



## Our Company

POS Canada is a privately held Canadian based company, and has traditionally supplied the high-end corporate hospitality and retail industry with leading edge point-of-sale (POS) hardware and software. POS Canada is a full service provider of advanced technology support services, system customization, installations, and ongoing systems support and customer education.

Over the years, the company has grown from a small firm of three people to a full service value added re-seller of point-of-sale hardware and software, employing more than 45 people with direct offices in Toronto ON, Ottawa ON, and Calgary AB.

POS Canada also maintains a dealer network providing coverage throughout Canada as well as parts of the United States.

POS Canada is one of the leading distributors in Canada of hospitality and retail point-of sale systems supporting clients across Canada.

## Philosophy & Approach

Our success is the culmination of a strategy supported by a sincere belief that strong, progressive growth is the result of relentless commitment to product and service excellence and total customer satisfaction.

## Hospitality

To stay at the forefront of our industry, POS Canada dedicates considerable time and resources to the research, development and testing of new products. Before being released for use with our customers, the products we represent are subjected to in-house technical reviews and product viability tests. POS Canada also conducts strictly controlled due diligence on all of its potential suppliers of hardware and consumables.

POS Canada assures product excellence by restricting its purchasing activities to only those manufacturers that hold first place in the introduction of leading technology and top quality products, as well as components and consumables targeted at the hospitality industry. Our criteria for approving our suppliers includes the essential requirements of recognition as innovative leaders and unparalleled recognition for the unique combination of aesthetics, user-friendliness, reliability and durability.

## What our Clients Say About Us



### MAPLE LEAF SPORTS + ENTERTAINMENT

"At Maple Leaf Sports & Entertainment (MLSE), exciting our fans is of the utmost important to us and POS Canada has helped us maintain this. For many years, POS Canada and Perlick have provided MLSE with the expertise necessary to ensuring our Quick Service stands, fine dining venues, and our newest Real Sports Bar & Grill arena bar, are supplied with the best beverage dispensing tools, which are necessary to a successful business."

Michael L. Doyle

**Vice President, Food & Beverage**

**Maple Leaf Sports & Entertainment Ltd.**



"4 years ago I began the process of trying to find a new P.O.S. system. With 31 P.O.S. workstations, 4 wireless P.O.S. handhelds and 5 back-office locations all operating in an environment consisting of 10 quick service stands, a 330 person restaurant and 31 V.I.P. suites, finding a P.O.S. system flexible and stable enough to handle our operation posed a daunting challenge. Maitre'd has been able to handle all that and then some. It's fully customizable and flexible design combined with its advanced security and reporting features has made it a perfect fit for the Sleeman Centre.

POS Canada made my transition to Maitre'd almost painless and since that initial install POS Canada has excelled at providing me with impeccable service. Whenever I have had a problem, day or night, weekend or weekday, I have always been able to have the issue rectified quickly with a simple call to their service department. The quality of service I have received from them is definitely not what I would expect to receive from a typical POS provider. I've worked for over 25 years in the hospitality industry and from that experience I know that most POS providers are great at selling you a product, but they are terrible at backing it up. POS Canada is not like those other providers as they have continually exceeded my service expectations and for that I would like to directly thank Sumegh Vyas, Director of Operations for POS Canada, and all of his staff.

With POS Canada delivering and maintaining an outstanding POS system in Maitre'd you simply can't go wrong. I know that POS Canada will be servicing my Maitre'd software for many years to come."

Tom Boychuck

**Food and Beverage Services**

**Sleeman Centre**

## Some of Our Other Clients Include



Prime Restaurants Inc. ("Prime") franchises, owns and operates casual dining restaurant brands and premium Irish pubs in Canada. The founders of Prime, pioneers since 1979 in the Canadian casual dining industry, opened the first Casey's restaurant in 1980 in Sudbury, Ontario. Today, Prime's portfolio includes: East Side Mario's; Casey's; a family of authentic Irish pubs operating under the trade-marks Fionn MacCool's, D'Arcy McGee's, Paddy Flaherty's, and Tir nan Óg; and Belgian-style brasseries operating under the trade-mark Bier Markt and an Italian restaurant operating under the trade-mark Pat and Mario's.

Prime has a number of competitive strengths that have helped the company maintain a leadership position in the Canadian casual dining industry. The operation of multiple brands mitigates risk through diversification, allows increased sector penetration, increased local market penetration and greater flexibility. In addition, its "just right" pricing strategy attracts Guests in both good and bad economic times. Also contributing to the success of Prime is its position as a chain operating in an industry composed largely of independent operators, attractive franchise program and experienced management.

