



S I V A™

news

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For Immediate Release

### **Combined SIVA/Progressive Offering Delivers Choice, Evolution**

DELRAY BEACH, FL - (July 19, 2004) SIVA Corporation™ goes against the norm in an industry known for dictating to its customers. With today's acquisition of Progressive Software, the company is positioned to offer even more choices to restaurant operators.

“We’ve always believed in options,” said CEO Jim Melvin, “so we built platform independence and compliance with industry data standards into our next generation *iSIVA*™ point-of-sale offering. Now we can meet operators at every stage in the evolution of their restaurant IT strategy.” SIVA plans to market Progressive’s Windows-based IRIS and DOS-era SMART point-of-sale applications in addition to *iSIVA*.

“For example, there are thousands of restaurants running unsupported DOS applications on legacy hardware,” Melvin said. “Replacing old but perfectly serviceable terminals is a huge expense. We can give those operators the new functionality they need on their existing systems. And they have a choice—of SMART, a mature DOS application that has been continuously enhanced, or next generation *iSIVA* running in thin client mode. It’s up to them.”

Melvin believes that many operators are ready to focus on something other than point-of-sale. “If it’s not broken, why replace it?” he asked. “Technology should support every operations process at the site—not just the ordering process. What it comes down to is, ‘What do you want to improve? Slow drive-thru? Uncoordinated kitchen? Greater customer loyalty? Safer food?’ In our combined offering, we have solutions that address every one of these issues and many, many more.”

So why build a next generation point-of-sale? “I believe that in time every restaurant operator will insist on the enterprise capabilities built into *iSIVA*’s architecture today. However, for those not ready to make a next generation move now, we have a current solution—a very solid site-oriented application, IRIS, that we extend with enterprise data management and business intelligence tools,” Melvin said. “It’s all about letting customers decide what they want and then delivering it.”

### **About SIVA Corporation™**

SIVA Corporation™ offers a broad range of applications that help operators of multi-unit restaurant chains manage their enterprises more effectively and efficiently. Through a spectrum of technology choices, SIVA provides operators with options and allows them to evolve their technology strategies over time.

With more than 13,000 installations, SIVA counts some of the best known names in the restaurant business among its customers, including Arby’s, Hardee’s franchisee Boddie Noell, Darden Restaurants, Jack in the Box, Jason’s Deli, Starbucks, Steak n Shake and the franchise cooperative of Burger King. The company distributes its front-of-house, back office, operations intelligence, and enterprise solutions throughout North America.

For more information, call 561.272.2121 or visit [www.SIVAcorp.com](http://www.SIVAcorp.com).

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