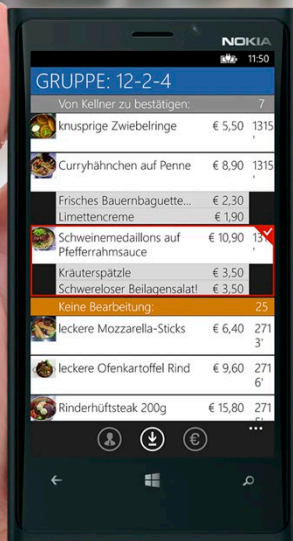


# ANNA – YOUR RELIABLE HELP FOR THE GASTRONOMY.

SERVE EASILY YOUR WHOLE RESTAURANT ON A TABLET.

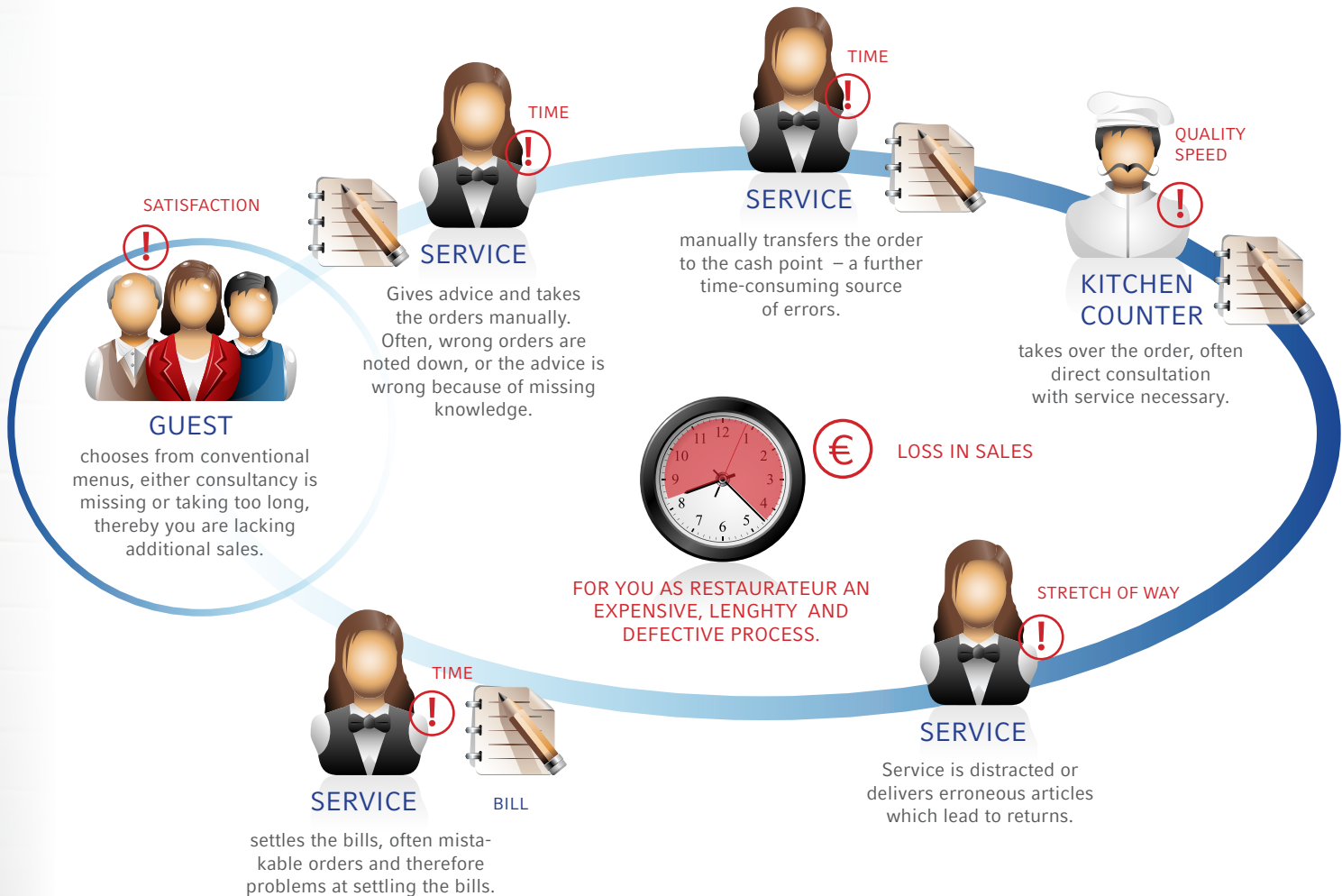


[WWW.ANNA-ORDER.DE](http://WWW.ANNA-ORDER.DE)



