AURA
on top of your business

Call 086 100 AURA

POINT-OF-SALE for Restaurants

Our Proudly South African point-of-sale system for fast food, home delivery and table service restaurant groups has been tried and tested by leading companies for more than 15 years!

We are constantly innovating and customising Aura™ for franchises.

Franchisors

- Multi-branded capability
- Group consolidation of sales
- Group business intelligence
- Accurate turnover declarations
- Brand Workflow across all stores
- Standardisation of menus, codes & pricing
- Automatic distribution of new menus
- Lock out access to products & recipes
- Franchise management solutions
- Integration with group accounting
- Customisation of software
- Automatic generation of Royalty invoices

Multiple Store Owners

- Central access to figures
- SMS notification of information & alerts
- Staff time and attendance
- Automatic menu updates
- Automatic software updates
- Gross Profit for any period
- Stock Variance analysis for any period

Franchisees

- Time & Attendance
- Gross Profit for any period
- Stock Variances for any period
- Track & manage stock losses
- Centralised access to figures
- SMS notification of information & alerts
- Invoice to promotion pattern matching
- Apply promotions automatically
- Complete audit trail on all users

Key Features

- Uses MS SQL Server database
- Extremely fast & reliable
- Unlimited number of terminals
- Support for loyalty programs
- e-commerce enabled for Internet ordering
- Take-away / Table / Collect / Delivery
- Touch Screen or keyboard sale capture
- Graphical table layout for table-service
- Sophisticated up-selling automation
- Boost staff productivity with incentives
- Track up-sell effectiveness by cashier
- Fingerprint or swipe-card user identification
- Drive-through module for quick service
- Handheld devices for waitrons
- Mobile GSM data network for data transfer
- Manufacturing of stock
- Unlimited stock locations
- Income Statement
- Export reports to Excel, pdf or e-mail formats
- Context-sensitive online help
- Web-based software updates
- Modular design for cost effectiveness
- Affordable to “low-turnover” businesses

Delivery

- Specialised solutions for the pizza industry
- Advanced home delivery capability
- Customer screen pop-up on incoming call
- Street database for delivery optimisation
- Map reference for deliveries
- Driver station for delivery optimisation
- Group & dispatch orders by delivery area
- Track driver efficiency
- Track profitability by area
- Repeat orders for customers
- Comprehensive customer database
- Customer relationship management
- Ranking of customers by spend
- Micro-market to lapsed customers
- Integration with customer loyalty

Support

- On-site, telephonic & remote support
- Support 365 days per year
- Offices: KZN, Gauteng & W. Cape
- Training facilities with dedicated terminal for each student

PROUDLY SOUTH AFRICAN

Cosoft

Coherent Software Solutions

Company Profile

Customer Testimonials:

"Getting income figures from our franchisees used to be a nightmare of faxes, e-mails and phone-calls. Now it's as easy as a few mouse clicks in Internet Explorer"

"Since installing Aura we increased our average transaction size by 17%"

"I use the SMS feature to get turnover figures for each of my stores every night after cashup"

"I thought keeping my eye on stock was good enough - but after installing Aura we saw that we were losing R15,000 per month due to poor stock controls"

"Aura has enabled my business to cut down on delivery costs by 23%"

"In the first two weeks of using Aura we caught 3 cashiers with their hands in the till"

"I used the audit trail feature in Aura to prove to the CCMA that my manager was trying to manipulate stock to hide his theft"

Since we focus on franchises and multiple-outlet groups, Aura has evolved around the enterprise needs of this industry.

We understand that franchisors focus on standardising operating procedures, product codes, descriptions, recipes and prices across the business. New promotions need to be distributed to all stores and implemented on time.

We do a significant amount of integration with e-commerce systems, loyalty platforms, credit card switching companies, switchboards and group accounting systems.

We also understand the need to be able to analyse consolidated figures for the whole business.

Our products support Brand Workflow which can prompt cashiers to greet customers in a consistent way and to communicate promotions and up-sell suggestions to customers.

Aura supports multiple branded structures such as "combo" stores where more than one brand is manufactured and sold from a single kitchen area. Menus, pricing, workflow and enterprise parameters are all controlled centrally from Head Office and automatically distributed to stores when ready.

Turnover figures need to be accurate and on-time and if necessary integrated with the group accounting system to raise royalty and advertising invoices to franchisees.

We are market leaders in the ever expanding home delivery sector of the hospitality market such as the pizza industry.

We are currently in the process of implementing ISO 9001/2000 throughout our business to help us achieve our goal to become the top POS solution provider to the hospitality industry by 2012.

For more information, please contact Leigh Morum on 082 453 0754 - or via the following:

Phone: **086 100 AURA**
or email: **info@cosoft.co.za**
website: **www.cosoft.co.za**