LASER**SOFT**

SOFTWARE SOLUTIONS   FOR HOSPITALITY & RETAIL

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GeRì Automation
restaurants and foodservice software solution
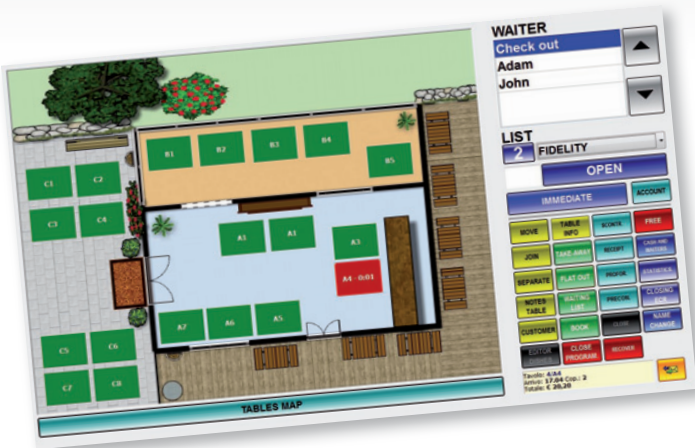
RESTAURANTS

PIZZERIAS

PUBS

BARS

SELF SERVICES

GERI' Automation
is only sold by authorized sellers who are able to offer qualified technical assistance and pre/post–sales consultancy.

Main Features

Provides real time snapshot of your business in one single line, indicating: number of Free Tables, number of in use Tables and the total number of seats.

Table management

The Table management feature:

- Touchscreen interactive management of the tables map totally customised according to the restaurant plan
- Includes intuitive and simple functions that help to organise the following actions: free table, move tables, join tables, separate tables and add note/info about tables
- Provides useful information that monitors: table name, table status (which changes colour according to use), table occupied time, number of seats available or in use
- Allows the visualization of free tables indicating how many seats are available and related waiter/waitress information
- Helps to monitor tables in use with the possibility to visualize the meal progress status together with client arrival time, and
- Allows management of table bookings

Taking clients' orders

This feature:

- Allows the Use of any mobile device such as Pda, tablet, mini tablet,ipod, smartphones, and
- Enables additional POS PC station for waters/waitress use, for recording orders and it includes an authentication system to protect against unauthorized users
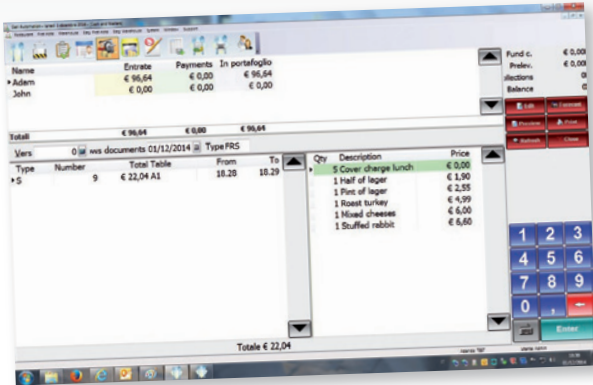
Managing clients' orders

This feature:

- Provides the possibility to manage printers located in different parts of the restaurant (kitchen, bar, pizzeria, etc...) where orders will be printed
- Provides the possibility to print orders in the original language of foreign staff
- Provides the possibility to print single orders per destination or multi kitchen orders (useful if you use more than one kitchen (pizza oven department and restaurant kitchen)
- Helps manage the list of plates in order of preparation
- Provides the possibility to number orders, which can be also written on receipts or fiscal recepts where requested
- Enables order reprinting
- Provides the possibility to print orders summary, and
- Allows creating reports about orders. Reports can be completely customized

Till and waiters/waitress management

This feature allows:

- Management of companies' ticket restaurants
- Automatic management of discounts or services
- Management and automatic computation of change given
- Petty cash management (withdraw and deposit of money)
- Management of waiters' portfolio
- Possibility to forecast income based on the earnings, deposits and waiters' portfolio
- Waiters' management and the possibility to visualize tips/commissions progress chart, served tables, receipts, invoices, print quotations, actual incomes
- Management of waiters and operators' software rights (i.e.: modify quantity, modify price, modify free table status, delete dishes...)
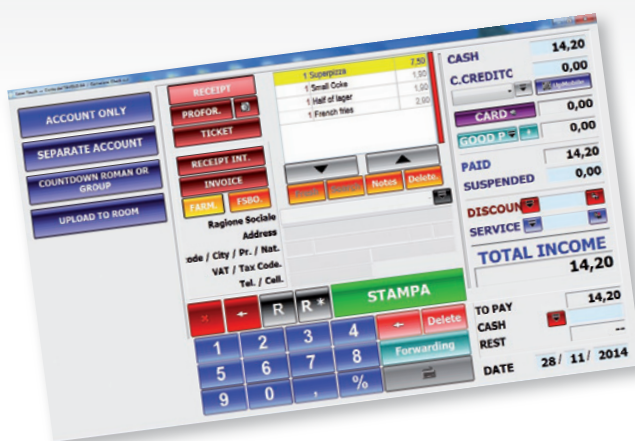
- Payment modality management (by cash, credit card, debit card)
- Management of credit cards with direct connection to the POS avoiding the need to re enter the amount
- Daily till closure, indicating the income classified by departments and registered fiscal movements (invoices, due and pending payments)
- Producing accounting documentation including progressive payments details, annexes, payments summary, ticket restaurants, monthly due payments, and
- Sending till closure information by email

Account management

This feature provides:

- Linkage of tills or fiscal printers to issue quotations, receipts and invoices
- Possibility to issue fiscal receipts, headed fiscal receipts, invoices for privates and companies with the possibility to enter a new client or search for an existing one
- When opening a new order, possibility of automatic insertion of 'cover' charges
- Possibility to print and manage pro forma checks
- Possibility to manage the bill as: unique bill, separate bills , division of the bill in equal parts according to the number of customers
- Possibility to modify a meal amount on the spot
- Possibility to transfer of the bill amount to the hotel room, it can be integrated with other management software or Lasersoft Hotel Automation software solution

- Full management of pending payments;
- Possibility to automatically fill out summarized invoices for pending payments of private clients and companies
- Possibility to group the bill by product category
- Indications about the total income divided by typology of document (quotations, recepts, fiscl receipts) and payment modality, and
- Possibility to configure the programme to make it suitable for occasional table management activities, where the bill rather than tables disposition is shown on the main screen (Immediate billing mode).
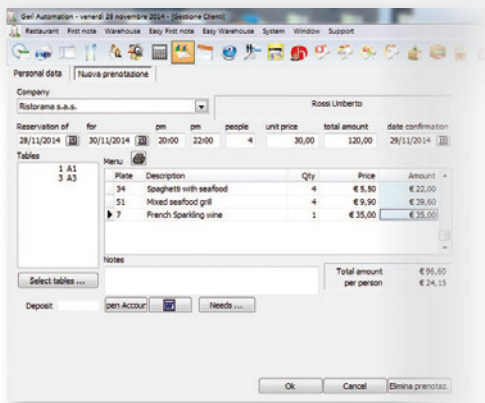
Main Features

Menu management

This feature provides the following functions:

- Management of menu database with classification by categories and subcategories
- Management of mixed dishes
- Menù translation service
- Real time management of products availability
- Seasonal price lists management (i.e.: à la cart, affiliations)
- Management of price differences defined as absolute value or as a percentage, and
- Automatic modification of price lists, including creation of sub-lists

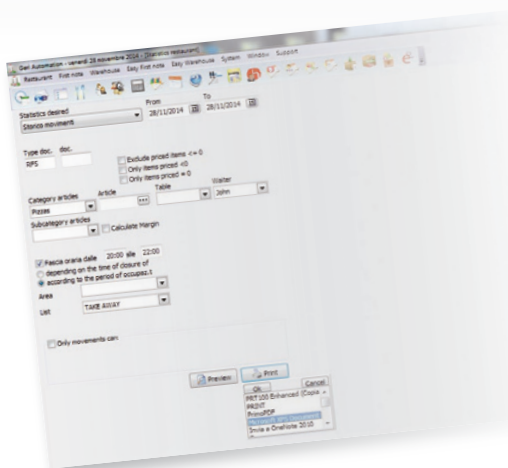## Management of banquets and stock requirements

