

# Introducing ... **Insight™** **Total Drive Thru Management**

## Value Proposition

- ✓ Quickly Identify and Address Bottlenecks in Operations
- ✓ Improve System Up Time
- ✓ Comprehensive Store-Level Reporting
- ✓ Enterprise-wide Drive-Thru Management



## **Insight RPM™**

- ✓ In-Store **Real-time Performance Metrics** Dashboard
- ✓ Robust Order Confirmation
- ✓ Drive-thru Timing
- ✓ Centralized Systems Health and Lane Activity Monitoring / Alerting
- ✓ PCI Compliant

## **Insight Enterprise™**

- ✓ Enterprise-wide Analytics & Reporting
- ✓ Enterprise Monitoring of Drive-thru Equipment Health & Status
- ✓ Exception Based Alerts & Notification (Email, SMS)
- ✓ Secure / PCI Compliant Web Based Content & Configuration Management

Rev. 2/10

Find out how Delphi Display Systems can increase your profits and drive business growth.

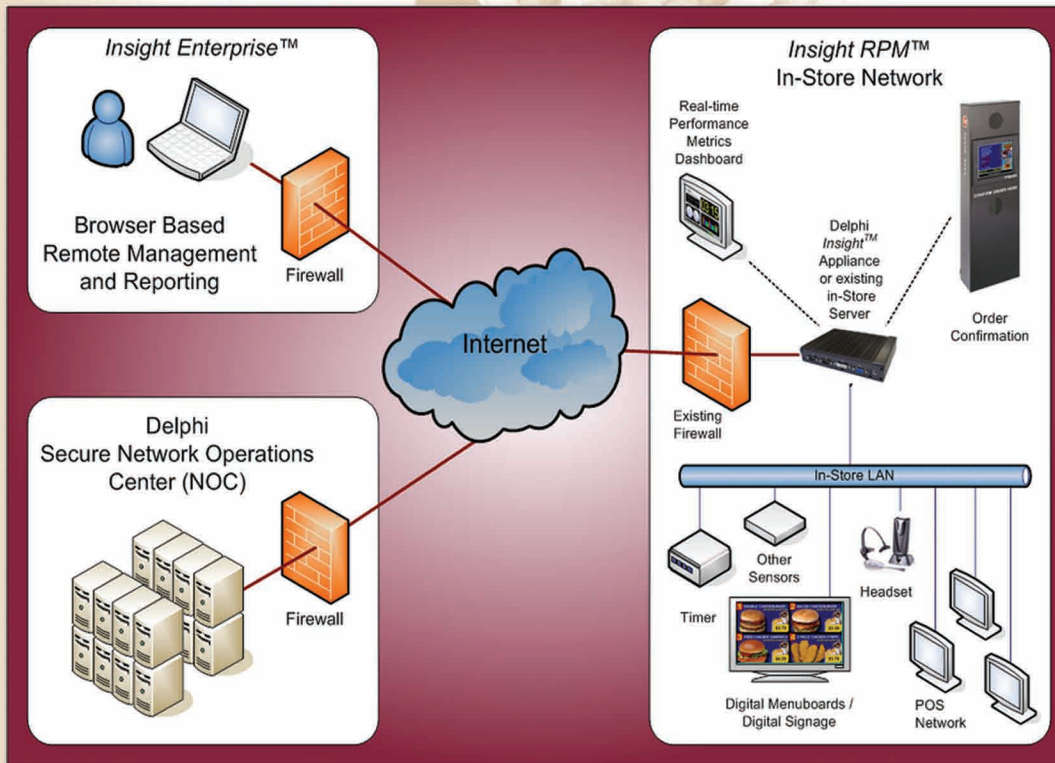
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## What is Insight™ ?

Insight™ is a total drive-thru management solution for the quick service restaurant. It provides a comprehensive set of tools for managing and optimizing drive-thru operations from the single store business to the large enterprise-wide chain. The Insight™ product suite is comprised of two products; **Insight RPM™** and **Insight Enterprise™**.

### Insight RPM™

Insight RPM™, or **Real-time Performance Metrics**, is an in-store solution that provides real-time visual feedback of speed of service and sales metrics via a large graphical dashboard displayed on one or more large LCDs located in the QSR production area. The dashboard displays vital system health information for Order Confirmation Displays, Drive-thru Timers, Wireless Headset Systems, Digital Presell/Menu Boards, and other technology in the QSR. SMS Text or Email alerts can be configured to provide real-time notification of system health problems, or when pre-determined performance metrics fall outside of predetermined thresholds. Insight RPM™ also includes an integrated and robust Order Confirmation capability that supports interfaces to over 90 different POS platforms, covering virtually all popular POS systems in use today. The system supports both network and serial connectivity to insure compatibility with new and legacy POS systems. Insight RPM™ can be supplied with new drive-thru timer and Order Confirmation equipment or will interface to existing Delphi C-Series OCS displays and Fast Track 2+2 drive thru timers. Other timer platforms will be integrated in the future based on customer demand. Also included is a comprehensive reporting capability with multiple standard formats that correlate drive-thru speed of service and sales data on a car-by-car basis. These reports can be exported in a variety of common formats. System configuration is performed using a standard web browser from a local or remote location and the entire system is fully PCI Compliant.



### Insight Enterprise™

Insight Enterprise™ is a hosted enterprise-wide management tool for the QSR drive-thru. Capabilities include data aggregation of sales and speed of service data, comprehensive reporting and analytics, equipment health monitoring combined with escalation based SMS/Email alerting and notification, remote configuration management of Order Confirmation Displays, Drive-thru Timer Systems, Wireless Headset Systems, Digital Presell/Menubords and other technology in the QSR – all via a secure web-portal with multi-level access and control. Designed using Web 2.0 technologies, Insight Enterprise™ is extensible to support other QSR technologies including surveillance, energy management, temperature monitoring and a variety of other systems.



## Insight™ vs. the Competition

Capability	Insight™	Brand A	Brand B	Brand C	Brand D
In-Store Dashboard with Correlated Drive-Thru Timing and Sales Data	✓	Limited	Limited		
User Selectable Dashboard Layouts with Trend Information	✓	Limited		✓	
Integrated Order Confirmation	✓	✓	✓		
Integrates with Virtually all POS systems	✓	Limited	Limited		
System Health and Lane Activity Monitoring and Alerting	✓				
Web based configuration management of Order Confirmation Displays, Drive-thru Timer Systems, Wireless Headset Systems and other technology in the QSR	✓	Limited			
Secure web-portal with multi-level access and control	✓				
PCI Compliant	✓				