

INSERT TITLE HERE

A ZEOM.net™ Proposal for

Insert logo here

Apigent
Solutions

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Executive Summary

As a successful geographically dispersed business, [COMPANY NAME] knows the value of timely, accurate restaurant operations information for quality strategic decision making and effective day-to-day tactical management of your business. Unfortunately, although [COMPANY NAME] has store systems in place to gather essential performance measures, delivering the right information to the right people in a timely manner has proven difficult with your existing technologies.

Upgrading sales reporting capabilities will enable your field and corporate management to more effectively monitor sales performance at your restaurants. However, that is only one area where Internet-based technologies can have a significant impact on your business. By selecting a solution that creates an operations infrastructure for managing site information, you can add reporting and alert capabilities to support a number of additional operational challenges—for example, labor management, inventory management, food safety compliance, and remote system management—over time. In addition, as the number of inputs into the operations infrastructure grows, more complex analysis involving multiple factors will be possible.

It is difficult to fulfill the information requirements of field and corporate managers using only traditional store systems. It is even more difficult to integrate legacy technologies into a comprehensive solution for delivering key performance data and to manage the sophisticated hardware, software, and support required by such a solution. Apigent Solutions™ understands the needs of operators and the technical obstacles to fulfilling those needs. Our ZEOM.net™ enterprise operations information service solves both.

The Issues That You Face (pick 3-4)

In our discussions, you have indicated a number of requirements for your next technology implementation, including:

- Improving the availability and quality of sales information with technology that delivers relevant data for same-day reporting and historical analysis.
- Acquiring tools that support your current upward trend in sales performance and assist in driving profitability.
- Improving the flow of information throughout the enterprise to more effectively manage core operations processes, including sales performance, labor management, and HACCP compliance.
- Responding proactively to emerging situations at remote sites.
- Overcoming the distance barrier for field and corporate management through real-time delivery of key performance indicators.
- Creating a technology infrastructure that can support aggressive corporate and franchisee growth over the next five years.
- Supporting multiple levels of information exchange across the franchisor/franchisee community through web-enabled automation.

- Providing franchisees with a solution that will assist them in implementing your best practices as well as aid them in effectively and efficiently managing their operations.
- Supporting various levels of staff expertise through both the automation of best practices
- Leveraging your existing staff with tools that improve productivity and span of control.
- Creating a technology infrastructure that can accommodate your current company size and data needs as well as future growth in both.
- Protecting and extending your investment in your current point-of-sale system.
- Minimizing the impact of the project's initial implementation and ongoing support requirements on your existing IT staff and budget while obtaining a rapid rollout.
- Simplifying integration of current and future store systems into the solution.

Most important, you expect your technology to show an impact on your operations that translates into measurable return on investment.

Results That Define Success (pick 3-4)

Your objectives can be met by Apigent's ZEOM.net, a managed service that delivers the information operators need to run their business while simply and effectively linking legacy systems. With ZEOM.net, [COMPANY NAME] can expect to achieve the following benefits:

- Proven, significant ROI.
- Improved decision making due to streamlined access to key performance indicators, sales reporting, exception-based alerts, and historical trend analysis.
- Increased field management effectiveness and control due to high availability, real-time information delivered to both computers and mobile devices.
- Greater consistency in the application of your corporate policies, procedures, and best practices at remote sites.
- More rapid response to less than optimum site conditions.
- Flexibility, speed, and cost effectiveness in automating essential operations processes through the creation of an operations infrastructure that spans physical distance and disparate systems.
- Scalability and adaptability in a technology infrastructure designed to act as a foundation for evolving operations information needs
- Bi-directional information exchange across the franchisor/franchisee community to automate royalty reporting and other management processes.

- Consistent application of company policies, procedures and best practices at franchisee and corporate sites through a tool that assists operators with the management and growth of the concept.
- Enhanced end-user experience and support of varying knowledge levels with structured reporting and flexible querying in an intuitive, browser-based environment
- Increased field management productivity due to redirection of focus to exceptions that require attention and automation of the routine.
- Scalability and adaptability in a technology infrastructure designed to act as a foundation for evolving operations information needs
- Advanced financial reporting functionality available in conjunction with your current POS rather than as an application that requires a new POS system.
- Low upfront investment and ongoing costs, rapid implementation, and minimal impact on IT workload due to ZEOM.net's outsourced, managed service model.
- A bridge between legacy systems and future technology acquisitions.

[COMPANY NAME] needs a solution that improves the flow of information throughout the enterprise. We deliver—by creating the framework for your data collection, consolidation and storage; by providing easy, timely, secure access to your information; and by overcoming the technical obstacles inherent in older solutions.