This feature allows:

- Management of tables bookings and menus for banquets/events
- Management of menu ingredients that are automatically deducted from warehouse stock
- Calculation of stock requirements and costs of the meal for each event
- Forecasting stock quantities needed, and
- Bill management

Statistics and operations management

This feature provides:

- Statistics about sold dishes classified whether seasonal or overall, by quantity or value, by category, per plate, table or waiter
- Statistics about sold dishes whether seasonal or overall, by quantity or value, by category, per plate, table or waiter
- Statistics about sold dishes classified by the days of the week or by the time of the day
- Statistics about table rotation
- Waiters' rank
- Statistic about fidelity card transactions only
- List of other annexes and accounting documents
- Possibility to monitor till transactions and analyse payment methods
- Monthly earnings review with VAT rates
- Simplified balance sheet: this function allows autonomous creation of balance sheet forecast, comparing earnings and expenses and giving the possibility to identify the breakeven point, and
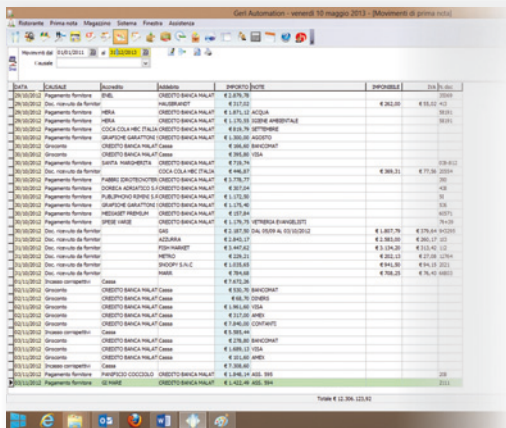- Receive documentation by email regarding statistics

Promotion and mailing

- This feature selects through multiple parameters (city, sex, age, taste...) the lists of clients to whom to send letters or promotions and informative emails.
  Messages can also be sent by SMS if the appropriate module is purchased.
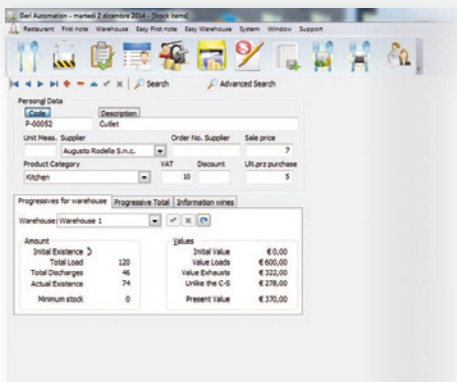
Access control, confidentiality and privacy

Each operator is enabled to use restricted functions.
Access to sensitive data is guaranteed to authorized personnel only.

Cost accounting

This feature provides the possibility to:

- Store data about suppliers, banks and employee details
- Insert entries in a petty cash book specifying the reason for it; this is used to register invoices, earnings, payments, earnings and expenses, including immediate update of banks, suppliers, till and employee registers
- Print overall petty cash accounting entries classified by supplier, bank or description
- Summarise suppliers details indicating total purchases, total payments and actual balance, and
- Summarise bank information indicating total debts, credits and actual balance

Warehouse management

This feature helps to:

- Archive items in the warehouse including goods in and goods out
- List item details listed by code or by alphabetic order indicating the quantity in stock and its value
- Automatically subtract sold items from stock quantities
- Print warehouse inventory documentation indicating stock flow, and
- List items stored in the warehouse, update the number of sold items or items available at the start of the production line

Additional Optional Modules

The software allows integrating specific modules, able to satisfy the needs of hospitality businesses, such as 'Mobile Till' module, 'Take away' module, menu on a Tablet or an external Ad-Stand and thousands of other solutions.

