



# Dealer Sales Training



S I V A <sup>TM</sup>

# Table of Contents

Company Overview .....	1.1
Company Background .....	1.1
Company Milestones .....	1.7
Technology Overview .....	1.9
Introduction .....	1.9
Technology .....	1.11
Summary .....	1.14
General FAQ .....	1.17
<i>iSIVA</i> Overview .....	2.1
The Business Issue .....	2.1
Point-of-Sale .....	2.3
Cash Management .....	2.6
Inventory .....	2.7
Time and Attendance .....	2.10
Labor Scheduling .....	2.12
Customer Relationship Management .....	2.14
Enterprise Framework .....	2.15
Implementation and Support .....	2.17
<b>Hardware Requirements</b> .....	<b>2.19</b>
Terminal Requirements .....	2.19
Site Server Requirements .....	2.19
Front and Back of the House Configuration .....	2.21
Enterprise Configuration .....	2.22
<i>iSIVA</i> FAQ .....	2.23
IntelliKitchen Overview .....	3.1
The Business Issue .....	3.1
Production Manager .....	3.2
Bin Manager .....	3.5
Beyond Video .....	3.6
<b>Interfaces</b> .....	<b>3.7</b>
IntelliKitchen POS Interfaces .....	3.7
<b>Hardware Requirements</b> .....	<b>3.9</b>
Product Server Requirements .....	3.9
Video Display Requirements .....	3.9
IntelliKitchen Hardware Configuration .....	3.10
IntelliKitchen FAQ .....	3.11
EventAlert Overview .....	4.1
The Business Issue .....	4.1
EventAlert Sales .....	4.2
EventAlert Labor .....	4.3
EventAlert Loss Prevention and Security .....	4.4
EventAlert Food Quality and Safety .....	4.5
EventAlert Equipment and Energy Monitoring .....	4.6
EventAlert Kitchen .....	4.7
EventAlert Host .....	4.8
EventAlert Speed of Service .....	4.9
EventAlert Reminders .....	4.10

EventAlert Technical Requirements .....	4.11
<b>Interfaces .....</b>	<b>4.13</b>
EventAlert POS Interfaces .....	4.13
EventAlert Time and Attendance Interfaces .....	4.13
EventAlert Device Interfaces .....	4.13
EventAlert Labor Interfaces .....	4.13
Targeted EventAlert Interfaces .....	4.13
<b>Hardware Requirements .....</b>	<b>4.15</b>
Product Server Requirements .....	4.15
EventAlert Hardware Configuration .....	4.16
<b>EventAlert FAQ .....</b>	<b>4.17</b>
<b>POS<sup>2</sup> Overview .....</b>	<b>5.1</b>
The Business Issue .....	5.1
POS <sup>2</sup> .....	5.2
<b>Interfaces .....</b>	<b>5.3</b>
POS <sup>2</sup> Interfaces .....	5.3
<b>Hardware Requirements .....</b>	<b>5.5</b>
Handheld Requirements .....	5.5
Product Server Requirements .....	5.5
Network Requirements .....	5.5
POS <sup>2</sup> Hardware Configuration .....	5.6
<b>POS<sup>2</sup> FAQ .....</b>	<b>5.7</b>
<b>Appendix .....</b>	<b>6.1</b>
Master Interface List .....	6.1
Development Roadmap .....	6.2
FSTec Recap .....	Insert
QSR “The Techie” .....	Insert
Pizza Today Article .....	Insert

# Company Overview

## Company Background

### Overview

Founded in 1999, SIVA Corporation develops and markets comprehensive, integrated software applications that enable multi-unit restaurant managers to streamline the management of money, materials and people.

From the company's inception, its mission has been to identify and leverage emerging technologies that deliver real business value to restaurant operators by reducing the cost and complexity associated with technology ownership. The result is a true next generation foodservice offering—designed for the connected enterprise and built using Internet technologies that enable hardware independence and free exchange of data.

As SIVA applies new technologies to old business problems, the company remains focused on its customers' business issues. SIVA's products are designed to be cost-effective to implement and support, capitalizing on the open source movement and industry standards.

SIVA's customers operate fine dining, casual dining and quick service restaurants.

### Product Offering

The SIVA family of applications improves the profitability and operational efficiency of multi-unit foodservice organizations by automating administrative tasks and delivering comprehensive operations information to store, field, and corporate managers in real time. Designed to streamline the management of money, materials, and people at distributed sites, the offering includes front-of-house, back office, and above-store reporting components. An Internet-based architecture supports information flow throughout the enterprise, enabling managers at all levels to make better decisions and take more effective action.

- The *iSIVA*<sup>TM</sup> restaurant operations management suite provides the core technology foundation for managing front and back of house requirements in a multi-restaurant environment.
- The IntelliKitchen<sup>®</sup> kitchen management system streamlines food production processes, kitchen workflow, bin management, and sidework planning for both quick service and table service operators.

- 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 POS<sup>2</sup> mobile ordering application supports the order entry process on inexpensive wireless handheld devices.

## Management Team

SIVA is led by executives with extensive experience in the creation of industry-dominant solutions for the multi-unit retail and restaurant markets. The company has grown from 11 employees to 33 employees over the last two years.

### 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 more than twenty 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, a provider of next generation operations applications 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 on behalf of the NRA.

## **Ron Marsh, President & COO**

As President and Chief Operating Officer, Ron Marsh brings to SIVA over 37 years of experience in the foodservice, hospitality, and retail industries, serving in a variety of senior management roles with major high-technology companies. Most recently, Marsh was Chief Operating Officer of Apigent Solutions, an application service provider offering Internet-based operations management solutions to the restaurant industry. Previously, he was Executive Vice President of Sales at Aspeon, Inc., where he was responsible for operations of the company's food service ASP.

During 17 years with NCR Corporation Marsh held several executive positions. As Vice President, Hospitality Group, he managed worldwide operations of the NCR division that developed, distributed, and supported hardware and software solutions for multi-national restaurant chains, including McDonald's, Burger King, Disney, Yum!, Applebee's, and CKE. During his tenure as Vice President, Retail Systems Europe Group, Marsh increased both revenue and margins, returning the division to profitability in two years. Marsh also served as Assistant Vice President of Retail Development and Production, where he was instrumental in moving NCR from proprietary systems to open systems platforms, and in developing products and solutions based on open systems architecture.

Before his tenure with NCR, Marsh was employed for 17 years by Sweda International, a division of Litton Industries that provided technology solutions to the retail market. He held various management roles in the United States, UK, and Italy.

## **Jim Min, Founder & Chief Product Architect**

Jim Min has served as the driving force behind SIVA's unique technology design since the company's inception. Min formerly was the Systems Architect at Hospitality Systems International, where he was responsible for engineering one of the most successful conventional POS systems on the market today.

In addition to more than a decade of experience in the design, development and implementation of technology solutions for the restaurant and hospitality industries, Min has worked as an application developer for IBM and Smith Barney.

## **Kevin Tan, Founder & Vice President, Development**

Kevin Tan manages the development organization at SIVA Corporation; he co-founded the company with Jim Min and Zorrik Voldman in 1999. Previously, Tan co-founded two payment processing companies—M911 and 911 Software. 911 Software's international customer base includes Doubletree Hotels, Rainforest Café, Roadhouse Grill, Hilton, PF Chang's, Ramada Inn and Denny's. Among its clients are HSI (a division of Micros), RPower and System 3 POS.

