



SIVA

Fact Sheet

COMPANY

SIVA Corporation™ was founded in 2000 to identify and translate emerging technologies into sensible solutions that solve real business problems for multi-unit restaurant operators. Known for both an operations focus and a pragmatic approach to technology, SIVA creates products that automate core foodservice processes while reducing the cost and complexity of system ownership.

Upon the acquisition of Progressive Software in July 2004, SIVA broadened the nature and scope of its offering. Today, in addition to a comprehensive group of enterprise-aware operations applications, it includes three distinct point-of-sale products that cover the technology spectrum, enabling operators to evolve their technology strategies over time.

CUSTOMERS

SIVA provides more than 13,000 sites with restaurant technologies, including some of the most recognizable names in the industry—Arby's, Hardee's franchisee Boddie Noell, Jack in the Box, Jason's Deli, Starbucks, Steak n Shake, and the franchise cooperative of Burger King.

LEADERSHIP

SIVA CEO Jim Melvin, chief operating officer Christopher Sebes, and chief product architect Jim Min have more than 50 combined years of experience in the creation of industry-dominant solutions for restaurant operators. The executive management team is rounded out by Phillip Morris veteran John Kramer, who serves as chief financial officer.

LOCATION

With operations in Delray Beach, Florida, and Charlotte, North Carolina, SIVA Corporation serves restaurant operators nationwide.

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Company History

Since 2000 SIVA Corporation™ has developed and marketed software applications that enable multi-unit restaurant operators to streamline the management of money, materials and people. The company has a strong focus on its customers' business issues and its products are designed to be cost-effective to implement and support.

SIVA agreed to acquire Progressive Software in July 2004 and began integration of that company's products into its offering. Today SIVA offers a broad range of applications that support all aspects of site operations in restaurant chains. Through a spectrum of technology choices, the company provides operators with options and allows them to evolve their technology strategies over time.

SIVA's applications are installed at more than 13,000 quick service and table service sites, including those of Arby's, Hardee's franchisee Boddie Noell, Jack in the Box, Jason's Deli, Starbucks, Steak n Shake and the franchise cooperative of Burger King.

Product Offering

Understanding that restaurant operators have a wide range of technology needs and that their strategies evolve, SIVA provides a range of options to meet customer needs at every stage in their evolution. The company's offering includes three distinct point-of-sale products:

- *iSIVA*™ is built on an enterprise architecture using next generation Web technologies.
- IRIS is one of the most widely installed Windows-based POS systems for QSR and fast-casual.
- SMART is the only DOS-era application that has been continuously maintained and enhanced with the functionality that restaurant operators want and need.

Customers can extend any of these applications with a comprehensive, cutting-edge set of back office and operations intelligence solutions, as well as above-store reporting, real-time alerts and enterprise application management tools. Among the options are several unique solutions:

- The eRewards customer loyalty application manages all aspects of an in-house loyalty program, from transaction processing to consumer web site.
- The eSign display management solution facilitates suggestive selling before, during and after the ordering process.
- The EventAlert notification platform monitors key operations data—sales, labor, loss prevention, food safety, kitchen production, energy and equipment usage and security—and alerts store personnel to areas that need immediate attention.

- The IntelliKitchen® kitchen management system streamlines food production processes, kitchen workflow, bin management and sidework planning.
- The POS² mobile ordering application supports the order entry process on inexpensive wireless handheld devices.

Management Team

Jim Melvin, CEO, is a recognized authority on information technologies for the food service, hospitality, retail and grocery industries. The founder of point-of-sale leader Compris, Melvin has products in operation at more than 75,000 sites worldwide for such customers as McDonald's, Burger King, Wendy's, Carl's Jr., Pizza Hut, K-Mart, and Disney Resorts and Theme Parks. In addition, Melvin has served as Technology Advisor to the National Restaurant Association, testifying before a congressional subcommittee and advising the Food and Drug Administration on the association's behalf.

John Kramer, Executive Vice President & CFO, brings strong executive experience in finance, accounting, mergers and acquisitions, operations and strategic planning to SIVA. Previously, Kramer was executive vice president of finance and strategy for Diam International, a \$270 million permanent point-of-purchase display company.

Jim Min, Chief Product Architect, is a co-founder of the company and the designer of its innovative *iSIVA* solution. Min previously served as system architect for restaurant point-of-sale provider HSI and as a senior developer at IBM.