LaserTouch Pro Add-On

An application installed on smartphone, Tablet or iPod that has the basic features of a traditional Point of Sale software for the basic menu functions like: sale, refund, Price, discount, quantity and total by items, tap to add products.
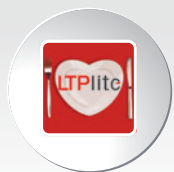
For more complete Retail and Restaurant Management it is necessary the traditional Lasersoft software Retail Shop or Geri Automation. It works only in conjunction with other Lasersoft appliances (Reatil Shop Automation and Gerì Automation)

The same Application can be used as a simple screen where the server enters the order. Departments are listed down the left side and the items within that department are on the right. Menu buttons can be configured with colors and pictures.

It is also possible to connect a payment device PinPad to accept credit or debit card payments.

The same devices can be used as a pay-at-the-table solutions.

The Applications is available on Apple Store®, Google Play® or Windows Store®.

LaserTouchPro Lite

The professional paper-free way to take food and drinks orders.

This revolutionary App for hand-held devices like Smartphones, Tablets or iPods has been designed and developed specifically for the hospitality industry.

At the touch of a screen orders are recorded and processed straight to the heart of the kitchen from the waiting staff's device. In conjunction with a wireless credit card terminal, orders can be paid for at the table. The user interface has an intuitive and user-friendly layout, allowing waiters to be operative with fewer clicks.

Module to print from a ECR or Fiscal Printer

This module allows, where requested, the connection of the software solution to a fiscal printer or a traditional ECR.

This specific module is able to connect to any type of fiscal printer and till available on the markets where the fiscal law is implemented. On the fiscal printers it is possible to print a fiscal receipt, an invoice as well as a non-fiscal document (i.e.: proforma), it depends on the type of printer.

Directly from the user interface touchscreen it is possible to command and print the daily fiscal closure.

Module to connect PDAs

It enables wireless connection with Widows Mobile PDA or Orderman PDA. Both devices connect to belt printers allowing waiters to immediately print orders or bills (Pre-bill, Fiscal Receipt).

Take Away module

The Take Away module has been designed for businesses that need to manage pizza bookings or other home delivery services. This module is very flexible and can be used for other types of businesses such as ice-cream shops or pastry shops for the collection of received orders.

The module is linked to clients' database and allows orders registering, visualizing the chronology of orders preparation so that the supervisor is always aware of the workload of the pizza oven department or the kitchen.

On the same module, it is possible to immediately insert new clients including specific notes.

Furthermore, it is possible to connect a dedicated modem allowing the identification of any person calling the business, just by recognizing the phone number; the order will be inserted in a proper screen, without using the keyboard.

Program the module in advance to set meal preparation start time. Alternatively, this procedure can be activated manually if the preparation of an order has to start in advance.

Three types of situations can be managed:
- home delivery to the client;
- collection by the client;
- in house orders.

At the time of delivery, it is possible to issue a slip indicating the client's address and any possible notes in addition to issuing usual documents (receipts, proforma, etc...).

Scale Connection module

This module allows connecting the software solution Gerì Automation with kitchen scales. The scale is used to weigh the sold food item (i.e.: meat by weight, fish), automatically calculating their price and assigning it to the right table, by inserting the table number. The computed amount is then directly added to the client's bill.

In this way, several mistakes can be avoided such as: forgetting to add the price of weighed dishes, or wrong calculations of food item costs. Through this module, both waiters/ waitresses and kitchen staff will save time and energy.

Payment Terminals

This module connects computerized tills directly to the Payment Terminals (Ingenico). The program sends the billing amount to the Payment Terminal upon setting up the right payment mode on Gerì Automation software; the transaction is then activated.

If the transaction is properly finalized, the receipt is issued, otherwise an error message appears, receipt is not printed and it goes back to display the till functions asking for a different modality of payment.

It is an easy, secure, intuitive and extremely modern system.

Additional Optional Modules

Document Scan and Digital Signature

Thanks to this module and the ad hoc development of Lasersoft software, clients can give consent to data treatment onto a pre-programmed tablet. In this way, the restaurant is protected and it does not have to print and archive paper sheets about privacy regulations.
The same module allows through a scanner machine to digitize and archive suppliers' original documents and then store them together with warehouse documents or invoices.
In this way, all documents can be properly stored reducing the possibility to lose them.