Previously, Tan served as a Senior Programmer at IBM, where he gained ten years of experience in application and database design, development processes and Internet and speech recognition technologies. As the lead designer for ViaVoice, Tan managed a team that released six versions of IBM's speech navigation technology. As a result of his IBM work, Tan filed for three patents relating to speech navigation and voice "mouse" technologies for the disabled, including a patent for a finite speech dialog system using web, speech and XML technology. He is an expert in structured large software development processes and systems integration methodologies.

## **David Joyce, Vice President, Professional Services**

An expert in the support of emerging Internet-based solutions for both businesses and consumers, David Joyce brings more than a decade of strategic planning, project management, operations, and staff development experience to his position as Vice President, Professional Services for SIVA.

Most recently, Joyce created processes and customized technologies for a multi-channel customer service center at restaurant application service provider Apigent Solutions. His work on customer tracking tools enabled automated event management and escalation as well as comprehensive metrics reporting for more than 935 installations.

Previously, Joyce managed more than 375 employees as Service Delivery Manager for America Online (AOL), where he received a "Service Excellence" award for increasing short-term member retention from 23% to 39% and long-term member retention from 13% to 45%. One of AOL's earliest employees, Joyce was instrumental in the scaling of the business. He planned and implemented both domestic and international service centers, including facility, technology, and process set-up and location staffing. In addition, his early work streamlining acquisition and payment processes led to a savings of \$1.3 million annually for the company.

## Investors

In 2003, privately held SIVA Corporation raised more than \$6 million in funding from private and corporate sources in order to acquire new product lines (IntelliKitchen, EventAlert, POS<sup>2</sup>, Touchmark) and accelerate company growth.

Throughout its history, the company has benefited from both the financial support and business expertise of a highly successful group of investors. The company received its first three rounds of funding from private individuals led by Don E. Nickelson and Stephen Evans-Freke.







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.

Name/Title	Background
<b>Donald E. Nickelson</b> Chairman of the Board	Vice-Chairman and Director, Harbour Group Industries Retired President, Paine Webber Group Lead Trustee, Mainstay Mutual Funds Group Past Chairman, Pacific Stock Exchange Director, Chicago Board Options Exchange
<b>Stephen Evans-Freke</b> Director	Founder and former CEO, Sugen (acquired by Pharmacia/Upjohn in 1999) Founder and former Chairman, Selectide Corporation (acquired by Marriot Merrill Dow in 1995) Former Director, Paine Webber Incorporated Former President, Paine Webber Development Group
<b>Stuart McLean</b> Director	Managing Director, Zonal Retail Data Systems -Largest provider of store systems to foodservice/hospitality market in the UK -Extensive customer list, including JD Wetherspoon, Greene King, Urbium, Regent Inns, McMullens, Belhaven Group, Megabowl, the Comedy Store

## **Business Partnerships**

SIVA cooperative marketing partners include IBM, JTECH Communications, Logic Controls, and Phase Research. A dozen certified resellers—Abacus Business Solutions of Clearwater, Florida; Aventa Data Systems of Tempe, Arizona; Business Technology Solutions of Norcross, Georgia; Dynamic Systems Corporation of Charleston, South Carolina; eCentra of Carlsbad, California; HSI-Micros Canada of Markham, Ontario; Jadeon of Irvine, California; Kline Cash Register of Louisville, Kentucky; Matrix Automation of Huron, Ohio; POS America of Voorhee, New Jersey; Restaurant Technology Group of Frankfort, IL; and Systems Technology Group of Buffalo, New York—provide a second distribution and support channel for SIVA products in North America. Zonal Retail Data Systems is both an investor in the company and an OEM of its products in Great Britain.

# Company Milestones

1999	August	Three technologists develop next generation foodservice solution
2000	June	Investor group led by Nickelson, Evans-Freke puts in first round 
2001	June	Denny's franchisee becomes first installation site for <i>iSIVA</i>
2002	December	Melvin joins investor group 
2003	January	Melvin and Marsh assume executive leadership roles
	July	SIVA acquires IntelliKitchen 
	August	Zonal Retail Data Systems makes significant equity investment 
	September	SIVA acquires Touchmark
	October	SIVA acquires POS 
	December	SIVA launches fully integrated family of products at FS/TEC, wins Best in Show award
		Over-subscribed bridge round financing raises \$4.4 million for 2004 growth initiatives 

# Technology Overview

## Introduction

Restaurants depend on information systems to achieve and maintain a competitive edge. Productivity, reduced costs, consistent execution—constantly improving each of these factors is essential for the successful multi-unit foodservice operator. The right information system can help.

Since the advent of the Internet, restaurant owners and operators have realized that real-time, connected access to and use of enterprise information offers a powerful new way to manage geographically dispersed organizations. Until now, technology companies have failed to capitalize on this opportunity to meet business needs.



SIVA Corporation is the creator of the first comprehensive enterprise operations management system for the restaurant industry. This enterprise management system provides the infrastructure to fully integrate, communicate, and manage information across the entire organization, facilitating secure access to any relevant information from any location by anyone who has the need—and right—to know. The result is an environment where workers at every level have the tools they need to make better decisions and take more effective action.

## Design

The SIVA applications are based on next generation Internet technologies that lower the cost of information system ownership and extend the life of customers' legacy hardware investments. All SIVA solutions are web-enabled and are hardware-, operating system-, and database-independent. Unlike traditional software, which is designed only with features required at individual sites, the SIVA offering is designed to incorporate functionality for every level of the business from the enterprise down. This strategy ensures ease of access to consolidated information and greatly simplified remote system management without sacrificing system capabilities at the store level.

“The SIVA software combines unlike hardware into a unified system—it makes real sense to me. I can look in on any store electronically and see what employees are on duty, what tables are occupied, what orders are being taken, and what food has been prepared.”

Chief Financial Officer  
Dynamic Restaurant Operations

## Technology

The core of SIVA's system is a centralized database. The business data collected at the store—sales, labor, inventory, customers, etc.—is available to the enterprise in real time. All information is transmitted in standard HTML and XML formats via the Internet and intranet without requiring nightly uploads of data. The availability and timeliness of operations information raise forecasting, analysis and customer loyalty data processing to a new level.

### Legacy Hardware Support

Many restaurant companies have significant investments in older hardware such as legacy point-of-sale terminals. Although older hardware is still operational in most cases, it does not have enough power to run competitive new software with more desirable features, functions and benefits.

SIVA's software is written in the Java application programming language and makes use of “thin client” technology. The architecture is based on industry standard, three-tier technology with database, business rules and client applications separated in a way that provides the most efficient use of hardware and software resources. For example, in a point-of-sale deployment the database and business rules may reside on a store server while the client application (user interface) runs on the POS terminal (the thin client).

Because the client application requires minimum hardware resources to run, customers who have a large investment in older systems can install the SIVA application on their legacy hardware and upgrade to more modern equipment when their capital budgets permit, or when the old equipment is no longer serviceable. New restaurant installations can utilize the same client software on new hardware. Both old and new hardware can be interspersed within the same restaurant location, providing maximum flexibility and low cost of entry—the restaurant management company can replace individual components such as POS terminals at their convenience, rather than having to replace an entire system at once.