Christopher Sebes, COO, has more than three decades of involvement in the international restaurant industry and brings in-depth industry knowledge to his role as chief operating officer of SIVA Corporation. Prior to SIVA's acquisition of Progressive Software, Sebes was Progressive's president and chief executive officer.

Investors

SIVA Corporation received its first three rounds of funding from a group of private investors led by Don Nickelson and Stephen Evans-Freke. Nickelson, who serves as SIVA's Chairman of the Board, is currently Vice-Chairman and Director of Harbour Group Industries Inc., a leveraged buy-out firm. He is the retired President of Paine Webber Group. Evans-Freke, an investor in technology and biotechnology companies, founded Sugem, Inc. and Selectide Corporation. He previously served as President of Paine Webber Development Corporation.

In July 2003, Zonal Retail Data Systems made a significant equity investment in SIVA. Founded in 1979, Zonal is the United Kingdom's largest provider of ePOS solutions to the hospitality and leisure industries. Heidi Steiger, President of Worth Magazine Group, joined SIVA's private backers for the company's most recent round of financing, which raised \$5.4 million.

iSIVA POS

Fact Sheet

PRODUCT

The *iSIVA*[™] point-of-sale offers quick service and table service operators support of the order entry process and rapid delivery of sales information to store, field, and corporate employees. Designed as an enterprise application, *iSIVA* takes advantage of next generation technologies such as JAVA, HTTP, and XML to create a connected, open system. As a result, the application is less costly to acquire and support than older POS systems.

HOW IT WORKS

iSIVA automates order entry and cash control processes—including credit and debit card processing, gift certificate tracking, and loyalty program management—using an intuitive graphical user interface and enterprise information routing.

The application consolidates web-based management of remote systems at the enterprise level, enabling everything from rapid menu and price changes to application upgrades delivered via the Internet. *iSIVA* easily scales from a single restaurant to an organization with thousands of geographically dispersed units and supports multiple concepts, service styles, tax authorities, business rules and more.

By running on virtually any POS terminal and operating system, including legacy hardware and open source software such as Linux, *iSIVA* offers a lower initial acquisition cost than other applications and helps protect operators' existing technology investment.

CUSTOMERS

The *iSIVA* point-of-sale application has been in operation at fine dining, casual dining, and quick service restaurants since 2002. Customers include technology innovator Jason's Deli, which is implementing the solution as part of a Linux store systems strategy.

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IRIS POS

Fact Sheet

PRODUCT

With more than 4,000 sites installed and a thousand more under contract, IRIS is one of the most widely used Windows-based point-of-sale systems for multi-unit quick service and fast-casual restaurant chains available today. Highly flexible and configurable, IRIS readily adapts to a restaurant's unique business requirements. An open architecture lets operators take their pick of hardware platforms for deployment.

HOW IT WORKS

IRIS is a proven solution for optimizing cashier productivity. The application's extensive functionality encompasses all aspects of financial transactions at the site, including ordering; credit, gift and loyalty card processing; unattended end-of-day processing; sales and speed of service reporting; comprehensive cash management; foreign currency support; central management of multiple register programs and electronic journal access via graphical user interface. Easy-to-use touch screen technology speeds employee training, order accuracy and service times.

When used in conjunction with SIVA's enterprise data management and business intelligence tools, IRIS delivers the remote system support and above-store reporting capabilities that corporate personnel need in a store system. The software also can be extended with a comprehensive suite of back office applications.

CUSTOMERS

IRIS is the solution of choice for some of the largest and fastest growing restaurant operators in the quick service and fast-casual markets, including Arby's, Boddie Noell (the largest Carl's Jr./Hardees franchisee), Jack in the Box, and the franchise cooperative of Burger King.

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SMART POS

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PRODUCT

SMART is the only DOS-era point-of-sale application that has been continuously enhanced from its inception to the present day with the up-to-date functionality that multi-unit restaurant operators want and need. Using SMART, operators can increase return on their technology investment through new top-line generating features such as credit card processing without replacing their existing hardware.

HOW IT WORKS

SMART is a proven, stable point-of-sale solution for the operator who wishes to continue using legacy DOS systems. Optimized functionality effectively supports the sales process, improving service speeds and increasing customer satisfaction. An extensive feature set includes complete audit and security control, credit/gift/loyalty card processing, scale and coin changer interfaces, and integration with a comprehensive back office suite. Remote application management is streamlined with SMART's enterprise data configuration extension.

The product is backed by comprehensive training and support services, delivered by a team of industry specialists.