Managing Access

This module establishes access modalities to the program functions or allows them to be unblocked by using a transponder card, iButtons Dallas or a Chipcard tools.
Each user can be provided with a single-user card that allows him /her to unblock a workstation or enable some functions only.
In Gerì Automation, the access card can be used instead of the password. The identification card is a safe and inviolable tool.

The Transponder cards currently managed by Lasersoft are:
- Transponder Card (RFID card, 125Khz, reading mode only EMV4102)
- Chip Card (SLE 4442 Siemens model, Readers/writers chip card/USA EZ-100)

Presence Registration module

This module is part of the new generation of versatile and user-friendly products
In the past, employees' presence recording was monitored by the clocking in and out of employees' cards, today this system is obsolete and not reliable. This program allows real time monitoring of presences, accesses, timetables of internal staff and it provides a report including statistics about staff movements. It manages the presences of both full-time and part-time staff and monitors employees' entries and exits and their timetables.
Main features:
- management of unlimited number of employees;
- management of user's data and timetable recordings (time in, time off, breaks);
- detailed reporting function;
- filtering by employee function;
- computing working hours distinguishing between day and night time;
- option for adjusting and planning clock in and clock off time;
- adding and modifying clocking time manually;
- several devices can be connected to the same network in a building with multiple exits;
- option for double authentication: registration by combining Pin code and card; and,
- possibility for users to be identified through different modalities: Chip or transponder card reading or finger print reading.

This is a stand-alone application and it works with any business management software.

Fidelity Management Module

Main functions:

- **Promotion**
  Associate a card with discounts, price lists or to collect bonus points for promotions. It is not possible to pay by card as cards are only used to identify customers and providing them with special promotions (i.e.: giving them a discount or the possibility to access to special price lists).

- **Fidelity**
  Fidelity card is a useful tool for client's identification and it is a loyalty symbol for the business. This module allows fidelity card management, client's identification and associating promotions and discounts to the client. The following cards are accepted: chip cards (or smart cards), barcode or magnetic cards, transponder card, loyalty card on customers' phone (SMS Card Module).

- **Payment**
  - Prepaid card.
    Clients put money onto the card and money will be taken off anytime a transaction occurs;
  - Credit Card.
    It associates a loyalty debit account with a client. At the end of a set period or when exiting the business place, the customer will present the card and the card reading will visualize expenses and due payments.

- **Clients' profile definition**
  It manages and monitors relational marketing.
  This option identifies precisely clients' tastes based on consumer's behaviour. In this way, it is possible to target the offer and rationalise suppliers' orders. Assign loyal clients a prepaid card or a card with a fixed ceiling.
  The card can be used at any POS within the business (i.e.: at restaurant/bar tables, on the beach, at the disco) and the amount will be taken off the card balance.

  The card could also work as:
  - system to monitor minimum/maximum consumption of internal staff;
  - system to monitor the use of the program and its parameters;
  - tool to charge room expenses; and,
  - tool to manage the staff work timetable.

Web Card

This module is designed to manage the fidelity card via the web on devices that are not connected to each other. In this way, a client can be identified and his/her promotions can be used among different businesses that are not connected to each other.
The system is able to connect to all Lasersoft management software. This is possible because clients' database and related transactions are recorded on the web.
Card management (issuing of the card, recharging it or viewing its transactions) is controlled by a specific application connected to the online Database.
Card holders will be able to access to the fidelity card information through the web

database. In this way, users can verify the operations run through the card (transactions, bonus points collection and promotions) by using the Customer Web module.
The following cards are accepted: chip cards (or smart cards), barcode or magnetic cards, transponder card, loyalty card on customers' phone (SMS Card Module)

Main functions
- The program is managed on the Web with no software installation required. Only internet connection is required.
- The module is independent from Lasersoft applications. However, if connected to the Lasersoft business management software, it manages all the fidelity cards used in different restaurants, bars, pubs, etc... (different restaurants connected by the same card, to gain the loyalty of more customers)
- Unique clients' master database for several businesses located in the same area.
- Unique database recording all transactions of one place or all connected places.