Prime has achieved significant growth in the past ten years, expanding the number of restaurants operated from 88 in 1997 to about 154 in 2010. Prime's revenues have grown annually as a result of the larger restaurant base. The company expects to continue to grow through franchising, multi-brand development, and management and operational excellence.



**POS Canada is proud to call Prime Restaurants a long-term business partner, and flagship account. We provide end-to-end solutions for all of Prime's point-of-sale technology and information management needs, from front-line POS hardware and software, to EFT processing, to host systems infrastructure, bar and beverage equipment, and more – with comprehensive service and support around the clock, every day of the year.**

**We currently provide solutions to more than 150 East Side Mario's, Casey's, Prime Pubs, and BierMarkt locations.**



An East Side Mario's restaurant is a fun, high energy, family-friendly casual dining restaurant that delivers great Italian dishes with wide appeal and a selection of local favourites. The restaurants are full of families. Kids are making noise and having fun, moms are enjoying a glass of wine, a nice dinner and a coffee while Dad has a beer, dinner and watches the game out of the corner of his eye. The staff brings the experience to life by anticipating a family's needs, delivering the all-you-can-eat promise and making the visit fun.



**As part of the larger relationship with Prime Restaurants, POS Canada offers end-to-end hardware, software, service, and support to all the East Side Mario's locations across Canada.**



It All Started... in Sudbury, Ontario, in 1980 when we opened our first Casey's restaurant. Since then, we have grown to over 160 restaurants that operate under five brand names across Canada franchised by Prime Restaurants of Canada Inc. including Casey's (Est. 1980), Pat & Mario's (Est. 1982), East Side Mario's (Est. 1987), Prime Pubs (Est. 1996), the Bier Markt (Est. 1998), and Prime Pubs of America (Est. 2006).

Prime's brands employ more than 8,000 Canadians in full and part time positions and a Prime Restaurant is an integral part of the communities in which they operate, from fund raising and the sponsorship of community events, to Prime's long-standing corporate support of Camp Oochigeas, which provides kids living with cancer the opportunity to enjoy a unique summer camp experience.



**As part of the larger relationship with Prime Restaurants, POS Canada offers end-to-end hardware, software, service, and support to all the Casey's locations across Canada.**



Prime's Irish pubs offer a superior culinary programme, premium beer and spirit brands, authentic design and décor with the same 'craic' - the unique combination of great food, good cheer and fun times - as experienced in Ireland, and traditional Celtic and Canadian East Coast live entertainment. The menu offers authentic Irish foods, prepared by professionally trained chefs, and based on traditional recipes brought back from Ireland, such as Rosslare Lambshank, Finnegan's Fry, Buncrana Bridie's, Leak and Salmon Pie, and Guinness Steak & Mushroom Crock, with some North American staples such as AAA steaks.

Our pub interiors offer a warm and friendly environment and many Prime Pubs feature furnishings that have been imported directly from Ireland. Enjoy our welcoming Irish hospitality while listening to live East Coast and Celtic entertainment, and experience what true Irish Craic is all about.



**As part of the larger relationship with Prime Restaurants, POS Canada offers end-to-end hardware, software, service, and support to all the Prime Pubs sub-banners and locations across Canada.**



A refined Belgian-style brasserie positioned to the young urban professional with discerning taste, above average disposable income, and a desire for a premium beverage and food experience. Beginning with a selection of over 100 brands of beer from 24 countries, the European brasserie's culinary commitment is defined by season to ensure exceptional quality. Menu specialties include Belgian-style steak frites and mussels.

Our first location is one of Toronto's most historic districts - on the city's original waterfront promenade - Bier Markt on the Esplanade remains a place to see and be seen. Chic and dynamic modern design compliments your visit, as do friendly and knowledgeable staff. Be it part of the journey or the destination, your experience at the Bier Markt is sure to be memorable.



**As part of the larger relationship with Prime Restaurants, POS Canada offers end-to-end hardware, software, service, and support to both BierMarkt locations.**



Specialty pastas and authentic gourmet pizzas are the mainstays here. The variety of delicious pastas served with numerous choices of fresh tomato, cream and olive oil based sauces will astound you! The wide selection of Italian entrees, grilled steaks and sandwiches is equally satisfying, making choosing the hardest part of your night! A comfortable and intimate atmosphere with cozy booths and soft lighting. The bar area is lively with good times and plenty of TV's for sports fans.