Recommended for [COMPANY NAME]

The Product: The ZEOM.net Operations Information Service

ZEOM.net is an operations infrastructure that converts raw operations data from multiple locations into meaningful, actionable information. Designed for field, corporate, and site personnel, ZEOM.net supports tactical business operations decisions, including alerting managers to problems that arise at remote locations and enabling them to address those problems in real time. In addition, ZEOM.net's timely, accurate operations information supports strategic decision making with real-time and historical information as well as trend analysis. The solution is highly configurable—easily tailored to your specifications, processes, and business rules.

For example, ZEOM.net enables real-time management of activities such as:

- Remote monitoring of get ready, opening, cleaning, and closing times
- Recognition and reinforcement of positive performance—at both unit and employee levels
- Analysis of product mix, promotions, and pricing
- Unit bonus calculation

Improvements in any one of these areas will show you a return on your investment. As you use ZEOM.net to address additional opportunities for improvement in your operations, the benefits grow exponentially.

Included in ZEOM.net are IP-based communications, an operational data store, an enterprise portal, business rule-based alerts, and a reporting/querying engine that can be applied to numerous store data feeds such as POS, time and attendance, inventory, speed of service, wireless devices such as thermometers and electronic comment cards, and digital video cameras. The application is centrally hosted at Apigent's Sun-approved Data Center and supported with a full range of Apigent technical and consulting services.

ZEOM.net reduces the upfront and ongoing costs of implementing new technology due to its subscription-based pricing, centrally hosted application model, and outsourced Data Center and support. The service's scalability and flexibility will readily accommodate [COMPANY NAME]'s future growth and long-term architecture needs. Perhaps most important, ZEOM.net will immediately and dramatically reduce the time and resources required for your operations data collection and distribution.

Enterprise Home Page: The Dashboard for Your Key Performance Indicators

With ZEOM.net, the central access point for your operations information is a browser-based, WAP-enabled home page designed to your specifications and hosted by Apigent. Using available store and corporate system feeds, the home page can include graphical or spreadsheet-style presentation of your key performance indicators and highlight exceptions to defined parameters. In addition, it can be designed with links to your corporate intranet resources and knowledge bases, such as employee directories, training materials, maintenance schedules and more. A taxonomy engine enables key words searches of designated documents.

The Enterprise Home Page view is tailorable or configurable by role. Application security is managed with a user log-on at the browser. Access to data—by information type and by site—is defined at the individual user level, based on the user's role in the company.

The Enterprise Home Page delivers your operations information in an intuitive and easy-to-use format. From this point, users can drill down to more detailed information or access pre-defined reports and queries.

Operational Data Store: Managing Your Essential Operations Information

ZEOM.net consolidates all store-generated inputs into an on-line Operational Data Store that acts as an enterprise-wide repository for operations information and rolls up the information in the form of a tactical data warehouse. Fed with an automated, ongoing data stream from each of your remote sites, the Operational Data Store delivers complete, accurate, transaction-level information to reports and alerts in real time.

The Operational Data Store uses a flexible data model and can readily accommodate new data feeds as well as increases in users, stores, or historical information. In addition, it can be integrated with legacy systems to populate or drive data warehouses, ODBC-compliant databases, and corporate applications.

The Operational Data Store is a cost-effective, easily scalable solution to your data consolidation needs.

Reports and Queries: Meeting User Needs for Information

ZEOM.net's enterprise-wide reporting mechanism delivers information from the Operational Data Store and legacy data sources in the form of standard reports and drill-down web pages. The web-based information presentation features a graphical user interface, with graphs, charts, spreadsheet-like reports, and highlighting of exceptions outside defined parameters as options.

Accessible from any browser- or WAP-enabled device, ZEOM.net reports can be viewed in real time on demand or "pushed" out to end users at defined intervals via e-mail or portal. In addition, the user is able to drill down and query for maximum flexibility in analyzing data.

[COMPANY NAME] may select from existing pre-defined reports, tailored to your specifications, or choose to have custom reports created to fit your information needs. Report capabilities are limited only by the information your POS and other data feeds can provide. Sample pre-defined and custom sales reports include:

- Sales performance tracking by store, district, region, concept—or even by employee
- Comparative sales
- Menu mix analysis
- Sales trend analysis
- Cash management

Secured access to reports and web pages is based on user role definition.