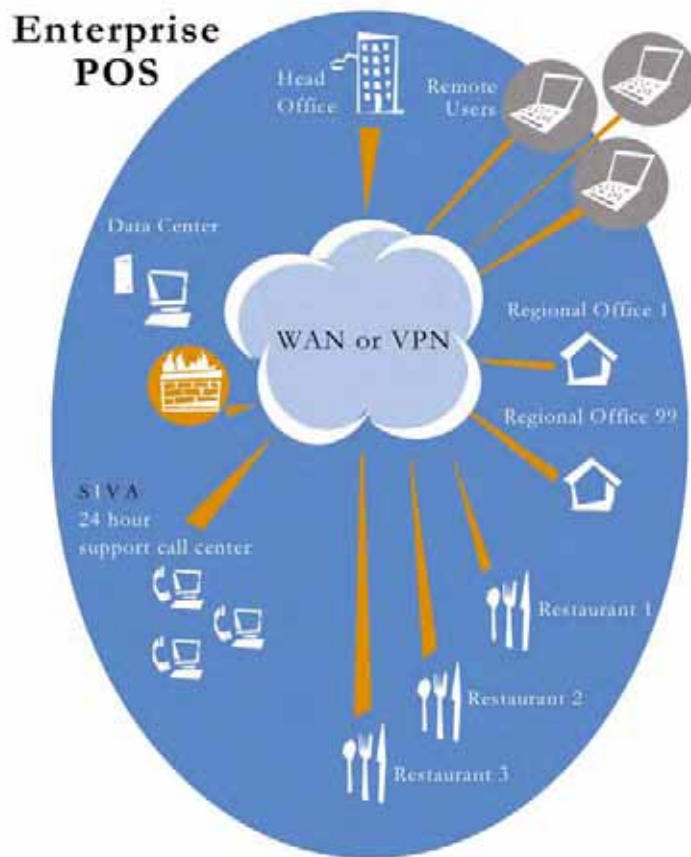
### Centralized Technology Management

Restaurant managers seldom have the time or expertise to deal with managing computer systems. Whether fixing a problem or moving data from one application to another, every minute that a site manager spends on computer administration takes away from the time he or she can be mentoring employees or serving customers. At the same time, ensuring the integrity of store data is essential. When it isn't, reports don't balance, employees are paid the wrong amount, items are incorrectly priced, and inventory replenishment is inefficient.

The solution is simple. Multi-unit restaurant management companies have a concentration of resources and expertise at the corporate level. Thus, it is advantageous to manage enterprise-wide information from headquarters. With SIVA, all modules are fully integrated and are centrally managed. Information gets to where it is needed immediately and automatically, and the cost of doing business is greatly reduced.

SIVA's enterprise management solution is based on a relational database architecture that scales from an individual restaurant to an organization with hundreds of restaurants with

disparate characteristics deployed across wide geographical areas. All data resides on a single database located on the corporate enterprise server(s). The SIVA enterprise management system automatically synchronizes information to and from the individual restaurants, providing data integrity, redundancy, and an enterprise management view.



With SIVA, all upgrades to the software are performed from central headquarters. New site installation can be supported by downloading the pre-prepared database from the central management system. If a restaurant has a problem with their system, corporate support or SIVA's customer support group can instantly access restaurant information and make the necessary correction or even provide on-line training. The result is a lower cost of technology ownership.

## Deployment Models

SIVA's unique design allows the system to be deployed using either a hosted or conventional model. The application and the data can reside either on the same machine, in the same location, or across several hosting centers without any changes to the underlying architecture, resulting in high levels of scalability and availability.

In addition, the POS system can run on thin client (network appliance) as well as conventional hardware. Thin client terminals usually lack hard drives and are closer to cash drawers in purpose than computer workstations. Due to narrow functionality and efficient design, the thin client comes at a fraction of the cost of a computer workstation and requires minimal maintenance.

There are many models of deployment, depending on the applications chosen and operator's organization size, management style, and strategy. In the case of the conventional, stand-alone deployment, the in-store server contains application data and all additional devices communicate directly with it. Remote users can connect to the system via a SIVA-hosted or privately hosted portal. Credit card transactions are verified and batch posted over the same IP connection.

In the conventional deployment model, POS devices are connected to the in-store server via standard Ethernet cabling. Hand-held terminals and conventional POS terminals that are equipped with RF-enabled network adapters can communicate with the network using RF (radio frequency) through a wireless access point.

In the case of an enterprise deployment, the restaurant in-store server acts as the primary server and the enterprise server duplicates all site data. In the event that the in-store server experiences a catastrophic failure and becomes inoperable, the enterprise server data can be used for rapid disaster recovery.

Optionally, on-premise back-up servers can be used as an additional fail-safe.

“If I want to make a price change, I only have to do it once. With *iSIVA*, I don't have to go to every site and every terminal to manually make the change. Instead, it's universally made to all the terminals, automatically. That's efficiency.”

President  
Pasha's

# Summary

## Key Design Features of the SIVA Solutions

- SIVA's user interface is presented through a standard browser-based technology and no application code is required to run on the terminal.
- SIVA is web-deployable and scalable across multiple synchronized servers, allowing the use of a centralized application server in conjunction with multiple location or regional servers. This feature allows SIVA products to be deployed with optional on-site servers for redundancy purposes and to be scaled to fit operations ranging from one to hundreds of locations.
- SIVA has an advanced enterprise-wide data model that allows day-to-day systems administration and upgrades to be managed centrally.
- The SIVA system accomplishes application integration via XML that facilitates real-time data exchange rather than batch processing.
- Fully automated functions for completing critical tasks such as system backup, database synchronization, etc. at customer-defined intervals (i.e., daily, weekly, monthly, or in real time) eliminates disasters caused by lack of employee discipline.
- Multiple strategies for full or partial system redundancy provide the flexibility to deliver maximum up-time and data integrity. SIVA is expandable from a single restaurant to a large, multi-concept chain or franchise.
- SIVA is extensible—it can be easily extended with customer- or third party-developed custom applications.

The SIVA products are distinguished by a unique architecture that maximizes opportunities for information availability in a connected enterprise. Drawing upon successful technologies and strategies developed for the Internet, SIVA has created a set of applications that successfully solve the problems associated with owning older, site-focused store systems—inaccessible information, restrictive platform requirements, and high cost of ownership—while building a technology framework that can support ongoing innovation in restaurant technology.

