# Verteda
Innovative technology

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Integrated technology for sports and entertainment venues

*Optimise your investments to enhance the fan experience, increase customer spend and build loyalty: from the fan engagement opportunity to efficient back-office operations.*

- POINT-OF-SALE
- MOBILE E-COMMERCE
- PAYMENTS
- INVENTORY & PROCUREMENT
- REVENUE MANAGEMENT
- WORKFORCE MANAGEMENT
- QUEUE BUSTING
- CASH RECONCILIATION
- LOYALTY
- ANALYTICS & REPORTING

# Integrated, powerful, flexible – and designed for your business

How can sports and entertainment venue operators deliver merchandise, hospitality and foodservice to manage their business more effectively, to maximise revenue while reaching more customers and enhancing the fan experience at every step? How can you make the most of investments in high density wi-fi and use mobile technologies to not only engage with fans at the front line but also optimise business processes and make back-office operations more efficient?

Verteda can help you seize the moment - and maximise your potential. Focusing on your specific set-up and business requirements, we can design, implement and support fully integrated solutions that enable you to improve service, create new revenue streams and serve more customers in more locations, in more innovative ways.

## Seize the moment

Selecting the right IT solutions for your business can be a minefield. Rather than simply being offered a list of features and functionality that, if you're lucky, may deliver piecemeal benefits, the smart approach is to work with a trusted provider able to deliver versatile end-to-end integrated solutions founded on best-of-breed innovative technology. We deliver the multi-tasking multi-faceted solutions that you need, fully integrated across all aspects of your business as required - to streamline operations, build efficiency and increase profitability.

*Call Verteda on +44 (0) 1925 401310*
*Email sales@verteda.com or verteda1@verteda.com*

## Why Verteda?

- Best-of-breed solutions proven in the sector: hardware, software, implementation and support

- Fully integrated venue merchandise and hospitality solutions – customer-facing to back-office

- Flexible deployment: choose between site licenses or cloud-based subscription services for point-of-sale, inventory and procurement, workforce management and more

- Customisable enterprise reporting including operation-specific, audit-based and guest-centric reporting for all parts of your business: receive a consistent view of the numbers across your entire operations

- Offline capabilities: to eliminate downtime concerns, whatever the situation, and continue serving guests - then syncing your data as soon as network connections return

- Integrate your investment in ticketing, access control and finance and event systems

## Take control of your venue: see more, serve more, achieve more.

*We provide industry-leading award-winning solutions that enhance your day-to-day operations and enable you to build sustainable long-term business value.*

### Point-of-Sale

Verteda POS solutions combine an intuitive terminal application for faster and more effective guest service with powerful reporting and configuration capabilities in the back office, including detailed and timely reports on sales activity, stock, purchasing trends and customer activity. Easy to set up and requiring minimal staff training, a flexible fully-scalable architecture means you can add additional terminals and workstations without needing to replace or install expensive infrastructure. Verteda POS includes dynamic promotions functionality that recognises specific customer deals and promotions, dovetailing with your promotional communications and marketing campaigns.

Systems can also include a real-time stock solution that delivers strong links between your POS and Inventory & Procurement activities: an agile and highly focused approach that provides all the functionality you need. Importantly, your POS systems will link seamlessly with other business applications to deliver a fully integrated approach from customer to back-office. Verteda POS solutions include proven InfoGenesis™ POS software from Agilysys, Inc.

### Mobile POS

We offer you highly flexible and cost-effective tools that enable your roving service teams to become more productive and profitable. As you would expect, Verteda mobile point-of-sale solutions seamlessly integrate with your 'fixed' POS software and terminals. With a stylish user interface that is as reliable and highly functional as it is easy to learn, requiring minimal training, the system is intuitive and fast to configure.

Orders automatically received in the kitchen, bar or preparation area mean faster service, greater accuracy and increased revenues.

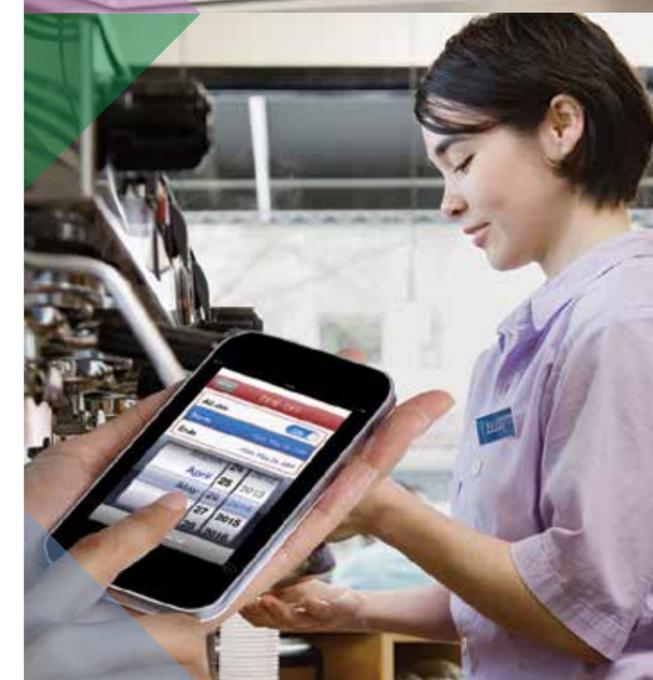### Queue Busting – with Qjacker

Helping venues to generate incremental sales for every event and 20-30% additional customer spend via smartphone pre-ordering, the unique Qjacker smartphone app enables you to eliminate queues, work more productively and ensure enhanced service. It allows customers to pre-order in-venue refreshments either online or using their smartphone. Your customers can therefore avoid lengthy queues at concession stands, instead collecting their orders from a dedicated fast lane. Operators have greater visibility of inventory requirements, resulting in less waste, can deliver faster service and so drive higher concession revenue at busy times - while deploying staff in more targeted ways. Sports and entertainment fans that pre-order typically increase their overall spend.