Alerts: Enabling Exception Management

Alerts automate the process of business rule compliance and enforcement by monitoring multiple data sources, including real-time and historic operations information, for exceptions

to previously defined corporate standards, policies, practices, and guidelines. When an exception is detected, notification is made to specified individuals, roles, or groups within the organization via portal, pager, cell phone, e-mail, or voice mail. Sample POS-driven alerts include:

- Sales threshold met
- Sales forecast not met
- Void limit exceeded for time period
- Void entered after transaction time expired
- Drawer loan/cash paid out limit exceeded
- Order cancellation limit exceeded for time period
- Discount percentage/amount exceeded for transaction
- Cash drop threshold exceeded

Each alert is pre-defined, but individually tailored to include your unique monitoring parameters and notification routing. Specific escalation procedures are also defined based on the type, severity, or length of time of the exception. Each alert can be configured by site and by time of day and scheduled for continuous, periodic, or on-demand monitoring.

With alerts monitoring routine information, your field managers must address only on the exceptions that require their attention, freeing more of their time for management rather than information tracking.

Communications: Immediate Availability Over a Virtual Private Network

A persistent Internet connection (xDSL, ISDN or Frame Relay) allows full utilization of ZEOM.net Real-Time's management information capabilities, including transaction-level sales detail, live video, and, if desired, controlled Internet access from your remote sites. With constant data and sensor monitoring in all store locations, management alerts the moment a problem begins to develop, and immediate access to real-time key performance indicators and other reports, ZEOM.net Real-Time enables management and mentoring in real time for a maximum impact on your operations.

The Foundation: Atlas for Data Movement and Integration

A key component of every Apigent product and service, Atlas is Apigent's proprietary foundation technology that enables vendor-neutral, one-point system integration and data movement for complete automation of business processes across a full range of legacy, custom, and packaged systems. Acting as a universal data translator, Atlas's off-the-shelf connectors transform POS, timekeeping, inventory, and other data inputs into an XML (extensible mark-up language) data stream. The feed is transmitted to site systems over the store's LAN and broadcast or multicast via an IP-based communications infrastructure for use by ZEOM.net's Operational Data Store and enterprise applications.

Atlas minimizes the time, effort, and expense commonly required to integrate legacy systems and protects your investment in existing hardware and software. In addition, Atlas simplifies integration of new systems into ZEOM.net over time. Able to accommodate growth in systems, data, sites, and users, the foundation offers significant advantages over traditional

data transfer technologies, which limit through-put and offer potentially cost-prohibitive barriers to scalability.

Security

Although security is managed at the application level based on user role access rights, data security is built into the Atlas foundation. Using a Common Security Framework-based model, Atlas maximizes on-line data security with an IPSEC framework and modular security technologies. Current plug-ins include Blowfish and Kerberos, a single use dual certificate methodology that offers the highest level of security available on the market today. As new security methodologies emerge, the modular design of Atlas security will enable the rapid creation of additional security plug-ins to keep pace.

Solution Definition

In order to achieve your goals, we recommend the following implementation of ZEOM.net capabilities:

<p>ENTERPRISE HOME PAGE</p>	<p>The Enterprise Home Page, which serves as the entry point for users of the system, will display the data feeds and links specified by [COMPANY NAME]. End user access rights to information are also defined as part of the Home Page implementation.</p> <p>Quantity: Three Home Page configurations tailored to your specifications will be included in the base price.</p> <p>Specifications: Available feeds during Phase One include sales data, which can be represented both numerically and graphically; video data; e-mail/calendar/task lists, as long as your e-mail application supports POP3 and SMTP protocols; HTML links to your existing company intranet or extranet resources, such as employee directories, policy and procedure documents, company news, event schedules, etc.; search capabilities for any documents loaded into our taxonomy engine; and weather feeds, which are obtained from the best available free sources.</p>
<p>SALES FEED</p>	<p>The sales feed will be achieved through Apigent's integration module for your [type, i.e. CRS 3000, etc.] POS system.</p> <p>Quantity: Rights to the use of one POS adapter is included in your subscription pricing.</p> <p>Specifications: The adapter will support transaction-level data.</p>
<p>OPERATIONAL DATA STORE</p>	<p>A centrally hosted Operational Data Store located at Apigent's Data Center will be populated with your sales data to feed your on-line reports.</p> <p>Quantity: Ten gigabytes of storage will be included in the base price. Additional storage is available if required at an additional charge.</p> <p>Specifications: During the implementation process, Apigent will also populate your database with your historic sales information, which should be provided to us as a single file.</p>