CUSTOMERS

SMART has been used for more than 15 years by major quick service and casual dining chains such as Captain D's, Denny's, Golden Corral, Ryan's Steakhouse, Starbucks, and Steak n Shake.

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The logo consists of two overlapping circles. The larger one is orange and contains the text 'POS²' in white. The smaller one is blue and contains the text 'Fact Sheet' in white.

POS²

Fact Sheet

PRODUCT

SIVA's POS² application makes it possible for quick service and table service restaurant operators to move their order entry process from a fixed point-of-sale terminal to a wireless, handheld device.

HOW IT WORKS

In a table service environment, POS² saves servers steps, stops back-ups at the terminal, and eliminates errors associated with reentering written orders into the POS system. Wireless ordering enables faster table turns and more server time on the floor. In addition, the mobile application can go wherever changing restaurant conditions dictate—including outdoor areas such as patios and sidewalks—whether for a day or for a season.

For quick service operators, POS² is used to move the ordering process out from behind the counter during busy periods, “busting” lines and preventing walk-offs. With orders reaching the kitchen sooner, service speeds are faster and a greater number of customers can be served during peak periods.

POS² is used only for ordering; the application integrates with the operator's existing point-of-sale for payment processing. Because of the software's design and scope, it can be deployed on much less expensive hardware (i.e., Pocket PCs) than other wireless applications.

CUSTOMERS

POS² was designed for both table service and quick service operators. It has been in continuous operation at restaurants such as Buckhead Life Restaurant Group's NAVA for more than a year.

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PRODUCT

eRewards offers a comprehensive, web-based approach to customer loyalty initiatives. Using eRewards, operators can easily implement, update, and coordinate frequent diner programs that result in increased brand loyalty and an improved top line.

HOW IT WORKS

eRewards fully automates the process of awarding and redeeming points based on item purchased or dollars spent. The application integrates with store point-of-sale systems to capture new points and automatically generate coupons. A single enterprise database tracks point totals in real time. As a result, awards earned at one location are easily redeemed at another.

Each eRewards deployment includes a customer web site where program participants can register as well as review their current status. Web administration simplifies program management and the creation of new promotions.

With eRewards, longterm customer relationships are reinforced—easily and effectively.

CUSTOMERS

The eRewards customer loyalty application is currently in pilot at Coffee Bean and Tea Leaf.

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eSign

Fact
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PRODUCT

eSign transforms displays such as video receipts, drive-thru order confirmation boards, and plasma menu displays into dynamic sales tools throughout all points—before, during and after—of the ordering process. eSign improves the top line for quick service restaurant operators while reducing the cost of system ownership.

HOW IT WORKS

Using eSign, display screens can be customized in an unlimited number of ways—color, fonts, frame position, and layout—and incorporate full motion video, audio and flash. Innovative suggestive selling functionality ensures that up-sell opportunities unique to each order can be promoted on the screen based on an operator-defined hierarchy. In addition, screen real estate can be used for advertising—in-brand or for other vendors—to drive additional revenue.

In a market dominated by companies selling proprietary hardware driven with proprietary software, eSign makes it possible to centralize management of multiple display platforms on a single solution. Integration with point-of-sale applications is accomplished using XML; style sheets control order appearance. eSign's web-based management capabilities reduce the cost and complexity of remote support for restaurant video displays.

CUSTOMERS

Innovative operators such as Arby's are using eSign today.

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PRODUCT

The IntelliKitchen® suite of applications offers operators in the food service industry a full-featured kitchen management system designed to support the order life cycle through the capture and automation of existing, effective operational processes.

HOW IT WORKS

IntelliKitchen accelerates workforce speed and efficiency, improves order accuracy, increases line productivity and ensures compliance with governmental food quality standards through flexible workflow routing and intuitive information display.

Advanced functionality includes optimal order sequencing, state awareness, pull workflow, and simultaneous finish. Bin management, sidework reminders, order accuracy audits, and time stamping and expiration alerts extend the system.

IntelliKitchen offers a more rapid return on investment than other restaurant systems because it supports a core operational process—food production.

CUSTOMERS

IntelliKitchen was built for operators within the quick service and table service branches of the food service industry. It is currently in use at a number of quick service concepts, including Burger King and Sonic franchises, and in pilot at table service leader Red Robin.

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PRODUCT

The EventAlert performance monitoring system delivers real-time reminders and alerts to managers and other key restaurant personnel. Designed to support the consistent execution of best practices, EventAlert is a cost-effective way to automate preferred policies and procedures in the store.

