

# GET MORE. MORE PROFIT!

Hand-holds from Orderman are especially designed for the tough environment of the hospitality business and can be used with a wide variety of software systems from all the most common vendors.

**Orderman Don, Leo2, Leo2plus and Max** are elegant, extremely robust, waterproof, shockproof and user-friendly.

Orderman wireless ordering systems guarantee

- **improved logistics**
- **increased efficiency**
- **more security**
- **more satisfied guests**
- **more turnover**
- **more profit**



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ORDERMAN®  
get more.

Scientifically proven:

**WIRELESS ORDERING SYSTEMS BRING HOSPITALITY  
BUSINESSES A SIGNIFICANT INCREASE IN TURNOVER\***

Source: OGM, Österreichische Gesellschaft für Marketing (Austrian Association for Marketing), 2007



A study by OGM confirms the advantages of professional ordering systems:

## European Hospitality Industry Businesses Give up over 6.2 Billion Euros Every Year\*!

OGM conducted a representative survey among hospitality businesses in Austria on behalf of Orderman. The results are clear and speak for themselves.

Dr. Wolfgang Bachmayer, Manager of OGM: ***"It was revealed that by intelligently implementing wireless ordering systems, every business can achieve a remarkable increase in turnover of 8.5% on the average."***


The table below clearly shows the enormous effect such systems can have on the turnover of hospitality businesses in the individual countries.

These remarkable increases in turnover are achieved mainly due to time savings and the greater efficiency of the service personnel. This of course means that tables can be turned more often. The wireless ordering system also helps make sure that no orders are forgotten and that everything that was consumed is paid for. One more advantage could also be determined: in addition to the increase in turnover, 40% of the respondents who use wireless ordering systems reported that they reduced their overall expenses by 13%.

### Main Reasons for the Increase in Turnover (OGM Study):

- Time savings and increased efficiency
- Labor savings in the entire hospitality industry
- Improved service
- No forgetting what was consumed
- Personnel and cost savings

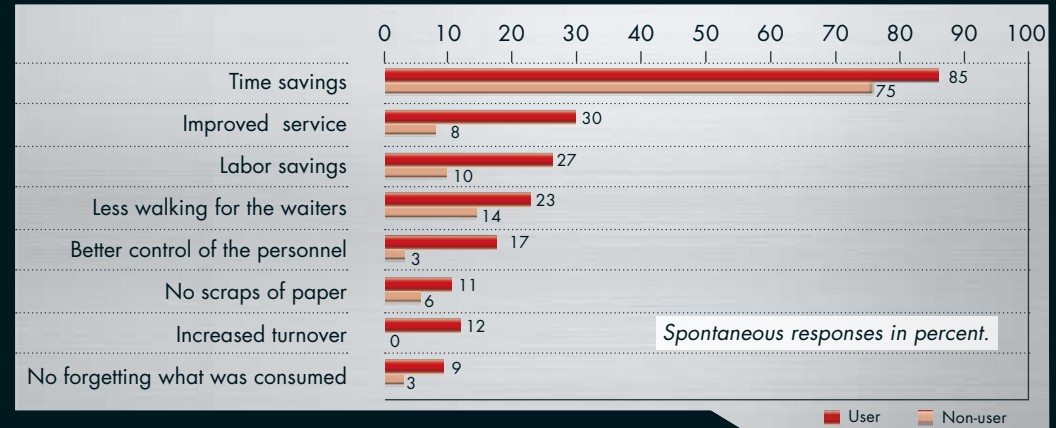
### Increase in Turnover by Implementing Wireless Ordering Systems:

	Austria	249 million EUR
	Switzerland	650 million CHF
	Germany	1,6 billion EUR
	Italy	1,8 billion EUR
	Spain	2,2 billion EUR

\*Extrapolations for the countries of Austria, Switzerland, Germany, Italy and Spain.

# GET MORE. MORE SUCCESS!

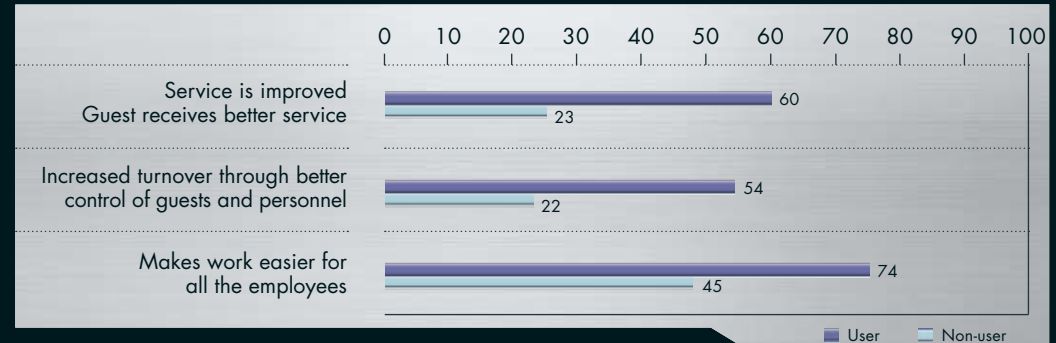
The most important advantages of wireless ordering systems



### Satisfaction with Orderman



### Agreement with statements about wireless ordering systems



\* Of the 7,500 Austrian gastronomy businesses with more than 5 employees, 399 were selected for interviews. Of these, 179 were users (155 were Orderman customers) and 220 were non-users. Survey conducted in August 2007.