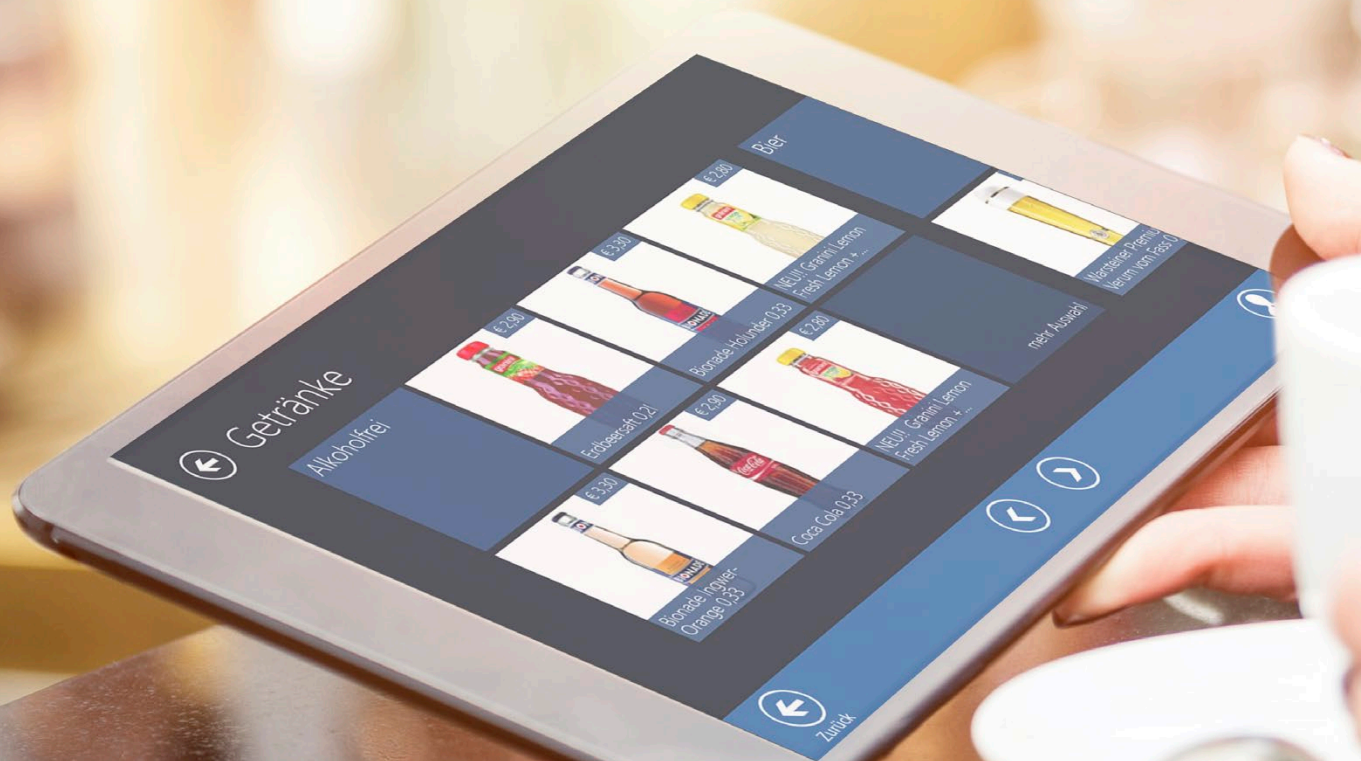
**YOUR CHALLENGE – HETOREGENOUS PROCESSES AND  
TIME-CONSUMING PROCEDURES IN YOUR RESTAURANT.**