**As part of the larger relationship with Prime Restaurants, POS Canada offers end-to-end hardware, software, service, and support to Pat & Mario's.**



Invescor has been in the restaurant business for over 40 years. It began with Pizza Delight, a small pizza take-out in Shediac, New Brunswick. Pizza Delight opened in 1968 and was purchased a year later by entrepreneur Bernard Imbeault. He expanded Pizza Delight and developed it as a franchise restaurant concept. Franchise businesses were relatively new in the late 60s and Bernard Imbeault is looked upon as an innovator of this business model.

With Pizza Delight as a foundation, Bernard and his team looked to develop a portfolio of restaurants brands that would complement each other. The year 2000 saw the acquisition of Mikes, then Scores in 2005, and Bâton Rouge in 2006.



**Imvescor is our largest single client with over 300 locations across Canada. POS Canada provides the POS application in each site and Maitre'D Data Hosting services for Imvescor at our head offices in Mississauga. Imvescor uses our POSePAY EFT processing middleware, engages us for POS deployment and training.**



When Bernard Imbeault, the company's co-founder bought a small take-out restaurant in Shediac, New Brunswick called Pizza Delight - the thought of welcoming customers to over 100 locations across Atlantic Canada, Quebec, Ontario and Alberta was a distant goal. Now over 40 years later, this dream has come true.

Canadian owned and operated, Pizza Delight was built on family values and holds true to these principles everyday. Bernard's recipe was simple: start with a great pizza, top it with friendly, down-to-earth service and success will follow. Time and again, generations have come to love our Italian-inspired menu of pizza, pasta, salads, chicken and ribs and know that wherever they are, Pizza Delight always feels like home.



**As part of the larger relationship with Investcor, POS Canada offers end-to-end hardware, software, service, and support to all the Pizza Delight's locations across Canada.**



Bâton Rouge is a Canadian restaurant chain, famous for their baby back ribs, Sterling Silver steaks, and grilled catch of the day. It was founded in Laval, Quebec. There are 28 Bâton Rouges in Canada as of 2010 mainly in Quebec and Ontario with sites ranging from 7000 to 9,000 square feet.

The restaurant chain is now owned by Imvescor Restaurant Group Inc. based in Moncton. They also own Mikes Restaurants and Scores Restaurant.



**As part of the larger relationship with Investcor, POS Canada offers end-to-end hardware, software, service, and support to Baton Rouge locations ranging from Calgary to Halifax, and points in between.**



Sarku Japan is the largest and most successful Japanese Quick Service (QSR) operator in the United States, with a rapidly growing network of over 200 restaurants in 37 states. We continually set the standard for our industry and constantly seek new growth opportunities by leveraging our proven brand concepts to satisfy consumer demand.

Founded in 1987, Sarku Japan introduced fresh “made-to-order” Japanese cuisine prepared with high quality ingredients to provide a healthy, nutritious alternative to traditional fast food meals. We were the first to establish the concept of Teppanyaki-style, freshly cooked Japanese cuisine in food courts of major regional shopping centers. Today, we are still the only QSR operator to offer this distinguishing Teppanyaki feature as a national standard.



**POS Canada is the point of sale provider of record for Sarku Japan; We provide end-to-end solutions for all of Sarku’s point-of-sale technology and information management needs, including front-line POS hardware and software, service, and support.**

**We are currently rolling out solutions across the Sarku chain.**



Since 1992 Turtle Jack's Muskoka Grill has been leading the fresh evolution in premium casual dining.

Right from the beginning we have been committed to providing our Guests with the best dining experience for your money and we do that by buying only the best products. Fresh, additive-free chicken breast, Canada AAA steaks and fresh ground chuck burgers. All of our food is cooked fresh to order each and every time. We employ a team of talented and creative chefs whose mission is to deliver on our promise of culinary excellence.



POS Canada has been a strategic business partner since 2003 employing the Maitre'D point of sale system. Since that time Turtle Jack's has grown to 25 locations in Southern Ontario. Turtle Jack's utilizes POS Canada for their front-line POS hardware and software, EFT processing, host systems infrastructure, and more – with comprehensive service and support around the clock, every day of the year.



SIR Corp. is a privately held Canadian corporation that owns and operates a portfolio of 46 restaurants in Canada. Our business is focused on creating, developing, and operating best-in-class restaurants. Best-in-class means we strive for the best people, the best food and the best atmosphere at each of our restaurants. These values are shared company-wide and the resulting high level of quality and attention to detail can be found in each of our restaurants. Our passion is reflected in our name, which stands for Service Inspired Restaurants®, and it's about bringing people together, building lasting relationships and setting the standard for best-in-class.

