

Is Ever Innovating

Embracing Digital Transformation
Leading Enterprises To Automation

eRun F&B System

Starting from POS, we link up all the functions and modules of our F&B management system seamlessly to help restaurants improve sales, increase competitiveness and thrive in an ever-changing market.



7 Benefits of eRun :

- Optimize Frontend Service
- Improve Kitchen Efficiency
- Speed Up Settlement By e-Payments
- Enhance Customer Loyalty
- Well Defined Staff Roles
- Harness The Power of Data
- Drive Profitability By Food Cost Control



Optimize Frontend Service

Mobile Ordering

With modern and impressive design, our mobile ordering system runs on all platforms any devices. Its intuitive design enables you to provide full ordering service with little training time, assisting your frontend staff to handle rush hour confidently.

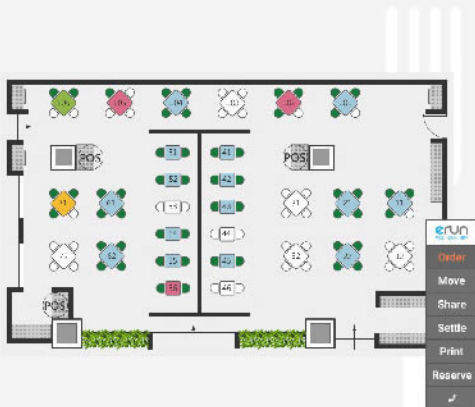
Customer Scan-To-Order

Provide your customers with a QR code, let them scan to order, enjoy the fun of self-ordering. Free your frontend staff from standby.



eRun offers 4 scan-to-order solutions to meet your operation needs :

- QR code on table and customer pays on phone to confirm orders
- QR code on table slip with time stamp which will expire after a pre-set time limit
- QR code on wall of fast food or free seating restaurants and customer either pays on phone or at counter
- QR code on takeaway flyer that requires customer to choose nearby outlet for pick up or delivery



Flexible Table Management

From making a reservation through placing order to paying the bill, our graphical floorplan increases your service efficiency with the help of appealing table images and responsive design.

You can manage seating, share or change tables interactively and keep service flowing with table timers. You will be alerted with colour signal when seating is emptied, occupied, locked for placing order, being reserved or pending payment. Most striking is every seat of each table can be coloured when taken.

Personalized Ordering Service

Personalize your menu with coloured buttons and item pictures. Change font size, switch language or increase service charge on special occasions whenever you need. We provide combo setting and all kinds of cooking methods. You are allowed to rearrange dish order and set item limit. To manage more effectively you can hide sold out items, ask for reasons to cancel ordered items and lock tables to avoid duplicate orders.

Takeaway Service

Our POS is seamlessly integrated with different delivery platforms in both Hong Kong and China including foodpanda, Deliveroo, Meituan and Eleme. Whether your takeaway orders come from phone calls, QR code ordering or integrated delivery platforms, eRun handles them systematically and sends to kitchen printers for production without delay. We let you check job status and analyze performance to improve takeaway service.



Improve Kitchen Efficiency

Kitchen Printing

We support the configurations of up to 20 different kitchen printers, providing flexible printing from separating a single order automatically to printing to many printers or printer groups at the same time. eRun has the ability to print additional, cancelled or chase orders in red and support printing bubble tea labels.

Refined Combo Setting

eRun allows you to categorize combo items under appetizer, main course, dessert and drink, and specify required quantity to ensure mistake-free. We prepare a full set of kitchen messages and cooking method modifiers for your frontend staff to communicate effectively with chefs. Modifiers can be grouped under sub categories and set as inventory items.

Pre-set Menu

Updating restaurant menu regularly is a must but also stressful. eRun supports batch input, menu effective time, different food price at different time slot, pre-set menu and automatic update, helping you to make frequent menu update easier.

Kitchen Display System

This environmental friendly feature allows you to track orders taken, time how long dishes are cooked, confirm orders completed, manage and monitor kitchen printing neatly, and also lets your chefs display orders by dish or food material, increasing productivity and efficiency in the kitchen.

Speed Up Settlement By e-Payments

Our POS is seamlessly integrated with various payment gateways, offers numerous e-payment methods and supports different payment terminals.

Payment Gateways

globalpayments



e-Receipt

You may opt for sending e-receipt to your customers, saving paper and increasing customer satisfaction.

Checkout Service

You can speed up the payment process by printing a barcode on the order slip. We provide 3 ways to split a bill : split multi-ways equally or by specified amount or item. Our POS allows you to offer instant discount by item or by bill, accept cash coupon or deduct member bonus points to settle the bill. To entertain guests, you can free an item, multi items or the whole bill. Set a monthly entertainment limit for your restaurant manager. eRun supports multi shifts, multi currencies and multi cash registers.

e-Payment Methods



Enhance Customer Loyalty

Engage Members Digitally

Our membership system is loaded with features to maximize your effectiveness in engaging members digitally and driving sales.

● Scalable To Grow With You

From a single shop to chain outlets or multiple brands, you can be certain that customer discounts and privileges are applicable across the entire enterprise.

● Retain High-Value Customers

We allow you to do membership upgrade or extension according to expenses or buying frequency automatically. You can also identify and group customers by demographics, expenses or product preferences and create targeted loyalty programs to drive stronger engagement.

● A Wide Variety Of Rewards

You can preset over 100 rules to reward customers with discounts, bonus points, tier-based benefits, stored value benefits, cash coupons, redemption of food items or birthday gifts for customer retention and continued loyalty.