SALES REPORTS	<p>HTML reports with drill-down functionality will be based on current and historic POS data (sales and product mix) and weather (used in conjunction with sales information for forecasting).</p> <p>Quantity: All standard reports will be included in the base price.</p> <p>Specifications: Financial report detail is available at a transaction-level data and above.</p>
QUERYING ENGINE	<p>A querying engine will be included for end user access to all data located in ZEOM.net's Operational Data Store.</p>
SALES AND CASH MANAGEMENT ALERTS	<p>Real-time alerts, which can be delivered to pager, cellular phone, PDA, enterprise home page or e-mail, will be generated based on your feeds and business rules. Routing (to individuals, roles, or groups) and escalation path specifications will also be defined for each alert.</p> <p>Quantity: All standard alerts.</p> <p>Specifications: In addition, we can design other alerts based on your specifications; tailoring charges may apply.</p>
LIVE VIDEO FEED	<p>A live video feed will be incorporated into the Enterprise Home Page and other ZEOM.net views and reports as specified.</p> <p>Quantity: Video is included in your subscription.</p>
VIDEO STORYBOARDING	<p>Video storyboarding will be achieved by tying sales and cash management alerts to captured/archived video.</p>
ENTERPRISE ATLAS	<p>Enterprise Atlas will manage the broadcast or multicast of store data via the Internet to the Operational Data Store and the conversion of all data to a homogeneous XML data stream.</p>
HARDWARE	<p>The subscription fee will include one pre-loaded communication device, one video camera, on-site installation and cabling for each site.</p>

Phase Two and Beyond: Extending the Use of the Infrastructure

With the completion of Phase One, [COMPANY NAME] will have automated the monitoring and reporting of sales, labor, and speed of service information. For Phase Two, many options are available, such as:

- **Food Quality and HACCP Compliance.** In a comprehensive food safety program, data from temperature and humidity sensors feed reports, alerts, and even portals to improve compliance with internal and government regulations and reporting requirements.
- **Speed of Service Management.** ZEOM.net integrates with your speed of service timer system to show performance metrics at every stage of the drive-thru order.

- **Labor Management.** Interfacing ZEOM.net with your time and attendance system enables reports and alerts that track overtime, minor violations, labor ratio to sales, and more. Alerts identify less- than-optimal staffing situations.
- **Loss Prevention.** Cross-referencing sales alerts with video storyboarding enables new control over your cash drawers in Phase One; additional inputs during later phases include door and safe sensor alerts combined with archived video.
- **Inventory Control.** Back office inventory applications feed inventory reports and alerts such as meat yields, key item costs, and inventory shortages.
- **Energy Monitoring.** Reports and alerts provided by ZEOM.net enable significant reductions in utility bills.
- **Remote System Management.** The System Monitor extension to ZEOM.net uses resource tracking, system monitoring, and alerts to ensure rapid response to store system failures. The Change Manager utility coordinates file transfers to remote locations.
- **Human Resources and Financial Management.** Essential financial administration tools, powered by Lawson, simplify reporting, payments, and cash flow. The comprehensive human resource solution, also powered by Lawson, is so straightforward that employees can review and update their own information on demand.
- **Additional Delivery Options.** For employees who don't spend their day at a desk, site information can be accessed from a wireless device (Palm or other PDA, cellular phone). Or, key store information is just a phone call away with voice delivery.

We look forward to working with you to identify additional opportunities for ZEOM.net support of your business goals.

The Implementation Plan

Apigent's Professional Services group ensures the successful configuration, rollout, and long-term use of your ZEOM.net service. Our consultants work with your designated IT team and end users to define a solution that reflects your company's common processes and preferred practices. The familiar look, terminology, and content of the final product speed your employees' acceptance of the new technology.

Assistance with the following services can be provided:

- Project planning.
- Identification of your requirements for home pages, operational data store, reports, queries, security, alerts, video storyboarding, Atlas, and data transfer/import issues.
- Coordination of integration module creation if required.

- Installation/configuration, including data store configuration of site information
- Tailoring of home pages, alerts, and other system requirements.
- Incorporation of historical sales information into your operational data store.
- Testing and validation of the communications infrastructure, home page functionality, reports, alerts, data feeds, operational data store, Atlas, and security.
- Training.

On-site hardware and cabling, which is performed by IBM Global Services, is included in your purchase. Apigent also provides ongoing customer support (24/7/365) as part of the ZEOM.net subscription.

[COMPANY NAME] is responsible for maintaining overall ownership of the project, including appointing a Project Manager, supplying all internal personnel required for information and problem resolution purposes, handling prerequisite site preparation, and verifying interfacing applications' functionality and data content. Apigent Professional Services support is billed at the rate of \$1600/day plus travel and expenses.