THE SAVING OF TIME AND THE SIMULTANEOUS ASSURANCE OF THE SERVICE QUALITY  
TOWARDS THE GUEST ARE TWO BIG ANTAGONISTS AND **IMPOSSIBLE TO COMBINE WITH  
THE CONVENTIONAL WORKFLOW OF THE ORDERING PROCESS IN THE GASTRONOMY.**



## OUR SOLUTION „ANNA“ – STANDARDIZED PROCESSES AND CONTROLLED PROCEDURES IN YOUR RESTAURANT.

TIME SAVING AND SERVICE FACILITATION DEPEND ON DIVERSE FACTORS;  
HOWEVER, WITH THE ANNA-SUPPORTED WORKFLOW, THEY ARE CHILD'S PLAY WHICH INCREASES YOUR FREQUENCY OF CUSTOMER VISITS AND THE PER CAPITA REVENUE.







## RESTAURATEUR

At all times control over all processes, overview and transparency at every step of the process chain.



## GUEST

- Makes impulse purchases
- Additional sales originate
- Constant product updates



## SERVICE

- Advises guest individually before transferring the order to the kitchen
- Excellent overview
- Can adapt or control/examine/optimize orders



## KITCHEN

- Prepared stress-free and to the point



## PAYMENT

- Increased client satisfaction, transparency and overview
- Fast and environmentally friendly (without receipt)
- Self-control of the guest through overview of his/her orders



## ANNA FOR THE GUEST – CONVENIENCE AND TRANSPARENCY IN THE ORDERING PROCESS.

THIS IS HOW YOU CAN EASILY SERVE YOUR WHOLE RESTAURANT ON A TABLET.

FROM THE SIMPLIFIED SELECTION OF MEALS AND BEVERAGES, THROUGH THE STATUS DISPLAY OF YOUR ORDER IN REAL TIME TO THE “WHAT YOU SEE IS WHAT YOU GET” EXPERIENCE FOR THE GUEST – ANNA LOOKS AT IT IN ITS ENTIRETY.

- The guest is able to rummage in the whole offer of the restaurant without any problems and what his/her appetite.
- The easy user interface simplifies ordering and avoids mistakes.
- Through the interactive menu, the guest is able to put together multiple orders anytime.
- Like on a plate, the whole offer of the restaurant is presented to the guest temptingly.
- The guest chooses between the main categories and has the permanent overview over all additional options through the submenus.



# ANNA FOR THE SERVICE – SECURE ORDERING, FAST PROCESSES AND INCREASED FREQUENCY IN THE SERVICE.

THROUGH SIMPLIFIED PROCESSES YOU CONCENTRATE YOUR SERVICE ON ITS CORE BUSINESS, **THE SERVICE.**



OVERVIEW IN THE RESTAURANT.

The overview page offers all important information already before the waiter regards the corresponding orders.

The processing status of the articles is directly traceable and gives the waiter a fast overview over the guest group.

Here, an overview of all groups is shown, which are separated from each other logically and optically through the grouping according to the corresponding tables.



OVERVIEW IN THE ORDERS.

Controlling, changing, varying, meeting the needs of the customers – all in real time, without homemade stress.

The waiter is the supervisory authority and improves at the same time the service. The waiter offers an additional service for the guest and therefore receives a tool with which further additional orders can be placed.

The waiter accepts the payment directly at the table, with the advantage that tips are generated.



OVERVIEW IN THE BILLING.

Transparent bill, divisible, separable, integrally and flexible.

For the applications designed for the personnel, above all speed and comprehensive information display are relevant.

Speed is very important when the waiter wants to offer the guest further options, but has only limited time available for this because of the high number of guests.

# „ANNA“ – MORE THAN JUST A SOFTWARE SOLUTION

YOUR ADVANTAGES IN THE APPLIANCE OF “ANNA” IN YOUR WORKFLOW RESULT FROM THE HOLISTIC APPROACH OF COST SAVINGS AT INTERFACES AND THE INCREASE IN TURNOVER THROUGH SO FAR NOT USED POTENTIALS.