	SIVA	Competition
<i>Design Backbone</i>	Java-based; web-deployable; operating system, database and hardware independent	Conventional software, Visual Basic or C++; operating system, database and hardware specific
<i>Design Front End</i>	HTML, JSP; easy to modify; SDK for customization	Static, expensive to modify with limited customization options
<i>Hardware Back Office</i>	Conventional server optional	Conventional server required
<i>Hardware Front Office (POS)</i>	Any computer or web appliance that can run a browser; legacy hardware; minimal hardware requirements	Conventional fat client; expensive Windows-based PCs; substantial hardware resources
<i>Module Integration</i>	Standard XML integration	Specifically designed and maintained interfaces at each touch point
<i>Database</i>	Designed to satisfy the latest POS requirements; easy to add new features	Limited by backward compatibility problems and design limitations
<i>Data Security &amp; Back-up</i>	Automatic mirror on off-site servers; automatic disaster recovery	Daily back-up at site
<i>Data Flow</i>	Bi-directional web-based data exchange	One-directional direct dial-up data exchange
<i>Data Refresh Rate</i>	Real time	Overnight
<i>IT Support</i>	Limited software and hardware support personnel required	Extensive software and hardware support personnel required
<i>Software Upgrades</i>	Continuous transparent upgrades instantly propagated across the network	Fee-based upgrades every two years requiring site-level database updates and application reinstall

# General FAQ

The purpose of this FAQ is to help all SIVA employees and business partners provide clear, consistent answers to questions about our company and technologies. While the answers included here are intended for external audiences, this document is not.

## **What is SIVA Corporation?**

SIVA Corporation is a new technology provider for the foodservice industry. We identify and leverage emerging technology trends that offer business value to our customers, then use those technologies to build applications that improve restaurant operations while lowering the total cost of technology ownership.

## **What are its products?**

The SIVA family of applications helps restaurant operators to better manage money, materials, and people in a multi-unit environment. Applications cover front of house, back office, and enterprise requirements and include point-of-sale, labor, inventory, above store reporting, and innovative operations intelligence solutions.

## **How does SIVA's POS compare to older systems?**

In brief, the use of emerging Internet technologies in our application allowed us to solve costly problems common to older POS systems.

SIVA's point-of-sale is the first POS built from the ground up to take advantage of technology innovations brought about through the advent of the Internet. Unlike older systems, which focus primarily on functionality at the individual terminal, the SIVA POS is designed to capitalize on a connected enterprise, with real-time reporting, centralized support, and a variety of application deployment options.

A second benefit of Internet technologies is that they are open in design—able to accommodate a variety of hardware and software platforms. Whereas older POS systems are proprietary in nature, the SIVA system is hardware-independent, able to run on open source databases and operating systems, and standards-based in data format. Openness gives customers the flexibility and freedom they desire while lowering acquisition and maintenance costs.

## **Who are your investors?**

SIVA's initial investors were Don E. Nickelson and Stephen Evans-Freke. Nickelson is Vice Chairman and Director of Harbour Group Industries Inc., a leveraged buy-out firm. A retired President of Paine Webber Group, he has also served as Chairman of the Pacific Stock Exchange and Director of the Chicago Board Options Exchange.

Evans-Freke is a successful investor in pharmaceutical, biotechnology and technology companies. He was a founder of both Sugent, Inc., which was sold to Pharmacia/Upjohn, and Selectide Corporation, which was acquired by Marriot Merrill Dow. Evans-Freke previously served as President of Paine Webber Development Corporation as well as on the Board of Directors of Paine Webber, Inc.

Additional private investors joined Nickelson and Evans-Freke in SIVA's second and third rounds of financing. In July 2003, Zonal Retail Data Systems, a U.K. company providing point-of-sale applications to the retail and hospitality industries, made a significant equity investment in the company.

## **What do you think is the value of this product?**

Restaurant operators look to technology to help them improve profitability. The SIVA applications reduce costs by automating many common administrative tasks. At the same time, they provide actionable information that increases control over the business and improves performance, resulting in increased customer satisfaction.

Certainly, SIVA is not the first company to create solutions that streamline store operations. However, older applications are very expensive to acquire and support. In addition, longtime vendors have focused primarily on the financial aspects of restaurant management. SIVA combined an in-depth knowledge of restaurant operations with new technologies in order to help operators on two fronts: supporting the full range of operations processes while reducing the cost and complexity associated with owning older applications.

## **Why do you think that cash-strapped restaurant owners will invest in SIVA technologies?**

In a flat or down economy, restaurant operators need to improve their operations—not just maintain the status quo—in order to survive. SIVA offers technologies that can serve as a tool for doing this—at a greatly reduced upfront cost when compared to other vendors.

## **Why do you offer your products in so many different ways?**

In the real world, different customers have different needs. For example, some customers may find externally hosted applications highly appealing because of their minimal impact on IT staffs; other customers maintain state-of-the-art data centers and don't want their data to reside anywhere else. SIVA accommodates both models.

Another example. Some customers who have a significant investment in existing systems wish to acquire new functionality without replacing their current hardware. Other customers face the difficulty of integrating information from multiple POS software/hardware combinations. A third group is most comfortable purchasing today's top-of-the-line equipment. Because SIVA is designed to be open, it runs on any hardware platform—or combination of platforms.

A third example. Some restaurant operators are beginning to adopt Linux as an operating system because of its quality and cost savings. Others are only comfortable on Microsoft. Again, SIVA's openness lets customers choose.

SIVA takes choice even further by allowing some larger customers to control and modify their own source code if they so desire. Additional fees are charged for access to source. While the vast majority of customers prefer to leave development in SIVA's hands, for those large organizations with sophisticated IT departments, access to source allows the customer to make modifications on their own schedule.

In short, traditional POS vendors offer proprietary systems that dictate hardware and supplemental software choices while maintaining a stranglehold on code. SIVA believes that restaurant operators are capable of determining their own IT destiny and gives them the options to do so.

## **Why should customers have confidence that SIVA will be in business long enough to sustain its products and services?**

First, the restaurant industry has been waiting for a solution built on next generation technologies for a number of years. SIVA is first to market with that next generation solution and will be first to capitalize on that market demand.

Second, SIVA's CEO, Jim Melvin, and President/COO, Ron Marsh, have a proven track record when it comes to creating point-of-sale and other operations solutions for the restaurant industry. They understand the business and they know the customers. They are the ideal team to ensure SIVA's success.

Third, SIVA is supported by a strong, active group of private investors with extensive experience in growing new businesses. These investors have readily provided their resources—both business and financial—to ensure SIVA's success through three rounds of funding and continue to participate in the growth of the company.

While SIVA is well positioned for long-term success due to the three factors outlined above, customers have far less concern when it comes to SIVA's stability than that of other companies for a very simple reason. SIVA is the only restaurant technology provider today that regularly provides its customers with source code. With SIVA, customers control their applications' destiny from the get-go.

### **How do you plan to compete against already established POS companies?**

SIVA can and is winning against established POS companies on the smart use of new technology, the breadth of the offering, and the flexibility and freedom offered the customer in how to purchase and implement the products.

### **Which other industry or technology groups do you participate in? Why?**

SIVA is an active member of ARTS and IXRetail, the primary standards organizations for the restaurant and retail industries. In addition, all SIVA products are ARTS- and IXRetail compliant.

Clearly, customers desire an integrated operations foundation technology; at the same time, they have best-of-breed and custom applications that they wish to keep. SIVA works with industry standards groups because we believe it is the best way to help our customers achieve the operations foundation technology they want. The alternative is to create proprietary systems with artificial obstructions to what our customers are trying to accomplish. We'd rather help.

### **How do you plan to incorporate Open Source technologies into your products?**

First, by creating open systems, we make it possible for restaurant operators to deploy our applications on open source software such as Linux.