Technical Requirements

In order to implement the ZEOM.net solution defined here, [COMPANY NAME] will provide and maintain the following:

- Access to a computer or WAP (Wireless Application Protocol) device (PC, cellular phone, pager) with Internet Explorer 4.x or Netscape Navigator 4.x for each employee who will access home pages and reports.
- Access to a PC, cellular phone, pager, or PDA for each employee who will receive alerts.
- Persistent Internet connectivity (xDSL, ISDN, Frame Relay, etc.) for each remote site.

Apigent will provide and maintain the following:

- One pre-loaded IBM communications device with service warranty for each remote site.
- One video camera for each remote site.
- Installation of required hardware and cabling at each remote site through the IBM Global Services group.

Pricing

Phase One pricing is protected for 30 days from the date of this proposal. It is based on a [24 month or 36 month] agreement.

	MONTHLY SUBSCRIPTION
ZEOM.NET PACKAGE <ul style="list-style-type: none"> - 3 Enterprise Home Pages - Operational Data Store (10 gigabytes storage) - Standard Sales and Product Mix Reports - A Querying Engine - POS Feed - Standard Sales and Cash Management Alerts - Video Feed - Video Storyboarding - Enterprise Atlas 	Pick as appropriate: <u>Two year contract</u> \$381 per month per site (1-10) \$351 per month per site (11-50) \$336 per month per site (51-100) \$321 per month per site (101-250) \$306 per month per site (251-500) \$291 per month per site (501+) <u>Three year contract</u> \$327 per month per site (1-10) \$300 per month per site (11-50) \$287 per month per site (51-100) \$273 per month per site (101-250) \$260 per month per site (251-500) \$246 per month per site (501+)
Additional data storage	\$40 per 10 GB/month
Professional Services (all services outside the scope of the Statement of Work document)	\$1,600 per day plus travel and expenses

[COMPANY NAME] may submit requests for custom reports and alerts; tailoring charges may apply. The delivery schedule for custom work will be determined by Apigent.

Terms

The items listed above are offered as a monthly subscription service and payable one month in advance. Payment due is based on the number of live sites. Sites are classified as "live" when site data is available via the Enterprise Home Page.

Pricing does not include the cost of Internet access for each site.

A two-month deposit per site will be due at the date of contract signing. This deposit will be applied against the last two monthly payments required.

Why Select Apigent Solutions?

Apigent Solutions delivers a best-of-breed solution for your enterprise operations information needs. However, as a managed service provider, the advantages we offer you are not just related to the features and functions found in our technology. When you subscribe to ZEOM.net, you also acquire on a continuing basis our expertise, our support staff, our extensive investment in hardware, infrastructure and facilities—in short, we become an active partner in the ongoing success of your solution.

The Managed Service Model Addresses Key Concerns for [COMPANY NAME]

The term Managed Service Provider or MSP is widely used to describe companies that deliver centrally hosted applications via the Internet. Essentially, what all MSPs offer is a subscription-based form of IT outsourcing. The MSP—rather than the customer—is responsible for the infrastructure and staff required to support the solution.

[COMPANY NAME] will enjoy several benefits by selecting a solution that employs the MSP model:

- **Minimal upfront investment**—Unlike traditional software vendors, MSPs bill for service use on a monthly basis rather than as a large one-time fee. You also are relieved of purchasing many expensive infrastructure components—such as those required to set up a data center—when working with an MSP.
- **Rapid deployment**—MSPs create products that can be virtually “turned on” over the Internet. At Apigent, we support our products with consultants that speed preliminary phases of the implementation project by using knowledge of industry best practices to reduce the time your IT and end user staff devote to business requirement specifications and other issues.
- **Minimal in-house support**—Because the MSP is responsible for virtually all maintenance and support issues, your IT staff is free to focus on other technology initiatives.
- **Rapid end-user adoption**—If a MSP offers a web-based solution—such as Apigent does—end users are already familiar with the browser interface and require little training on the new application.
- **Lower total cost of ownership and a more rapid return on investment**—Low upfront costs and minimal ongoing support lead to a lower TCO than the traditional software model affords, while the speed with which the technology can be implemented and in use closes the gap between investment and return.

By working with Managed Service Provider Apigent Solutions, you gain access to expensive and sophisticated technologies than might otherwise be unavailable. You can acquire those technologies for a modest fee, quickly, and without having to add experts in Internet-based

communications, data warehousing, and other complex, new technologies to your internal IT staff.

We Commit to Your Success

Although the MSP model promises to solve most of [COMPANY NAME] concerns regarding acquisition and maintenance of a new technology, not all MSPs deliver equally when it comes to support organizations and technology infrastructures. Some are simply quick to cut corners. Others can't afford the high price tag that comes with excellent service.