- SAVE PERSONNEL COSTS THROUGH MORE EFFECTIVE PROCESSES
- OFFER QUALIFIED INFORMATION AT FIRST HAND FOR GUESTS
- ACHIEVE ADDITIONAL SALES WITH TECHNICAL ASSISTANCE
- EXPERIENCE HIGH INCREASES IN TURNOVER THROUGH IMMEDIATE ORDER PRESENCE
- REDUCE PERSONNEL COSTS THROUGH PERFECT TRANSPARENCY
- BIND YOUR CUSTOMERS THROUGH HIGH SERVICE ATTENTION
- BIND QUALIFIED EMPLOYEES THROUGH HIGH TIPS
- OFFER YOUR CLIENTS A PERCEPTIBLY CLOSER SERVICE
- EXPERIENCE A CONSIDERABLE INCREASE OF THE FREQUENCY

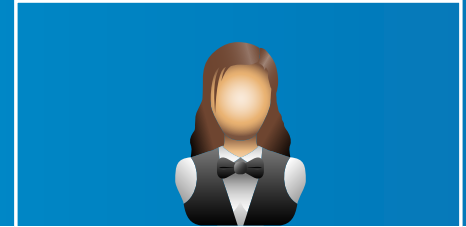


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GUEST

- Through ANNA's interactive menu, the guest is able to put together multiple orders any time.
- With ANNA, the guest can put together orders individually and according to his or her own wishes. Additional sales are generated as the guest receives additional recommendations directly to the desired article.
- The clear and user-friendly start page gives the guest a fast overview of news and the available articles of the restaurant.



SERVICE

- Thanks to the digital orders, the service knows exactly at which station in the restaurant the order currently is. The service can now dedicate themselves with full attention to the serving of the meals and beverages.
- The waiter is the face towards the customer in the ordering process, he takes most orders and can confer with the guest concerning the order on the basis of the overview in the group receipt. He suggests additions and adapts orders – thanks to ANNA in real time and without any problems.
- The waiter receives an additional form field which enables him to forward additional information to the kitchen. This helps to respond more easily to guest like f. ex. allergic persons or other special requests and to forward these safely to the kitchen.

## A WORKFLOW WITH MANY ADVANTAGES AND ALL POSSIBILITIES.



## KITCHEN / COUNTER

- The personnel and above all kitchen and waiters need a big amount of information at a glance for the exact execution of their work. The groups that are served need to be conceivable fastly to be able to take decisions and not loosen the workflow.
- ANNA offers a worldwide unique announcing system. It is separable in courses and therewith completely flexible within an order.



## RESTAURATEUR

- Keeps in view the processes in his/her restaurant at every time, from order through preparation to the serving at the guest's table.
- ANNA offers a big scope of functions for the business management of the restaurant. Easily are articles administered, the personnel management conducted and reports of the cash register closed. Through ANNA they can be examined and monitored playfully. Statistics help to compare the exact development on the basis of direct parameters.



## BACKOFFICE

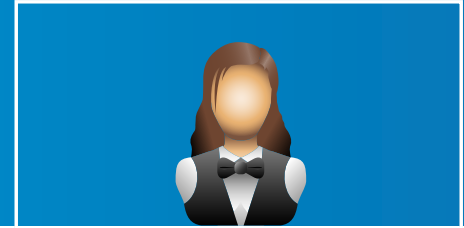
- ANNA is adapted to the needs and conditions easily and fastly.
- ANNA offers an easy creation and administration of different product offers.
- Individual user administration and roles with access rights, according to your specific needs.
- Inventory management similar to a merchandise management system with automatic advice note.
- Product updating, managerial and business-specific analyses of different kinds.
- ANNA is compatible with many interfaces and offers export functions in the current formats.



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GUEST



SERVICE

**NO USUAL  
HANDHELD ORDER –  
ANNA IS A UNIQUE  
SOFTWARE SOLUTION  
WITH DIFFERENT  
TERMINALS.**



FOR THE GUESTS, FLEXIBLE TABLETS ARE APPLIED, THESE CAN BE CARRIED AND HANDED AROUND FREELY.