Second, by participating in the open source community ourselves and using open source components, we are able to provide our customers with a high quality business application at a lower cost.

Third, by providing our customers with source code if they desire it, we make it possible for them to work with one another as well as SIVA to extend and improve our applications.

## What is SIVA's Software Developer Kit?

Designed for large corporate accounts, the SDK is available to those Partners and customers who are purchasing significant quantities of licenses. The *iSIVA* SDK includes source code and detailed technical documentation sufficient for in-house developers to write custom extensions, and integrate to other systems. The EventAlert SDK includes source code and detailed technical documentation sufficient for in-house developers to write custom alerts, and integrate to other systems.

## Is SIVA anti-Microsoft?

No. SIVA is neutral. Our company's objective is to provide our customers with a choice. In fact, we currently have many operators running a mixed environment in their restaurants, with Linux at the terminal and Windows on the site server.

## What Customer Service does SIVA provide?

SIVA Corporation offers unlimited support 24 hours per day, 7 days per week, 365 days per year (24x7x365) on all SIVA products and services. Customers may request support by telephone, fax, mail, and soon on-line. In response, SIVA provides remote and onsite support depending on the service needed. The chart below represents the different support levels and options available from SIVA.

Support Level	<b>First Level Support</b> Offered directly to the customer End users may contact SIVA directly for support
	<b>Second Level Support</b> Offered to the customer's help desk, IT department, and/or to a designated support team Customers' designated support team may contact SIVA for escalated support needs
Support Option	<b>Silver</b> Support offered from 8:00am to 5:00pm EST Monday-Friday (9x5x265)
	<b>Gold</b> Support offered from 7:00am to 7:00pm EST Monday-Saturday (12x6x313)
	<b>Platinum</b> Support offered from 12:00am to 12:00pm EST Sunday-Saturday (24x7x365)

# IntelliKitchen Overview

## The Business Issue

### The Problem

Point-of-sale systems have been widely adopted by the food service market segment, leading to a mature, highly competitive market space. However, the remaining 95% of the order life cycle is unsupported or under-supported by technology in most restaurants today. An effective kitchen management system is a logical next step.

### The Solution

SIVA Corporation offers the IntelliKitchen® suite of applications, which features the most advanced kitchen management functionality available today. Moving beyond traditional kitchen display systems, IntelliKitchen solves a number of operational problems, including:

- Lack of kitchen coordination
- Need for productivity and/or quality improvements
- Unacceptable speed of service and order accuracy levels
- Inconsistent execution of defined processes due to high personnel turnover
- Need for automated support of HACCP or corporate food management guidelines
- Insufficient production capacity at sites; high cost of changes to existing physical kitchen layout

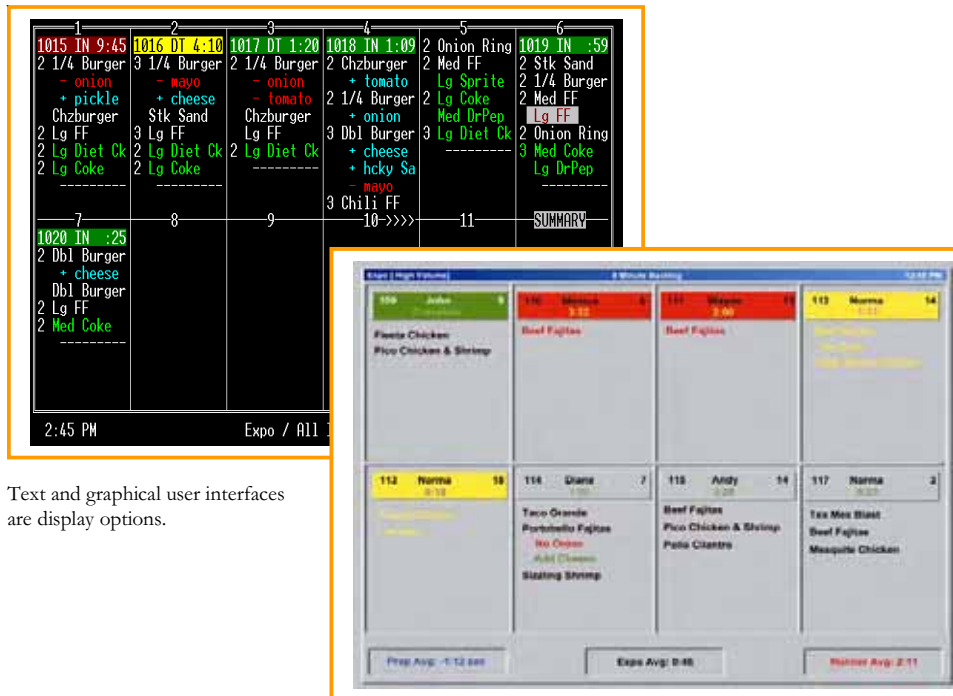
Traditional kitchen display systems cannot remedy these issues. IntelliKitchen can.

The IntelliKitchen kitchen management suite is the food service industry's first fully integrated application designed to assist in managing commercial kitchens. Comprised of production, bin, and scanning modules, the IntelliKitchen suite increases speed of service, improves order accuracy, and encourages consistent execution of company standards with the goal of improving customer satisfaction and bottom-line profitability. The result is a solution that provides a significant return on investment—and a competitive advantage for the operator.

# Production Manager

## Applying Intelligence to Food Production Processes

Production Manager provides the information needed during every phase of the food preparation process. The software features dynamic, real-time process management that captures existing, effective operational practices and procedures. These practices are successfully automated through the use of tailorable workflow routings, intelligent information display, and integration with video, printers, and scanning devices.



Text and graphical user interfaces are display options.

Production Manager offers flexible configuration options, making it an appropriate application for a wide range of restaurant environments. In addition, IntelliKitchen presents order information in a tailorable format that uses the customer's language, color coding, and other presentational standards. This tailoring reduces training requirements and enables employees to quickly recognize key information, leading to increased order accuracy.

Key features of Production Manager include:

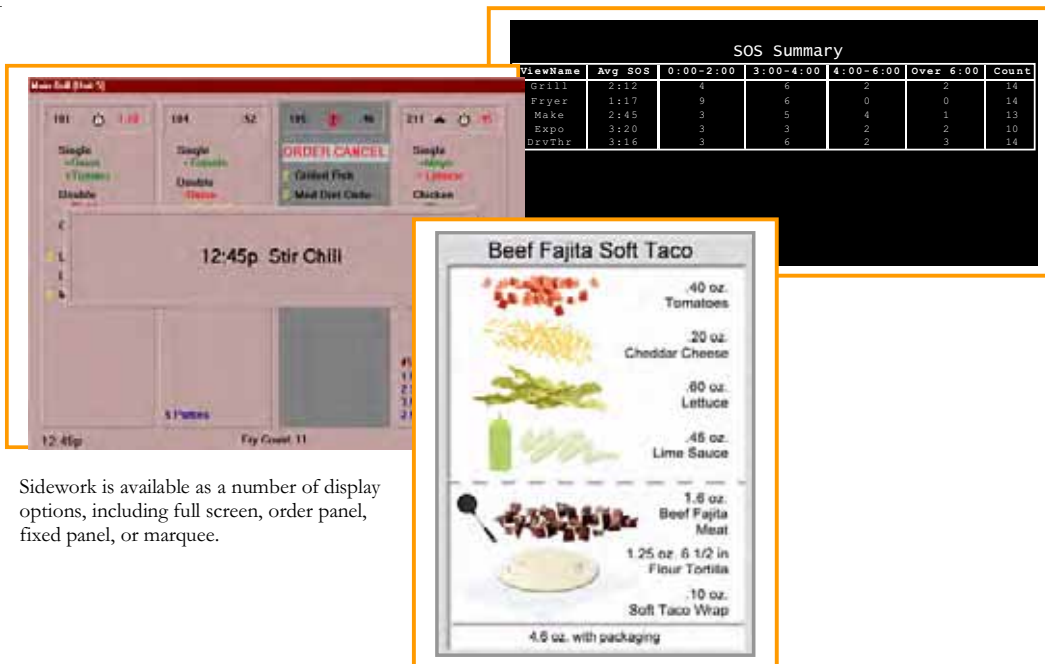
- Flexible item routing and filtering
- Innovative push and pull workflow options