At Apigent, we take pride in providing you with the highest quality resources available. In fact, we stand behind our service with a service level agreement that guarantees our performance. Our investment in people and infrastructure is proof of our commitment to your success—and isn't that what you want in an extension of your IT department?

Professional Support

The quality of your initial experience with ZEOM.net and the speed with which the technology is adopted by your end users is determined by access to effective training and support. At Apigent, we view these two areas as an integral part of our product.

Training begins at the start of your project, as your personal Solutions Engineer works to transfer his/her ZEOM.net expertise to your implementation team. Once your portal is in place, it can be used to link to Apigent's web-based Training Knowledge Base. The Training Knowledge Base allows you to access technical documents using plain English searches and to complete web-based tutorials.

In addition to the Training Knowledge Base, your ZEOM.net portal links you to our Customer Service Department via a portal chat window. This option, which is powered by Cisco Collaborative Server, allows Apigent to offer you a number of innovative support options:

- Live chat with an Apigent Customer Service representative.
- Training materials or documentation pushed to you in response to a question.
- Desktop sharing, so that the Apigent representative can take control of your machine remotely and illustrate the correct procedure on your screen.
- Screen cam recording of a shared session, so that the procedure is captured and can be replayed from an icon delivered to your desktop

Our Customer Service group is available 24 hours a day, seven days a week, 365 days a year to answer your questions via your ZEOM.net portal—or through the more traditional options of telephone, fax, or e-mail. And your support issues feed into new releases of our training materials. When a recurring user issue is identified, the appropriate multimedia piece is developed.

We have automated monitoring and reporting of all critical aspects of your ZEOM.net system performance, from the amount of unused storage available to you to service downtime numbers. When a potential problem arises, we contact you. Once an issue is identified, we respond rapidly.

In addition, we employ a proactive contact plan to ensure we are aware of your ongoing satisfaction level with your ZEOM.net solution. We also conduct an annual system review

and recommend ways to improve your ZEOM.net benefits through the use of new or underutilized features.

State-of-the-Art Data Center

With ZEOM.net, you acquire the use of Apigent's Data Center for central hosting of your operational data store—without spending the \$3 million in infrastructure that a comparable solution would require. Our Sun-approved design includes high end Sun servers, an Oracle database, Cisco Gateway routers and switches, and a PIX firewall. The multiplexer features a dynamic load balancing capability for optimal use of processing resources.

The Apigent Data Center's high availability design enables continuous operations with a multi-tiered architecture for both data processing and security, and fail over and redundancy at each tier. Current storage capability can accommodate up to 168 terabytes of data; the system is easily scalable for future growth. The Apigent Data Center is housed in a secure, environmentally safe building capable of withstanding virtually any natural disaster. The physical infrastructure also features multiple fiber and power sources, including a back-up diesel generator with a multi-day capacity.

System and connectivity monitoring/messaging are automated, with alerts generated for Apigent technical staff as needed. Hot spares are maintained on-site for all infrastructure components. In addition to Apigent supervision, the systems are automatically and continuously monitored by Sun. Sun also conducts regular performance audits on system uptime, downtime, and server availability.

Apigent performs daily incremental back-ups on all data and stores duplicated back-ups in a separate, off-site location that only can be accessed by authorized staff. In the case of system failure, Apigent can restore all data from the point of the last scheduled incremental back-up. Unless you choose to purchase more storage capacity, the Apigent Data Center uses a rolling time frame for accessible data and archives it in a secure site once it is no longer current. Data is available from the archive upon request.

Our service commitment to you is 99% availability—excluding scheduled maintenance—of all ZEOM.net infrastructure components within our control. We believe so strongly in the quality of our solution that we guarantee to promptly credit you for any downtime beyond the first one percent in a given month in the unlikely situation that additional unavailability occurs.

A Company You Can Count On

The three most important characteristics to evaluate when selecting a Managed Service Provider are trust, stability, and value. With Apigent Solutions, you receive all three.

- **You can trust us to provide you with the tools you need to better run your business.** Our chairman, Jim Peterson, and CEO, Jim Melvin, have more than 60 combined years of leadership in foodservice management and store system design, giving us the expertise necessary to develop products that solve the real-world issues you face. And we solve your issues with operations-driven functionality and technological innovation unique in this industry.
- **You can be assured that we are here to stay.** In a space dominated by start-ups, we share in a 90+ year history of reliability and stability. Apigent

originated as the technology development subsidiary of Chickasaw Holding Company, a \$180 million telecommunications company with nearly 125,000 customers in 25 states. Chickasaw remains a major shareholder in Apigent today.