### Inventory & Procurement

Our Inventory and procurement solutions deliver all the features and functionality you need, from core purchasing, recipe management, merchandise, forecasting, production and sales analysis to more extensive restaurant, catering, buffet management and nutrition modules. Easy to access and use, particularly via web-based solutions, centralised management tools provide the visibility operators need - putting you in control. An optional software applet also provides easy access to inventory and procurement capabilities from any Windows-based point-of-sale terminal in the organisation. And helping you make more productive business use of in-house wi-fi investments, a mobile version for wireless handheld devices enables authorised personnel to perform inventory transactions whilst on-the-move, with barcode scanner functionality ensuring mobile updates of back-office databases. Our solutions include Eatec® software from Agilysys, Inc.

### Workforce Management

People are among your most valuable and costly assets. Powerful, customisable, easy-to-use and integrated as required with other systems, our workforce management is specifically designed to enable hospitality operations to optimise the efficiency and productivity of their workforce which extends to security and stewarding. We offer a feature-rich suite of tools that helps to reduce labour costs and improve management decision-making, better aligning day-to-day employee activities and staffing needs with venue requirements and industry best practice. Importantly, a highly flexible modular approach means you can implement any combination of functionality to address precise requirements, including HR Management, Forecasting, Scheduling, Time and Attendance, Mobile Self Service and Alerts. Solutions include the Workforce Management Solution™ (WMx) from Agilysys, Inc.

# Innovate your venue: gain the Verteda advantage.

## Cash Reconciliation

Delivering a faster and more accurate approach to reconciling cash and card takings, Verteda automated solutions help you save time, money and labour costs while reducing fraud, improving security and protecting profits. Powerful real-time tracking and same-day reconciliation optimise the entire cashing-up process, while highly robust procedures and management controls enable you to track cashflow accurately to spot anomalies and costs; all cash can be removed and banked on the day. Verteda customers report benefits that include a reduction in cash variance of 6% to less than 1% of sales, and annual labour cost savings of tens of thousands.

## Payments and Promotions

Verteda solutions can incorporate a wide range of software tools and functionality to support fast and efficient payments, promotions and customer loyalty activity, including instant rewards, customisable allowances and the latest contactless communication technologies that help you increase spend per customer, speed up transactions and drive faster reconciliation – all fully integrated with your POS and back-office systems.

In Chip and Pin, we partner with the industry's leading providers of the most innovative and cost-effective range of card payments systems, with products tailored to the precise needs of the hospitality industry. At the same time, our solutions can include fully integrated dynamic promotions and e-wallet functionality at the POS that can recognise specific customer meal deals and campaign promotions instantly. Similarly, Verteda Loyalty solutions are easy to deploy and have very low maintenance overheads.

## Business Intelligence, Analytics & Reporting

Fast to install and easy to use, requiring minimal training, our AgileBI solution pulls together information from multiple data stores to enable instant and accurate reporting based on a 'single version of the truth'. Insights can then be shared across your operations, with secure user access via a standard desktop web browser, tablet or smartphone - once again making more productive business use of your data investment. As a result, managers have greater visibility and more accurate windows into your operations and activities, enabling smarter decisions to be made more quickly and more confidently. Our BI solutions, which include Agile BI, can be delivered on-premises or as a hosted cloud solution.

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# About Verteda

Our innovative SaaS, hosted and on-premises IT solutions enable stadia and arena, entertainment venues, hotels and resorts, hospitality and foodservice to streamline operations and focus on costs: to increase workforce productivity, enhance guest satisfaction and maximise profitability in multiple area of operations: complete food and beverage operational management, point-of-sale (static, mobile, online), payments (cashless, contactless, online, queue busting), inventory and procurement, stock control, business intelligence and real-time reporting. From our headquarters in Warrington, UK, we are an authorised distributor of Agilysys products throughout Europe, the Middle East and Africa. Customers trusted in Verteda include:

- Stadia & Arena – include Emirates, Old Trafford - Manchester United, Manchester City FC, LG Arena, Norwich City FC, Saracens RFC, AJ Bell Stadium Salford (Sale Sharks RFC), Harlequins RFC, Fulham FC, Southampton FC, Lord's Cricket Ground, Twickenham, First Direct Arena Leeds

- Entertainment – include Phones4U Arena Manchester, Newcastle Metro Arena, Newbury Racecourse, Chester Racecourse and Ricoh Arena.

AgileBI   Qjacker   Agilysys Authorised Distributor for   Eatec®   InfoGenesis™   WMx™   **www.verteda.com**