- Intuitive information display
- Easy and effective user control via bump bars
- Accessory generation
- Bagging algorithm
- Active performance monitoring and speed-of-service reporting

### Recipes, Reminders and Other Resources at a Glance

Many activities essential to restaurant operations are driven by forces other than customer orders. The sidework management features in Production Manager notify employees of scheduled or event-driven tasks that need to be performed. For example, routine chores such as bathroom checks occur at regularly scheduled intervals. Maintenance tasks, on the other hand, are driven by specific events—a fryer filter must be replaced after the equipment is used a set number of times. Production Manager is the first product to support employee notification, instruction, and task verification functions related to these types of sidework activities.

In addition to its messaging function, Production Manager serves as a convenient access point for operator-requested materials such as end-of-day lists or labor schedules.



Sidework is available as a number of display options, including full screen, order panel, fixed panel, or marquee.

Sidework management functionality can be used for:

- Food preparation tasks associated with long-lead time items
- Stocking reminders
- Recipe/build card archives
- How-to instructions and other training materials
- Equipment maintenance prompts
- Chore notification, such as bathroom checks, lighting checks, etc.
- HACCP process reminders

### **Managing Production in a Complex Kitchen**

The Advanced Workflow Extension to Production Manager delivers the key functionality essential in any table service environment—simultaneous finish. This feature staggers individual item start times based on standard cooking durations. Information is delivered to kitchen stations on an item basis at the time preparation needs to begin. Using the simultaneous finish feature in Production Manager, restaurant operators can be sure that orders will be completed at the same time, leading to higher food quality and greater customer satisfaction.

# Bin Manager

## Optimum Levels Automatically

Bin Manager controls the use of pre-made items held in staging bins. Bin Manager's sophisticated product shelf life tracking ensures that expired products are not served. At the same time, Bin Manager eliminates the service delays associated with insufficient stock.



IntelliKitchen's Bin Manager.

In Bin Manager, automated bin level control is enabled by an integrated replenishment/discard feature that feeds orders to the Production Manager. This feature anticipates and fills bin needs before shortages arise. Shelf life tracking functions prompt appropriate employee action, while waste tracking ensures that corporate guidelines regarding product discard are met. Bin Manager solves the operational problems of food safety, stock outs, and waste reduction while engendering significant improvement in food quality.

## Beyond Video

### Workflow Where You Need It

Ordinary kitchen display monitors are not the most effective mechanism for information management in many kitchen environments. Because of that, the IntelliKitchen suite of applications offers integrated chit printing, bar code label printing, and scanner support as options. Scanning support enables two unique IntelliKitchen extensions:

- PackRight™ uses forced scanning of item labels during bagging to ensure that orders are complete.
- FreshCheck™ time stamps bin items; scanning verifies item expiration status.

# Interfaces

## IntelliKitchen POS Interfaces

Point-of-Sale	Version	Availability
Aloha	v.5.x	Q1 2004
Compris	v.5.0	Now
CRS3000	v.0.94 v.1.x	Now Now
Micros 3700 (RES 3000)	v.3.0 v.2.6	Now Now
Par 3000/4000	GT 5.0 GT 6.0 GT 6.22	Now Now Now
Panasonic 7500 MWS	QS 3.0 QS 4.0	Now Now
Panasonic 5500	QS 3.0	Now
Progressive RLS	v.1.73+	Now
SIVA	v.4.x	Now
Touchmark	v.2.13 v.2.5	Now Now
MSI	CVN 5,6,7 Focus v.1*	Now Now

# Hardware Requirements

## Product Server Requirements

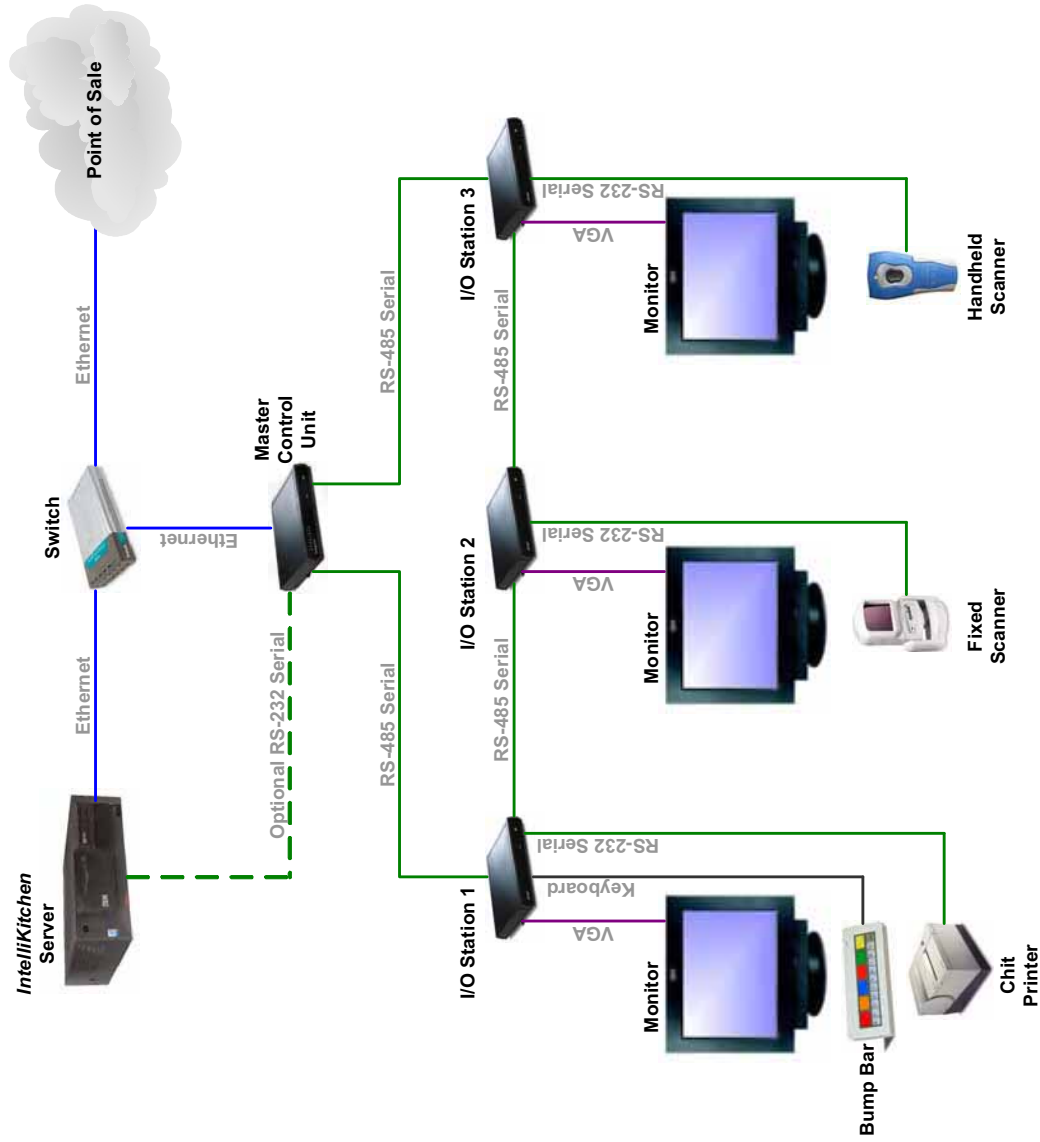
	Processor (MHz)		Memory (MB)		Hard Disk (GB)		Service Pack	
	Required	Recommended	Required	Recommended	Required	Recommended	Required	Recommended
<b>Windows 2000</b>	200	500	128	256	3	5	3	4
<b>Windows XP</b>	300	500	256	512	3	5	1	1