The user interface elements are displayed in big font and clearly visibly. Through high-quality pictures and user guidance, the guest rummages in the menu. With the “What else do you desire?” function, the level of doneness and additional, to the article matching side dishes can be offered. Through this, ANNA opens individual possibilities of ordering for the guest.



THE USER INTERFACE IS INNOVATIVE IN THE RESTAURANT SOFTWARE, IT IS THE ONLY ONE DEVELOPED FOR A SMARTPHONE.

The easy and clear display of product groups and subgroups facilitates working with ANNA – the most important information like main articles and total price are presented clearly visible.

ANNA works cross-platform on all current smartphones.





## KITCHEN / COUNTER



IN THE KITCHEN, ANNA DISPLAYS THE ARTICLES OF THE GROUPS WHICH HAVE BEEN RELAYED IN THE FORM OF GROUP RECEIPTS.

In the list of the group receipts in the restaurant, orders of a new group come up in the list on the right side. Orders of a group which has already ordered are integrated into an existing group receipt in the display.

To keep the list at ANNA always up to date, the data is called up automatically at regular intervals.



## RESTAURATEUR



WITH THE SEMANTIC ZOOM FUNCTIONALITY, ANNA OFFERS A FAST AND EASY TO LEARN POSSIBILITY OF INTERACTION.

The user can fastly change in the display between all areas of ANNA and thus between all stations of the value creation chain in the restaurant.

This way, ANNA offers at all times full control over the complete processes, gives an overview and brings transparency in every step of the process chain.



## BACKOFFICE



ANNA IS DEVICE-INDEPENDENT AND IS DISPLAYED IN YOUR INTERNET BROWSER – THEREWITH YOU HAVE A CROSS-PLATFORM SOLUTION.

The user-friendly interface with simultaneous functionality and overview of all processes offers control in real time.

ANNA offers insight into statistics in an appealing graphic form and at all times full control over the processes and procedures, as well as the personnel and article management.

# ← Was wünschen Sie dazu?



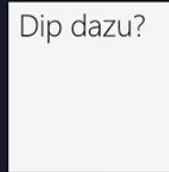
€ 15,80

Rinderhüftsteak 200g



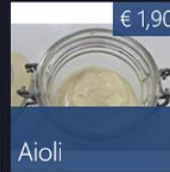
€ 5,- ✓

Ceasars Salat -  
knackiger...



€ 1,90

Unsere  
Schwerelos...



€ 1,90

Aioli



€ 3,- ✓

Raumfahrer  
Kartoffeln



€ 1,50

Kräuterbutter



Zurück



Abbrechen



Servicruf



## ← Ihre Bestellungen

### Beim Kellner

1 knusprige Zwiebelringe

1 Curryhähnchen auf Penne

Fisches Beerenbaguette...

