

Adactus Ltd partners with MICROS, one of the world's leading developers of enterprise applications serving the hospitality and speciality retail industries.

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MICROS, the vendor of the market leading online ordering solution for restaurants, myCentral, have recently contracted Adactus Ltd to develop and code the MICROS online food and beverage ordering solutions across multiple channels including call centre, web and mobile.

Adactus Ltd today announced it has been contracted into a development partnership with Global leader MICROS to develop and support the leading online food ordering platform mycentral product. Mycentral is an e-commerce framework tailored at the hospitality and restaurant market and is used in the web based ordering solutions for the YUM brands across the globe. The Pizza Hut Australia online ordering application has been live since September 2009 and this has been joined by a centralised call centre solution and a web solution for KFC Canada. The KFC Canada food ordering solution operates across 200 restaurants in 5 time zones and uses the mycentral software resulting in increased sales and order accuracy across its business.

Award winning noodle restaurant chain, wagamama, has also been conceptually-developed and designed by MICROS and coded by Adactus with their implementation of mycentral across its 71 UK restaurants. MICROS mycentral links to the MICROS 3700 POS systems used in each of the wagamama restaurants offering customers a means of placing orders online for collection at the nearest wagamama restaurant. wagamama has also exploited the flexibility and scalability of mycentral to enable restaurants to tailor their own menus, set opening and closing times and to manage deals. The web ordering system has also been extended by Adactus to mobile web ordering optimised for smartphones.

MICROS is targeting all sectors with the mycentral application in the foodservice and hospitality markets, from hotels to quick-service restaurants, stadiums to casual dining restaurants – anyone that sells a food, beverage or retail item.

Key Benefits

- Increased sales - via new distribution channels including traditionally internet and mobile
- Marketing database - mycentral creates an effective marketing database, holding customers' details, address, telephone numbers and most recent orders allowing the creation of highly successful and targeted marketing campaigns
- Reduced labour costs - by increasing sales opportunities whilst maintaining the same fixed wage cost and avoiding the rekey orders at the restaurant.
- Increases accuracy of orders - by enabling the customer to take ownership of his/her order process the accuracy of orders increases, saving you time and money

Commenting on the partnership with Adactus, Tim Brown, MICROS Vice President of Europe, Africa and Middle East said "I am delighted to be working with Adactus to support our rollout of online ordering systems. Foodservice and hospitality companies have seen a large rise in sales through their implementations of consumer based ordering systems using the mycentral platform. This will only increase as consumers seek more choice and convenience when purchasing their services".

Adactus Managing Director Chris Hall said "Our partnership with MICROS Systems is a great fit since we came together to deliver the online solution for Pizzahut UK. It combines our deep technical understanding and development expertise in building high performance e-commerce solutions for the hospitality and food service sector with MICROS global leadership and market presence in the in restaurant sector

About MICROS Systems

MICROS-FIDELIO GmbH in the EAME region is a wholly-owned subsidiary of MICROS Systems, Inc., which provides enterprise applications for the hospitality and retail industries worldwide. Over 330,000 MICROS systems are currently installed in table and quick service restaurants, hotels, motels, casinos, leisure and entertainment, and retail operations in more than 160 countries, and on all seven continents. In addition, MICROS provides property management systems, central reservation and customer information solutions under the brand MICROS-Fidelio for more than 26,000 hotels worldwide, as well as point-of-sale, loss prevention, and cross-channel functionality through its MICROS-Retail division for more than 90,000 retail stores worldwide.

For more information on MICROS-FIDELIO GmbH and its advanced information technology solutions for the hospitality industry, please contact your local Account Manager.

The MICROS logo is a registered trademark of MICROS Systems, Inc. All other product and brand names are the property of their respective owners.

More information on www.micros-fidelio.eu or contact

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About Adactus

Adactus, www.adactus.co.uk, Microsoft certified software development partner, is a technology-based consulting and mobile development company that specializes in e-Business consulting and development that includes custom eCommerce solutions, internet business applications, mobile web and multiple platform mobile applications. Adactus was founded in 2001 by the key staff responsible for the launch of Dell Online's presence in Europe. The management team has a wealth of experience in the specification and development of web application software solutions. They know how to embrace the Internet to deliver to customer's higher revenues, lower operating costs and increased customer satisfaction. Adactus have delivered scalable web applications in many market sectors both in the UK and internationally. For more information please visit www.adactus.co.uk

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