Server requires either a USB, Serial, or Ethernet Connection.

## Video Display Requirements

Hardware	
Master Logic Controller	1 for up to 16 Monitors
I/O Controller	1 Per Monitor
Bump Bar	1 Per I/O Controller
Scanner or Printer	1 Per I/O Controller

Certification on other hardware and operating system platforms may be available. Please contact SIVA Professional Services by phone (561.272.2121) or by email ([ihelp@sivacorp.com](mailto:ihelp@sivacorp.com)) to inquire on additional configurations not shown above.



- Switch**  
Aggregate point for Ethernet devices
- IntelliKitchen Server**  
Runs IntelliKitchen kitchen display system
- Master Control Unit**  
Controls communication from the IntelliKitchen Server to up to 16 I/O stations
- I/O Station**  
Drives Monitors, Serial Devices, and Bump Bars
- Monitor**  
Kitchen display
- Bump Bar**  
Manages the display
- Chit Printer**  
Provides physical copy of items significant to the location
- Fixed Scanner**  
Stationary device used to remove items from a display
- Handheld Scanner**  
Mobile device used to remove items from a display



3333 South Congress Avenue Suite 403 Delray Beach, FL 33445  
1.866.SIVAcorp www.sivacorp.com

# IntelliKitchen FAQ

The purpose of this FAQ is to help all SIVA employees and business partners provide clear, consistent answers to questions about our recent (July 2003) product acquisition, IntelliKitchen. While the answers included here are intended for external audiences, this document is not.

## What is IntelliKitchen?

The IntelliKitchen® suite is a full-featured *kitchen management system* designed to support the food production process. (Note: we do *not* refer to IntelliKitchen as a kitchen display system or KDS because it does so much more than just display information.)

## What does IntelliKitchen do?

IntelliKitchen's flexible workflow routing and intuitive information display improve order speed and accuracy, increase line productivity, and ensure good food quality.

## Who is IntelliKitchen for?

IntelliKitchen is appropriate for quick service, table service and bar environments. Unique features for the quick service environment include PackRight and FreshCheck scanning functionality, accessory generation, and bagging recommendations. Heads-up summary shows item and/or ingredient counts for all orders. The simultaneous finish and state awareness features are highly beneficial in a table service environment. The pull workflow feature offers unique functionality and is especially useful in a pizza environment.

## What are the components of IntelliKitchen?

**Production Manager** is the base IntelliKitchen product for food preparation. It includes KDS functionality, item routing, item summarization, bagging and accessory recommendations, speed of service by order, average speed of service by work station, color-coded speed of service alerts, and sidework notification.

**Advanced Workflow** includes simultaneous finish and item state awareness features as well as an expeditor order/item status screen.

**Bin Manager** tracks shelf-life for made-ahead items, including build-to par levels by day part, automatic replenishment orders, freshness tracking, and automated expiration messaging.

**PackRight** uses bar-coded item labels and a scanner to audit orders for accuracy.

**FreshCheck** verifies food freshness with bar-coded time stamps and scanning.

### What is SIVA's MSRP for IntelliKitchen?

Production Manager	\$695
Advanced Workflow	\$295
Bin Manager	\$295
PackRight	\$195
FreshCheck	\$195
IntelliKitchen Advanced All IntelliKitchen applications	\$1,195 - Special discount available only for same-time purchases

Please note that quantity discounts are available for customers purchasing a large number of licenses at one time.

### Why did SIVA buy IntelliKitchen?

IntelliKitchen fills an important gap in SIVA's current product offering, which previously included front and back of house components, but no kitchen. Since the company's objective is to provide customers with a complete restaurant operations system, a kitchen needed to be developed or bought. Fortunately, IntelliKitchen—one of only two robust kitchen applications on the market—became available.

In addition to the quality of the product, IntelliKitchen represented a second advantage for SIVA: several SIVA employees were already familiar with the suite, including CEO Jim Melvin, who originally designed the applications.

### Didn't (insert one here—QSR Automation, HSI, etc.) want to buy IntelliKitchen?

That's not surprising. It's a good product. However, we have no specifics of any other company's negotiations to purchase IntelliKitchen.

**Who did SIVA buy IntelliKitchen from?**

Under the terms of the purchase, SIVA agreed not to name IntelliKitchen's seller.

**Didn't the previous owners discontinue sales and support of IntelliKitchen?**

The product was available through resellers and existing customers were supported by HSI Canada.

**Is any restaurant chain currently using IntelliKitchen?**

IntelliKitchen is installed in franchise and/or corporate locations for the following chains: Burger King, Carl's Jr., Subway, Au Bon Pain, Taco Bell, Del Taco, Krystal, and Sonic.

**Is SIVA going to take care of old IntelliKitchen customers?**

We have contacted those restaurant operators who purchased IntelliKitchen in the past and let them know that we have taken ownership of the product. In addition, we have offered them assistance with the product on a time and materials basis or under a maintenance contract if they so desire.