SMS Card

This module replaces the traditional paper cards or plastic point of sale cards with a loyalty card on customers' phone. The SMS Card is an image containing a bar code or a QR code. At time of payment customers have to show the image and get the benefits of the loyalty program.
This module works only with the Fedelity Management Module.

SMS

This module sends an SMS to clients directly from the Lasersoft software. Messages can be sent directly to single clients or to a list of clients. The program is connected to the business management software and gets information directly from the database, allowing extraction of master data according to selected criteria or purchasing behaviours.
Advantages:
Keeping in touch with your clients, saving time and money, increase prestige, rapid and effective communication.
NB! It is necessary a traditional mobile phone not a smartphone.

Digital Signage

This module enables visualization over a second screen connected to the till-PC showing three types of information at the same time:
- multimedia advertising contents (video, images);
- text advertising contents (information about promotions, discounts, opening and closing times, events, and
- details of the bought product at the moment of payment.

The second screen can replace the welcome screen.

When the till operator computes the due payment amount, the products will also be displayed on the second screen up to the receipt printing.

This represents an innovative marketing opportunity because at the time of payment, the client is focused on the screen and he/she perceives the other information on the screen without realizing it

The total amount will be displayed for a short time only as client's privacy is a concern.

Internet Point

This module is a standalone software module developed by Lasersoft. It is a functional, user-friendly application and it complies with legal regulations. It provides an additional service to the clients.

The software has two user interfaces: Manager and Client.

The management interface has to be installed on a server (main PC) and the Windows Client will be installed on the users' workstations. Through the Manager interface, the manager will be able to register client's information, monitor the application usage and manage timing spent by users on the internet through user's name and password identification.

Clients' workstation can be used for connecting to the internet or to execute programs previously defined by the system administrator and it also print documents.

The program monitors users' PCs so that no damage can be done to Windows settings (i.e.: deleting system files, access to disk or task manager windows, etc...).

Users are required to enter a name and password to start navigating.

This module is an ideal solution for those businesses that would like to provide an additional, safe and secure service to their clients.

LaserWeb

The module creates, maintains and manages websites.

The module enables, through a text editor application (i.e.: MS Word), the creation of 5 pages: Home, Where we are, Contacts, News, Work with us. Contents can be personalized according to needs. Domain hosting and registration as well as management of 5 email boxes are also included in the service.

Connection to Easy Automation

This module enables connection with the Easy Automation ERP software solution, developed by Lasersoft, giving a more complete and professional management of double-entry bookkeeping and of warehouse accounting. This application is also able to connect to other management software developed by other companies. This module can be activated when a more complex company accounting management and warehouse management system is needed compared to the one already freely available in Gerì Automation.

Additional Optional Modules

Exporting of Accounting Archives

This module exports accounting data to be integrated with other software.

Two types of exports are available:
- Exporting of all issued documents
  Data related to an issued document is entered in a text file, indicating for each type: number and date, paid or pending amount, VAT rates, amounts classified by product, client's information and personal details (i.e.: name, address, etc...) to be saved for possible invoicing. Also clients' master data is exported when further information is added or modified.

- Exporting of all daily accounting closures
  The daily total amounts are exported to a new file, containing 365 rows (one for each day of the year) and as many columns as the number of parameters to be monitored (i.e.: total by product, total issued documents, total seats filled, etc...)

Help Me OnLine

This module is included in the program and it is designed to receive immediate assistance by phone. Through a touch screen function, the PC gets directly connected to the support team who will fix technical and software problems.
This is an essential, intuitive and user friendly module and it works with any type of internet connect.

