for restaurant managers to review the information being transmitted and correct many common mistakes BEFORE they have a chance to get into your accounting or payroll systems.

Focused on the restaurant industry – OUR industry

ROSnet was created by restaurant industry veterans; our company’s founders and many of our employees come from this background. The “ROS” in our name stands for “Restaurant Operations Support.” We don’t offer ROSnet to grocery stores, retail operations, etc. The restaurant industry isn’t just another line of business for ROSnet – it IS our business.

This industry focus shows in every part of ROSnet. Reports don’t have a “canned” appearance; instead, they are specific to the needs of the operation. Two examples: Applebee’s franchisees can check each location’s sales results tied to their latest advertising campaign... whereas Wendy’s can see their locations’ results in “biggie-sizing” orders. Each company has its’ own specific needs and areas of focus, and ROSnet targets these needs better than anyone else in the business.

VERY reasonably-priced!

If you’ve priced ASP services, you know that they are often based on a “ROI calculation” provided by the vendor. Tremendous savings are promised, and pricing is based (implicitly or explicitly) on a percentage of that savings. ROSnet doesn’t believe in the practice of turning ROI around on the restaurant operator and using it as an excuse to charge inflated prices. Instead, ROSnet strives to charge a fair and reasonable price for the services we offer. As a result, ROSnet is the “low price leader” in the industry. You will find that your investment in ROSnet will pay for itself in very short order.

To learn more about ROSnet...

ROSnet doesn’t have a glossy sales brochure, and we won’t be showing up at the next flashy industry trade show. Our annual marketing budget is \$0. ROSnet continues to grow, simply by word-of-mouth.

We’ll be glad to discuss ROSnet services with you in a low-pressure manner, and give you a full demonstration of a “live” system. Then, you may call some of the people on the client list we provide to you. After a few calls, you’ll have a clear picture of the commitment to service that defines ROSnet.

See the other side of this page for more information on how to contact ROS Technology Services, Inc.

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The Company: ROS Technology Services, Inc.

Who we are, and what we do

ROS Technology Services, Inc. was formed in Kansas City, Missouri in 1998 by two veterans of the industry, Jim Meredith and Gene Peters. After spending several years on the operator's side of the desk... listening to promises of systems efficiencies that never quite materialized... they decided to form the company as PROOF that the job could be done right.

ROSnet was the result of this effort. Starting from humble beginnings in Jim's basement, with a single Houlihan's franchise operator as their only customer... ROSnet has now grown to a leading provider of web-based data management services to several restaurant chains, operating out of a state-of-the-art network operations center (more about that later).

Our customers

We're proud to say that our original Houlihan's franchisee is still a ROSnet customer – and we've added several more since then!

You'll find ROSnet solutions being used in [Jake's Crawfish](#) (Portland, OR), the oldest continuously-operated restaurant west of the Mississippi. You'll also find us in the [Seattle Museum of Air & Space](#), in all locations of NRN "Hot Concepts" award winner [Left At Albuquerque](#), in hundreds of franchised [Applebee's](#) locations nationwide, and in several other fine restaurants in the U.S. and Canada. Our ever-growing client list includes [Blue Chalk Café](#)... [Boathouse](#)... [Bread Garden Café](#)... [Carlos O'Kelly's Mexican Restaurants](#)... [McCormick & Schmick's Seafood Restaurants](#)... [Milestone's](#)... [Romano's Macaroni Grill](#)... and [Wendy's](#).

Our network operations center

We feel it is important to protect the data you entrust to us. In 2001, we designed and constructed a Network Operations Center (NOC) to ensure that we will meet this commitment every hour of every day.

As you drive down a country road, you turn onto a street running beside a century-old college campus. After a short drive, you enter a cave – a limestone outcropping on the side of what the locals call "Observatory Hill." After driving a quarter-mile into this hill, you reach our Network Operations Center.

Once inside, you see a scene that looks more like Mission Control in Houston than a restaurant data services company. Critical services are constantly monitored from consoles and on three large projection screens at the front of the operations center "war room." Redundancies in critical power systems and communications circuits ensure that your ROSnet services will be available when you need them. It's clear to see that ROSnet's commitment to the security and availability of your data is taken VERY seriously.

Our customer service approach

Despite the high-tech appearance, ROSnet takes a very low-tech and personal approach to customer service. When you call ROSnet, your call is more likely to be answered by a person than a machine. Equal attention is paid to ALL calls – there is no special "sales" number that gets answered more quickly than the customer support line.

In fact, we don't even have a support desk! We don't believe in the philosophy of hiring people off the street, giving them a headset and a computer screen, and making them responsible for answering support calls. We believe that the people who create, develop and maintain ROSnet should also be responsible for supporting it. So EVERYONE in our company – with the company's owners setting the example – answers support calls.

For more information

Feel free to contact Gene Peters at ROS Technology Services, Inc. Phone number (816) 746-4100, ext. 103. Or, if you're going to be in the area (and don't have a fear of underground caves!), schedule a visit to our Network Operations Center in Kansas City. We look forward to hearing from you!