- **You can count on us to deliver value.** Apigent specializes in the creation of operations management products and services that enable more effective management decisions and action, enhanced customer satisfaction, and increased profitability. That's the bottom line for your business.

Conclusion

Implementation of the ZEOM.net service capabilities discussed in this proposal will fulfill your objectives for streamlined management of your operations that delivers a return on your technology investment. In addition, your initial implementation will create a foundation that can be easily expanded over time. We applaud you for recognizing the value that can be gained from selecting a solution that both fills your immediate need and creates a foundation for future operations information initiatives—ZEOM.net.

Accepted Pending Contractual Review

FOR [COMPANY NAME] RESTAURANTS

FOR APIGENT SOLUTIONS

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

Appendix A: Sample Configurations

Enterprise Portal

ZEOM.net Lawson

Home Ops View Ops Reports Ops Alerts

Fred Johnson
Field Manager
Tue August 14, 2001 11:29 am
Jessup 120

E-mail

- 8/14/01 N Murray Field Managers' Meeting
- 8/14/01 K Eigler August Promotion Guidelines

Calendar

- 9:30 District 7 Managers Conference Call
- 10:45 D Bragunier interview-Store #122
- 12:00 Lunch w/ K Haza-Store #123
- 1:00 Safety Inspection-Store #123
- 4:00 New Store Planning Meeting

Alerts

Store	Type	Description
55	No Sale	Reg 3 - L Bligh
51	Sys	Reg 3 offline
118	Sec	Back door open
53	Labor	Score too high
51	Temp	Freezer 1 - 32.5°
58	Inv	Low 44 oz cups
120	SOS	Kitchen backlog 10 min

Sales

Store	Today	Week-to-Date	Month-to-Date
51 Brzna	121	5102	67224
53 Freept	65	2736	44005
55 Glvstn	95	3793	41516
58 Lmrq	365	11028	117336
59 SntFe	125	4913	64956
60 TxCty	95	3327	39924
85 Bryn1	124	89926	104982
86 Bryn2	242	18417	97104
118 Bfrt	75	5302	73624
120 Jsuo	184	6864	82368

Labor Score

Store: 51 Brzna, 53 Freept, 55 Glvstn, 58 Lmrq, 59 SntFe, 60 TxCty, 85 Bryn1, 86 Bryn2, 118 Bfrt, 120 Jsuo

Speed of Service

Store: 51 Brzna, 53 Freept, 55 Glvstn, 58 Lmrq, 59 SntFe, 60 TxCty, 85 Bryn1, 86 Bryn2, 118 Bfrt, 120 Jsuo

Corporate Knowledgebase

- [Employee Directory](#)
- [Food Safety Guidelines](#)
- [Health Inspection Guidelines](#)
- [HR Policies/Procedures](#)
- [Maintenance Procedures](#)
- [Promotion Schedule](#)
- [Standard Forms](#)
- [Vendor Directory](#)

Reports

ZEOM.net Lawson

Home Ops View Ops Reports Ops Alerts

Sales Reports

Today's Sales Report - Report generated: 2001.08.14 11:30:04 AM CST

Store Name	Total Items	Total Sales	Total Transactions	Average Ticket
Plainsville	1198	\$1,377.09	798	\$4.28
Chico	1495	\$1,295.36	334	\$3.89
Intrepid	1394	\$1,529.80	336	\$4.54
Eastbrook	1791	\$1,585.90	361	\$4.39
Galveston	1122	\$1,329.00	290	\$4.58
Lebanon (Store 1)	1791	\$1,813.06	506	\$3.58
Lebanon (Store 2)	1135	\$1,631.81	302	\$5.40
Alamogordo	948	\$1,043.52	256	\$4.07
San Jose	1852	\$1,893.80	536	\$3.53
Tempe City	1307	\$1,462.00	325	\$4.49
Dryden	2400	\$2,873.15	696	\$4.12
College Station 1	1122	\$3,095.76	812	\$3.81
College Station 2	1366	\$1,611.32	441	\$3.65
Madisonville	309	\$965.21	215	\$4.49
Escondido	1690	\$1,873.00	450	\$4.16
Garland City	1164	\$1,359.00	341	\$3.98
Jessup	864	\$954.94	232	\$4.11
Sausalito	2434	\$2,893.76	711	\$4.07

Trend Analysis

Product Mix, Sales

Select-A-Time Daily Report

Start Time: 1:00 AM, End Time: 1:00 AM, Show Report

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Home Ops View Ops Reports Ops Alerts