Our diverse portfolio of restaurants is designed to appeal to a broad set of consumer tastes. Our concept restaurants have multiple locations, reflecting their broader demographic appeal. SIR concept brands include: Jack Astor's Bar and Grill®, with 30 locations in Canada; Alice Fazooli's!®, with five locations; and Canyon Creek Chop

House®, with eight locations. SIR's Signature restaurants are one-of-a-kind brands located in downtown Toronto that range in offerings from fine dining with award-winning menus to a very active sports bar. Our Signature restaurants comprise the upscale reds®, Far Niente®, Four™ and Petit Four™, and the casual Loose Moose Tap & Grill®.



**POS Canada is the sole provider of Perlick bar and beverage equipment to all the SIRCorp locations; Through our 24/7 support centre we provide SIRCorp with on-going support, service and parts replacement for the Perlick line.**



Step into any Jack Astor's and you'll find a few things.

First, you'll find a great group of people who want you to have an amazing time. Whether that's a memorable meal with your family, drinks after work or watching the game with your buddies, our servers, bartenders and chefs are all here to make sure everything is just right.

Next, you'll find amazing food. With traditional favourites like fresh burgers and hand-pulled pizza cozying right up next to authentic recipes from around the world like pad thai and fresh Greek salad. While it's true that we don't take ourselves too seriously, when it comes to our kitchen, we're all business.

Lastly, you'll find your friends. Fun like ours is contagious. That's what makes Jack's such a great place to meet up with the people you care about. So stop in soon - we can't wait to show you a good time.



**As part of our relationship with SIRCorp, POS Canada is the sole provider of Perlick bar and beverage equipment to all Jack Astor's locations; We also provide Jack Astor's with on-going support, service and parts replacement for the Perlick line.**



Alice Fazooli's is not your typical Italian restaurant. We sometimes refer to ourselves as "Innovative Inspired Italian Cuisine." But really that's just a fancy way of saying, "original" and "dedicated." We strive to create new flavours for classic Italian dishes using only the freshest ingredients and, naturally, we pride ourselves on recommending wines that are perfectly matched to your meal. And while you are dining with us we'll make every effort to treat you as if you are our only guest. Try anything on the menu and if you're not impressed, let us know and we'll find something you'll love.



**As part of our relationship with SIRCorp, POS Canada is the sole provider of Perlick bar and beverage equipment to all Alice Fazooli's locations; We also provide Alice Fazooli's with on-going support, service and parts replacement for the Perlick line.**



Canyon Creek Chophouse is where tried and true classics find exciting new life. From chipotle sirloin, to our pork chops with lingonberry sauce, to the cedar plank salmon, we've tweaked everything you'd expect - and then some - to create delicious new combinations. Adding to this, our premium yet still casual atmosphere and knowledgeable servers bring a finishing touch to what's sure to be a very satisfying lunch, dinner or late-night dining experience.



**As part of our relationship with SIRCorp, POS Canada is the sole provider of Perlick bar and beverage equipment to all Canyon Creek locations; We also provide Canyon Creek with on-going support, service and parts replacement for the Perlick line.**



reds bistro & wine bar is Toronto's most dynamic and premiere downtown wine destination. This modern and stylish bi-level hot spot is located on Adelaide Street West and is favoured by Toronto wine lovers and the Bay Street enclave. This chic and lavish space includes a lively wine bar, offering more than 70 wines by the glass as well as a fine dining room, lauded for its upscale, memorable cuisine, which is inspired and driven by local seasonal ingredients. A 350+ bottle collection of rare and hard-to-find international wines and a warm, contemporary décor sets a chic atmosphere.



**As part of our relationship with SIRCorp, POS Canada is the sole provider of Perlick bar and beverage equipment to reds; We also provide reds with on-going support, service and parts replacement for the Perlick line.**



Located in the heart of Toronto's Financial District, Far Niente features an atmosphere of relaxed elegance and unsurpassed style. Chef Gordon Mackie's vibrant contemporary cuisine offers a blend of seasonal artisan products, intense flavours, and stunning presentations. Every detail has been considered in this breathtaking venue while the knowledgeable staff passionately strive to create a unique and inviting experience for our guests.

Far Niente is highly acclaimed and has been featured in numerous magazines and newspapers, including the Toronto Star, the Globe & Mail, the National Post, City Bites, Dining Out and Toronto Life, as well as many others. In 2007, the National Post food critic Gina Mallet named Executive Corporate Chef Gordon Mackie one of Toronto's top chefs. The restaurant was named one of the Top Ten Restaurants" in Toronto city by Toronto.com and is the recipient of the DiRoNA and Wine Spectator Award of Excellence awards.