1 Schweinemedallions auf  
Pfefferrahmsauce

Kräuterstutze  
Schweineiser-Belegensalat

### In der Küche

1 leckere Mozzarella-Sticks

1 leckere Ofenkartoffel/Rind

1 Rinderhüftsteak 200g

medium  
Marktgemüse  
Kräuterbutter

1 Rinderhüftsteak 200g

durch  
Röstkartoffeln  
Caesars Salat - knackiger Römersal  
Aioli

1 Rinderhüftsteak 200g

medium  
Röstkartoffeln  
Kräuterbutter

Schweineiser-Belegensalat

1 Lachsfiletwürfel auf  
Tagliatelle

1 Vegetarische Bolognese auf  
Spaghetti  
Parmesan

1 Würsteiner Premium Verum  
vom Fass 0,3l

1 Grüner Tee mit Lemongras

1 Milchkaffee

N 1 Eisgekühlte Orangen-  
Heidelbeerbowle  
Cappuccino

N 1 hausgemachte  
Quarkkeulchen

N 1 Kometenschweif

N 1 Sonnenwind

N 1 Mond im Glas

### In Bearbeitung

V 1 Gebäckener Ziegenkäse mit  
Lavendel  
Marktgemüse

V 1 Tomate-Mozzarella

1 Rinderhüftsteak 200g

blutig  
"Weißraum-Pommes"  
Caesars Salat - knackiger Römersal  
Kräuterbutter

1 Ausgewählte Fischfilets auf  
Senssoße  
Cremiges Kartoffelgratin

1 Rinderhüftstreifen in  
fruchtiger Tomatensoße  
Marktgemüse

1 Lachsfiletwürfel auf  
Tagliatelle

1 Schweineschnitzel "Wiener  
Art"  
PfefferrahmsöÙe

### Beim

V 1 knusprig

V 1 Spargel

V 1 Blattsalat

Frisches  
French

V 1 Tomate-



Zurück



Serviceruf



### ANNA IN THE BOWLING ALLEY

Use the short ways of ANNA on the long service ways in your bowling alley. Orders get directly through to the service – the order directly through to the guest.

- Immediate order possible at every time without service at the spot
- Direct overview on the side of the operator of all orders
- Enormous savings of employee costs
- Big additional sales through animation during the waiting time



### ANNA IN THE CONVENIENCE RESTAURANT

A convenience restaurant offers fast service for people who do not want to spend their scarce time waiting, but rather eating. ANNA helps to accelerate this process to the optimum.

- At the lowest price also possible without service
- Fast processing even with service at the table of the guest
- Fast settling of the bills through the most easy handling
- Fast placing of the latest daily offers directly at the guest's table.



### ANNA IN SYSTEM CATERING

In system catering, it is important to precisely deliver at the table high quantities of qualitatively the best meals – in order to guarantee this, important parameters need to be adhered.

- Perfect product presentation
- Homogeneous appearance
- Excellent verifiability of external bodies
- Independence from highly qualified employees in the service





### ANNA IN THE BAR

Not every person can imagine a cocktail when reading the summated description of spirituous beverages – Anna shows the guest what he/she will receive, from nonalcoholic to Zombie.

- Best product descriptions
- Focus on special drinks
- Interactive product presentation
- High additional sales through chain-linking



### ANNA IN THE HOTEL

A hotel has many unwieldy service regions. In order to be at hand everywhere as service and able to take orders, many employees would need to be employed, or ANNA.

- Orders by way of room service
- Enormous cost savings in the service through employment in the wellness center
- Order availability also in big relaxing areas
- Perfect ordering of the business lunch directly from the conference room (in many hotels with paper list)
- Reorder of drinks in the conference room without disturbing questions by the service (saves personnel)



### ANNA IN THE CINEMA / FOYER

In the cinema, for the guest much revolves around the imminent movie experience, but everything around preparing in time the culinary basics for the next 120 minutes, ANNA knows how.

- Shortening of the waiting time for the customers
- Considerably less mistakes in product ordering
- Verifiability through central cash register
- Marketable promotion
- Additional incomes through advertising placement



## GET IN TOUCH WITH ANNA – GET TO KNOW “ANNA”, YOU WILL LOVE HER.

ANNA IS NOT COMPLEX, BUT VERY PRAGMATIC. ALL MOBILE DEVICES COMMUNICATE BY WIRELESS NETWORK WITH A CENTRAL WEB SERVICE.

- In the restaurant, many mobile devices are employed which communicate with a central web service by way of a wireless network.
- The tables or groups order with the corresponding allocated tablets and receive their ordered articles separately from each other, without big complications.
- However, the main advantage of ANNA is the individuality; guests have the possibility to put together orders individually and according to their own wishes. Furthermore, this measure promotes sales, as it is possible to give the guest complementary recommendations directly to a desired article.
- The waiter is the most important element in the ordering process, as he takes most orders and is able to confer with the guest about the order on the basis of ANNA and the overview in the group receipt.
- With ANNA, complements are requested and proposed or orders adapted if the guest wishes so. This makes this process so flexible, on the one hand for the guest, on the other hand for you as restaurateur.

Should you have questions or wish for an appointment for presentation, do not hesitate to call us: + 49 911 - 4777 65 0

You can find further information at [www.anna-order.de](http://www.anna-order.de)

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