Sales Reports

Today's Sales, This Week's Sales, January Sales, February Sales, March Sales, April Sales, May Sales


Trend Analysis

Product Mix, Sales

Select-A-Time Daily Report

Start Time: 1:00 AM, End Time: 1:00 AM, Show Report

Alerts






Options
Logout

ZEOM.net
Lawson

Home
Ops View
Ops Reports
Ops Alerts

Ops Monitor

Date	Time	Loc	Type	Description	Notify	Via	
08/14/01	01:23:31 PM	34	Security	Alarm Triggered	Metrosecure	55486651154	
08/14/01	08:15:45 AM	54	No Sale	Nsale Reg 3 - L Bligh	F Johnson	8565486658	
08/14/01	1:20:53 PM	85	Void	Void Reg. 2 - S Seifert	F Johnson	8565486658	
08/14/01	09:22:45 AM	53	Labor	Score too high	F Johnson	8565486658	
08/14/01	09:46:00 AM	51	Temp	Temp Freezer #1 32.5	F Johnson	8565486658	
08/14/01	10:11:01 AM	210	Sales	No POS feeds	N Murray	nmurray@omni.com	
08/14/01	1:27:08 PM	9	Void	Void Reg 1 - F Maloy	J Thompson	jthompson@omni.com	
08/14/01	11:01:00 AM	51	Temp	Esc. 1 Temp Freezer #1 33.4	R Roberts	5545583554	
08/14/01	11:01:00 AM	66	Sales	Forecast Not Met	J Hinson	3351158642	
08/14/01	11:54:00 AM	133	Time	Minor Exc. 40 Hours - C Meeney	S Smith	8556625511	
08/14/01	12:00:00 PM	55	Fuel	Fuel Pump Failure #7	H Jones	7136928774	
08/14/01	12:00:00 PM	58	Inv	Low 44oz cups	F Johnson	8565486658	
08/14/01	12:01:05 PM	133	Labor	Esc. Minor Exc. 40 Hours	N Murray	nmurray@omni.com	
08/14/01	12:09:32 PM	120	SOS	Kitchen backlog 10 min	F Johnson	8565486658	

Proposal Checklist

Cover Page

Prospect name	Fill in _____
Prospect logo	Check if included _____

Overview (prospect goals for technology, how we meet goals)

Prospect objectives (3-4)	_____

Recommended Solution (product description, elements included in price)

Product	Component	Cost	Comments
ZEOM.net	Enterprise Portal	\$ _____ /flat	
		\$ _____ /site	
	Portal tailoring	\$ _____	How many versions included?
	ODS	\$ _____	How many gig included in flat rate?
			How much for additional storage?
	Reports	\$ _____	How many included?
			Based on what feeds?
	Report tailoring	\$ _____	How many included?
	Query engine	\$ _____	
	Alerts	\$ _____	How many included?
			Based on what feeds?
	Alert tailoring	\$ _____	How many included?
	Live video feed	\$ _____	
	Video storyboarding	\$ _____	
IntelliKitchen	System monitor	\$ _____	
	Change manager	\$ _____	
	Additional users	\$ _____	How many included?
	Production Manager	\$ _____	
Atlas	Bin Manager	\$ _____	
	Sidework Planner	\$ _____	
	Site Atlas	\$ _____	
	Enterprise Atlas	\$ _____	
MUMU	MUMU	\$ _____	
Adapters	Name _____	\$ _____	
	Name _____	\$ _____	
Consumers	Name _____	\$ _____	
	Name _____	\$ _____	

Implementation (project plan, technical requirements)

Milestones	
Concerns	

Pricing (picked up from Recommended Solution section)

Professional services	\$ _____	Installation/set-up/configuration
	\$ _____	Travel and expenses
	\$ _____	Hourly rate
	\$ _____	Special training (describe)
	\$ _____	Special documentation (describe)
	Special considerations	_____
_____		Other (describe)

Conclusion

Special points to make	

Appendices

ZEOM.net	_____	Sample Enterprise Portal
	_____	Sample NetLook
	_____	Sample Ops Reports
	_____	Sample Ops Monitor (alerts)
	_____	Sample System Monitor
	_____	Sample Change Manager
IntelliKitchen	_____	Sample Production Manager (text-based)
	_____	Sample Production Manager (graphics-based)
Atlas	_____	Pipeline diagram
Project Plan	_____	ZEOM.net
	_____	IntelliKitchen
	_____	Atlas
	_____	Adapter <small>(describe)</small>
	_____	Consumer <small>(describe)</small>
Non-disclosure	_____	Send
	_____	Already signed