Lasercube

This module is also called 'Business Intelligence' and it overcomes limitations affecting standard databases. In fact, relational databases are not able to elaborate data instantaneously or visualize a lot of data at the same time. This program creates statistics and graphics from any data source, in a very short time and autonomously, and it provides an analytic report of clients' attendance. Lasercube enables data analysis from multiple angles. For example, a restaurant can be interested in analysing financial data classified by product, by time period, by town, by profit or expenses, or by productivity with the aim of budget forecasting. Besides the cost related functionalities, it is possible to create statistics related to the CRM, by analyzing the typology of clients classified by age, spent budget, frequency, habits, average time spent at the table, etc...
The program creates reports such as Pivot tables, by entering items and fields that elaborate initial data. Furthermore, if parameters are organised in hierarchical order, the Roll-up and Drill-down functions are enabled. These two functions allow data visualization at different levels of aggregation: the Drill-down function refers to more detailed data; the Roll-up function refers to more summarized data.
Using different tables, each of them reporting information related to a specific component; i.e.: a product table or earning and expenses table. Data from this table is very detailed, providing statistics that are not available in the Full program. The Lasercube module can be connected to all Lasersoft software.

Key recovery

This module is a key product within Lastersoft production. It is also called 'Disaster Recovery' as it allows immediate data recovery without a technician's support. The module is styled on a USB key where updates are automatically saved as well as users' operations and transactions. Critical situations can occur such as failures of hardware components or lack of electrical power. The module enables automatic saving of any business operation. In critical times, the USB key should be unplugged from the non functioning PC and connected to a functioning one. The work can be continued and no data is lost. he activation key, the program and the archive are automatically updated with no need for additional technical support. Everything is saved on the recovery key.

Lasersoft Remote Terminal

This module transforms a Windows Xp, Vista, Windows7 or 8 (professional version) in a Terminal Server. In this way, a user, upon providing username and password, can connect to his restaurant or office from any PC with an internet connection, without interfering with the work of the staff at the place of business. This module allows distance monitoring of all the business activities. In fact, the user can access all enabled program functions: master data of sold items, warehouse transactions, clients' data and statistics. It is also possible to print all data. There are two versions of this module: up to five users at the same time or unlimited number of users can have access to it.

Kitchen Monitor

This monitor is installed in the place where orders are prepared and it provides a general overview of the orders. This module increases efficiency and accuracy of order management. The system is set to show specific dish preparation, helping the staff to focus on one specific part of the order, although an overview of all the orders is always available. This information helps managing and preparing orders, providing a faster service to the clients and reducing the possibility of making mistakes. It also allows visualizing sequence and status of dishes preparation by using icons with different colours. It is possible to use a Touchscreen monitor to manage the orders. Total quantities of dishes to be prepared are automatically updated and at the same time information from other departments but related to the same order are updated.

MySelfOrder

The Lasersoft MySelfOrder solution comprises downloadable smartphone Apps for iPhone and Android. The Apps allow the customer to place an order in the restaurants, pizzerias, pubs, coffee shops the customer love. Customer downloads the App, chooses the restaurant he likes, inserts the table where he is seated if he wants to eat inside or inserts his address and time for home delivery or for pickup orders. When the order is placed, the client concludes paying via PayPal or with credit card. Customer check-ins and order items are tracked in the database for analytics and marketing purposes.

LASERSOFT

SOFTWARE SOLUTIONS FOR HOSPITALITY & RETAIL

Lasersoft provides leading software solutions for Hospitality and Retail industries.

Lasersoft was established in Rimini (Italy) in 1988 by merging several working experiences in applied informatics.

Lasersoft's mission is to develop full, high quality, user-friendly and intuitive business management software solutions. The solutions proposed by Lasersoft are developed by listening its clients' needs. The most innovative results have come about by adopting clients' most precious advice.

A qualified pre and post sale support is provided by the certified network of Lasersoft Sellers and Partners, that are networked all over Italy and Europe.

In 2003, Lasersoft got the UNI ISO 9001 quality certificate for software development and assistance. This is an important achievement towards the development of more and more efficient and affordable products.

The Lasersoft product range counts more than 25 solutions for Hospitality and Retail businesses. These are constantly up to date with current fiscal regulations and adjusted to clients' needs.

Many Mondadori and Le Monnier school books contents are based on Lasersoft software solutions and they are still in use today in many schools of hotel management and catering all over Italy.

By focusing on research and quality Lasersoft is able to provide more complete products.

The winning recipe that Lasersoft uses to create his products hasn't changed over the years. It is based on: Passion, Experience, Research, Training, Updates and Customer's relation.

"A client's smile is our best result", this is the slogan that guides us every day at Lasersoft.

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