HOW IT WORKS

EventAlert enables restaurant employees to better focus their efforts and more effectively react to critical situations. Monitoring real-time data from the point-of-sale and other store systems, EventAlert detects potential problems—overtime, a cash drawer over limit, food at an unsafe temperature, drinks not rung up—and immediately sends discreet pager alerts to the appropriate staff. The application provides scheduled reminders and event-driven alerts to prompt timely performance of regularly recurring tasks, such as turning on exterior lights or checking bathrooms for cleanliness.

In addition, EventAlert delivers graphical feedback on key business indicators in the form of a Visual Dashboard that can be displayed on a point-of-sale terminal, kitchen monitor, or other location at the site. Measuring real-time data against historical trends or company benchmarks, EventAlert motivates store personnel to meet or beat milestones and objectives.

The EventAlert application integrates with point-of-sale, time and attendance, and labor scheduling systems to track key sales and labor data. Optional temperature, humidity, and contact sensors can be deployed to monitor food safety and quality, equipment performance, energy use and security. Integration with drive-thru speed of service timers supports the performance monitoring needs of quick service restaurant operators. The application also integrates with hostess management and kitchen systems.

EventAlert is deployed at the site on alphanumeric pagers and video displays. Although the core system can run without Internet access, its capabilities are extended in a connected environment. Site-specific and consolidated alert histories are delivered through an enterprise portal. Web-based application management tools centralize application support at corporate headquarters.

CUSTOMERS

EventAlert is currently in pilot at both quick service and table service restaurant chains.

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Jim
Melvin,
CEO

Beginning with the sale of his first commercial application at the age of 15 and the formation of his first company at the age of 18, Jim Melvin has devoted almost twenty-five years to the software business. The founder of point-of-sale leader Compris, Melvin is a recognized authority and a sought-after consultant on information technologies for the food service, convenience, and retail industries. His products are installed at more than 75,000 sites worldwide for customers such as McDonald's, Burger King, Wendy's, Carl's Jr., Yum! Brands, Darden Foods, Disney Resorts and Theme Parks, and K-Mart. His consulting client list has included many of these same customers as well as major point-of-sale and back-of-house developers.

Melvin currently is CEO of SIVA Corporation, the provider of a broad range of operations-focused technology options to the restaurant industry. Before joining SIVA, Melvin established a successful track record at several software companies. In addition to acting as CEO of application service provider Apigent Solutions, Melvin founded or co-founded four point-of-sale companies—B&S Associates, Daedalus Systems, Techwerks, and Compris Technologies. After forming Compris in a joint venture with IBM in 1989, Melvin helped create both the first commercial IBM touch screen POS units and the first IBM handheld units for the quick service restaurant sector. Melvin also served as chief product architect for Park City Group, a developer of more than 20 applications for the multiunit retail and foodservice environments.

In 1998, Melvin was appointed Technology Advisor to the National Restaurant Association. During his tenure, he served as an expert witness on retail business technology issues before a congressional subcommittee and as advisor to the Food and Drug Administration on technology issues related to HACCP compliance.





Christopher
Sebes,
Chief
Operating
Officer

With more than three decades of involvement in the restaurant industry, Christopher Sebes brings in-depth industry knowledge to his role as chief operating officer of SIVA Corporation. Prior to SIVA's acquisition of Progressive Software, Sebes was Progressive's president and chief executive officer. Sebes joined Progressive as chief operating officer in 2001, and was named to the chief executive role a year later.

Before joining Progressive, Sebes was an investor in and chief operating officer of Southern Hospitality Systems, Squirrel Systems' largest point-of-sale distributor and Progressive's first reseller. In the mid-1990s, Sebes became interested in the use of technology to more efficiently and effectively manage restaurants. As co-founder and vice president of Twenty/20 Visual Systems, he helped design and market one of the earliest Windows-based point-of-sale systems. The award-winning POS was sold to Radiant Systems in 1997.

Sebes has trained as a professional chef, and received a bachelor's degree in hotel and restaurant management at the University of Portsmouth in England. He has 20 years of experience in restaurant and hotel management spanning three continents, including managing one of the top ten restaurants in New York City and the only 5-star resort hotel in Mombasa, Kenya. Sebes' first hand knowledge of the challenges facing restaurant operators has contributed to his strong commitment to providing outstanding customer service.