# Appendix

## Master Interface List

Point-of-Sale Interface	Version	IK Availability	EA Availability	POS <sup>2</sup>
Aloha	v.5.x	Q1 2004	Q1 2004	
Compris	v.2.17 v.5.0	Now	Now	
CRS3000	v.0.94 v.1.x	Now Now		
Micros 3700(RES 3000)	v.3.0 v.2.6	Now Now	Now	
MSI	CVN 5,6,7 Focus v.1*	Now Now		
Par 3000/4000	GT 5.0 GT 6.0 GT 6.22	Now Now Now		
Panasonic 7500 MWS	QS 3.0 QS 4.0	Now Now		
Panasonic 5500	QS 3.0	Now		
Progressive RLS	v.1.73+	Now		
SIVA	v.4.x	Now	Now	Q1 2004
Touchmark	v.2.13 v.2.5	Now Now		
Squirrel	v.3.3 v.3.4 v.4.02			Now Now Now

Device Interface	Version	Sensors (EA Only)
Fast Track 2+2	Series 2000	Drive Thru Speed of Service
Inovonics Wireless	FA210W FA7226/ FA7226T1	Contact Sensore Temperature Sensore

## Development Roadmap

Component	Planned Development	2004 Timeframe
FOH	Point of Sale	--
FOH	Expanded Casual/Table	Q1-2
FOH	Expanded Quick Service	Q1-2
FOH	Expanded Delivery	Q1
FOH	Expanded House Accounts	Q1-2
FOH	Improved Visuals	Q2
FOH	Expanded Reporting	Q2-3
FOH	Expanded Auditing	Q2
FOH	'Bests' Functionality	Q2
FOH	Contest Functionality	Q2
FOH	Expanded Discounts/Coupons	Q1
FOH	Assembly/Item/Condiment Logic	Q1
FOH	Hostess Module (Including Reservations)	Q3-4
FOH	Web-based Ordering	Q4
FOH	Kiosk-based Ordering	Q4
FOH	3rd Party Loyalty/CRM Interface	Q2
FOH	3rd Party Web Ordering Interface	Q1-2
FOH	Real-time XML transaction publisher (IXRetail)	Q3
FOH	Real-time XML transaction subscriber (IXRetail)	Q4
BOH	Improved Visuals	Q2
BOH	Expanded Reporting	Q2
BOH	Inventory	--
BOH	Expanded Vendor/Raw Material Functionality	Q2
BOH	Time and Attendance	Q2
BOH	Cash Management	--
BOH	Deposit Management	Q2
BOH	Safe Management	Q2
BOH	BOH Paid-ins/Paid-outs	Q1
BOH	Human Resources (lite)	Q3
BOH	Forecasting	--
BOH	Sales forecast	Q2
BOH	Labor forecast	Q3
BOH	Inventory-Ordering forecast	Q4
BOH	Electronic Forms	Q3
BOH	Prep Management	Q4

Component	Planned Development	2004 Timeframe
Enterprise	Improved Visuals	Q2
Enterprise	Expanded Reporting	Q1-4
Enterprise	Expanded Business Portal	--
Enterprise	Expanded Weather	Q2
Enterprise	Expanded Document Management	Q2
Enterprise	Human Resource channels	Q3
Enterprise	'Bests' channels	Q2
Enterprise	Contest channels	Q2
Enterprise	Expanded Data Warehouse	--
Enterprise	Food Safety/Quality	Q2
Enterprise	Loss Prevention	Q2
Enterprise	Speed of Service	Q2
Enterprise	Energy Management	Q2
Enterprise	'Bests'	Q2
Enterprise	Contests	Q2
Enterprise	Configuration Management	--
Enterprise	Expanded Reporting	Q1
Enterprise	Site Diagnostics	Q2
Enterprise	Electronic Forms Management	Q3
Enterprise	MSN Direct Support	Q2
Enterprise	Symbian Cell Phone Support	Q2
<hr/>		
Operations	EventAlert	--
Operations	Aloha POS Adapter	Q1
Operations	Squirrel POS Adapter	Q3
Operations	MSN Direct Support	Q2
Operations	Symbian Cell Phone Support	Q2
Operations	Live Weather Analysis	Q3
Operations	'Alley' Screen	Q2
Operations	Video/Audio Surveillance	--
Operations	Storyboarding	Q4
Operations	Food Safety/Food Quality	--
Operations	Basic Reports - food safety	Q2
Operations	Basic Alerts - food safety	Q1
Operations	Loss Prevention	--
Operations	Basic Reports - loss prevention	Q2
Operations	Basic Alerts - loss prevention	Q1
Operations	Energy Monitoring	--
Operations	Basic Reports - energy monitoring	Q2
Operations	Basic Reports - energy monitoring	Q1

## *iSIVA* Hardware Requirements and Certified Equipment:

The following is a list of Hardware that is currently ‘certified’ by SIVA along with the minimum requirements where applicable.

### Servers

SIVA has been installed exclusively on Dell and IBM servers. Other types of servers may work, but may need to be certified through the SIVA lab. Any Dell or IBM computer that meets the following minimum requirements (based on the number of terminals the system will have) will work. The operating system on the server must be Windows 2000, Windows XP or Red Hat Linux 7.x – 9.x, but the requirements are the same for each operating system.

	Processor		Memory (MB)		Hard Disk (GB)	
	Required	Recommended	Required	Recommended	Required	Recommended
1 Terminal	500	800	256	384	10	20
2 - 4 Terminals	800	100	384	512	20	30
5 - 7 Terminals	1100	1400	512	768	30	40
8 - 10 Terminals	1400	1700	768	1024	40	50

Additionally, servers must have Internet Explorer 5.5 or higher installed. (All other software needed by SIVA will be installed through the *iSIVA* install.)

### Terminals

The POS runs on generic PCs with attached touchscreens. The IBM SurePOS has received certification. In addition, certification of the most recent versions of the NCR, Wincor-Nixdorf, Par, and Posiflex terminals is underway.

To run the *iSIVA* point-of-sale on most legacy terminals will require a thin client mode deployment. The IBM 4695 486-66/16mb RAM is certified for thin client at this time.

Any terminal that is not on this list may need to be certified by the SIVA lab.

Terminals need to meet the following minimum requirements based on the type of operating system they have. Terminals must have Windows 2000, Windows XP or Linux 7.x – 9.x.

	Processor		Memory (MB)		Hard Disk (GB)	
	Required	Recommended	Required	Recommended	Required	Recommended
Windows 2000	200	500	128	256	2	4
Windows XP	233	500	256	512	2	4
Linux 7.x - 9.x	166	500	128	192	2	4

Additionally, terminals must have Internet Explorer 5.5 or higher installed.

## **Touch Screens**

The following touch screens are currently certified. Any touch screen that is not on this list may need to be certified by the SIVA lab.

ELO Touch Screens

Note that a touch screen is driven by the operating system and not the SIVA POS system, so if a touch screen works with an existing POS system, it will work with the *iSIVA* system.

## **Printers, Pole Displays, and Cash Drawers.**

SIVA utilizes JPOS drivers for printers, pole displays, and cash drawers.

Any printer that provides TM-88 emulation (most do) should work. The following printers are currently certified.

Sure Mark 4610  
Epson TM-T88  
Epson TM-U200B

The following pole displays are currently certified.

Partnertech CD-7220  
PD3000 (part number 06-18391 from Dell)

The following cash drawers are currently certified.

MMF Cash Drawer

Any hardware not on this list may need to be certified through the SIVA lab.

## **Print Servers**

The following print servers (com port extenders) are currently certified. Any print server that is not on this list may need to be certified through the SIVA lab.

Inside Out - Edgeport 2 and 4 port USB Converter.

## **Routers**

The following routers are currently certified. Any router that is not on this list may need to be certified through the SIVA lab.

Linksys  
D-Link

Note that you can buy the wireless versions from either of these companies, if you are using wireless hand held terminals.