**As part of our relationship with SIRCorp, POS Canada is the sole provider of Perlick bar and beverage equipment to Far Niente; We also provide Far Niente with on-going support, service and parts replacement for the Perlick line.**

# Support Services: core competencies

## Our Staff

### Experience

Our primary resource is a dedicated, knowledgeable, skilled team of customer support specialists with a combined 50 years plus of point of sale software implementation, support and project management experience - encompassing both core functionality and sub-specialities such as inventory, gift cards, loyalty, hotel Interfaces, accounting interfaces, etc.!

### Oversight and Management

We also employ highly trained tier two support management, who underpin and back-stop our front line service group. This enables us to provide a very high level of service combined with extensive Technology Experience in related areas such as inter-network connectivity, remote access, wireless connectivity, PCI compliance, security, etc. on industry leading platforms such as Cisco Systems, Microsoft, Juniper Networks, to name but a few.

Our Support Centre is manned by 12 fully trained and certified technicians backed up by three senior supervisors and an overall executive operations director. Our Support Engineer team is considered by many of our partners to be the best, most effective, and efficient organization within their respective reseller groups.

Our SE team has extensive experience in deploying and supporting point of sale systems throughout North America, and regularly rotate into the field to ensure that skills remain honed and customer service sensitivity reflects the mission-critical nature of the support we provide our clients.



## Our Infrastructure

### Account Management

We use a state-of-the-art, premier business automation solution called Tigerpaw CRM+ for managing our sales, installation, service after the sale, administrative functions and overall operations, automating every process of our operation.

Tigerpaw is specially designed to suit the IT / POS / Telecom Service Industry.

Tigerpaw allows us to provide email notifications to our customers of:

Opened & closed service tickets along with details of work performed; time utilization; technician assigned; and much more.

### Online Access to Information

Our customer service web portal provides real-time, anywhere access to: Open service tickets; service ticket and billing history; ability to request service online; view response time and service detail reports; and more.

The Web Portal also allows consolidated reporting for multiple customers for master account holders (such as: corporate offices, dealers, sub-contractors, etc.)

Tigerpaw allows creation of automated escalation processes to notify key personnel about service delays.

### Support Centre Core Systems

We utilize a leading edge IP [Internet Protocol] based telephone system from AVAYA that forms the backbone of our in-bound support centre. The phone

system provides a Unified Communications platform through a host of features and integrated applications.

Our connectivity is based on a completely digital 23 Channel PRI Trunk dedicated to our telephone system. Unlike traditional analog phone lines this eliminates line busy signals and dropped calls.

Our communications infrastructure is supported by a 10 MBPS Synchronous [Up & Downstream] fiber-optic internet link that can support Ethernet speed Internet access, backed up by an 8 MBPS cable internet connection for redundancy.

### Call Management

Call Center Viewing software, integrated into the phone system, monitors the system and informs the supervisor when a problem has occurred, or is about to occur.

With Compact Contact Center, management by exception is fully integrated, using both visual and audible alarms, and allows us to customize for our standards of optimal performance.

Management by exception means that agents and supervisors are alerted to problems if and when performance fails to meet predetermined optimal standards.

### Remote Access and Support

We use LogMeIn® as our standard remote access platform to provide assisted and unassisted remote support to all our customers.

LogMeIn® provides Triple Layer Security to enable and maintain PCI/PCIDSS Compliance.

We also have the capability to provide remote training.

### Hosting Infrastructure

We maintain an air-conditioned, secured Data Center housing multiple rack-mounted server systems protected by a 6000 KVA battery backup system for 24 x 7 up-time.

Our entire network is protected via Dual-Layer security through a dedicated Juniper Networks Hardware Firewall supplemented by Microsoft's Internet Security Acceleration [ISA] Server providing unparalleled levels of security while still permitting secure remote access to empower our mobile workforce.

We provide data hosting services to several chain customers on dedicated, secure servers running software suites that allow access to their respective store data from anywhere, anytime while being assured their valuable data is secure and backed-up off-site.



5580 Ambler Drive  
Mississauga, Ontario  
Canada L4W 2K9  
905 629 2990 ph  
905 629 9552 fax  
www.poscanada.com

Copyright © 2010 POS Canada. All rights reserved.

All trademarks, servicemarks, and other trade names used herein are copyright their respective owners.

Printed in Canada