● Coupons & Vouchers

Issue coupons to your customers to generate greater customer engagement. You can issue cash, discount rate or item coupons, or pair coupons with promotion rules to drive sales.

● Interactive Member App

Integrated with POS, the mobile app accepts member registration upon online ordering. Customers can view and track account balances, visit history, bonus point balances and expiry dates any time anywhere while you can send promotion notifications easily.

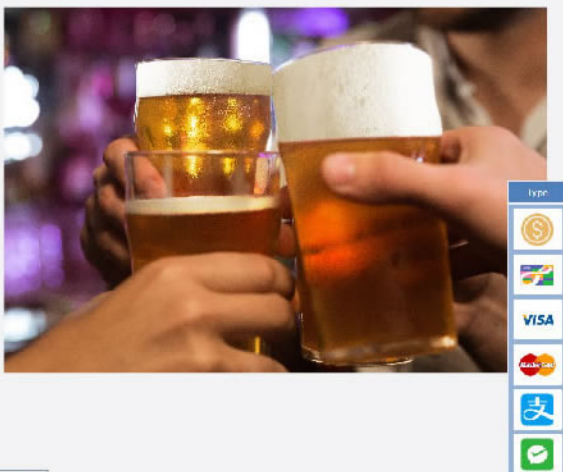
● Customer Data For Business

eRun provides visual reports of visit frequency, biggest spending customers, coupon status etc to measure the effectiveness of loyalty activities. You can view and track bonus point balances, stored value account balances or visit history wherever you are and whichever device you are using.



Promotion Rules

eRun enables you to create effective promotion campaigns to get more business with its powerful promotion engine.



● Mix & Match Any Items

You can allow customers to mix and match any food or drink item to become combo meals. Discounts offered can be a percentage off or based on dollar amount.

● 300+ Promotion Rules

We offer 300+ all-round and comprehensive promotion rules with preferential conditions based on food item, food category, date, time, shop or festivals.

● User Friendly & Easy-To-Use

You can preset rules to apply to any single restaurant, all chain outlets or specified shops. Make use of promotion rules to apply different service fees or discounts at different time slots. Or pair rules with cash coupons and privilege cards.



Well Defined Staff Roles

eRun provides you with monitoring and security features to grant access rights to employees per roles to operate the POS system. Permission rights can be applied to even a single button or hide confidential data on business reports.

Bills Checking

Frontend staff can have the access right to view all bills whether they are completed or still active, for stay in or take-away, cancelled or in history. Only staff with access rights can view confidential business data, amend bill details or payment methods.

Monitoring & Security

Your staff may use password or smart card to log in to the POS system or you can preset it to log out automatically after a certain period of idling time. We provide detailed logs of bill amendment, cancellation and being voided, and records of deleted items and discounts offered. You can also track records of changing table, item cancellation and split bills.



Harness the Power Of Data

eRun provides you with effective yet economical analytic tools, helps you optimize access to your vast pool of real time data easily, transforms your data to business insights and potentially revenue.

Comprehensive Reporting

We provide reports covering daily sales and item statistics, monthly sales statistics by meal time and item, detailed payment method and credit card reports. Restaurants using inventory and cost control system will have access to reports showing their profits and food costs level.

Cloud Reports

- Check and view any time anywhere
- Reports are available on any devices
- Real time sales reports of all shops
- Preset annual and monthly targets for company and all shops
- Clear comparison of YTD/MTD performance against targets
- Clear display of sales reports of last 7 days, 6 months and 3 years
- Month on month sales performance for the past 3 years
- Real time stock level by category or item of all shops
- Real time member information and buying history
- Save my favourite reports in password protected folder
- All reports can be exported to Excel files



Drive Profitability By Food Cost Control

eRun Inventory and Cost Control System had won the Smart Business Solution for SME Gold Award in HKICT Awards 2018. The award recognized that eRun is revolutionizing food cost control with creativity, breaking through the limitations of traditional cost management in restaurants.



Gold Award
金獎

HONG KONG
ICT AWARDS
2018 香港資訊及
通訊科技獎

Define Recipes

With user-friendly UI design, we will guide you to define ingredients for your dishes or semi-finished products with up to 5 levels of production recipes. eRun can flexibly and accurately handle weight and volume unit exchange, accept pack and unpack, deduct inventory for raw materials used.

Back Office Work Flow

Our Back Office compiles all your bills, update your stock and cost to help you arrive at an accurate food cost estimate.

● Replenishment Approval

Your shops may choose to replenish based on sales quantity or minimum inventory level. eRun will generate requests and send to back office for approval, and upon food materials arrival it will generate purchase stock-in automatically.

● Food Materials Transfer

eRun supports central kitchen, warehouse and food factory operation. There are full records of food materials transferring among shops, warehouses and central kitchen, ensuring your inventory is accurate.

Cost Control

eRun provides dashboard to show you daily raw material consumption data and real time food cost of each shop. You will be well informed of food cost changes, enabling you to make prompt decisions on pricing menu items.

We let your chefs know what food materials and how much have been spent on each dish, keeping them alert of overusing ingredients. It compiles costing reports on raw materials used by day, month and year. You can choose either FIFO or average cost as costing method to calculate the stock value.

Inventory Management

We keep your inventory up-to-date at all times across your whole business network and let you check and verify stock movement details on mobile devices any time anywhere. eRun also digitalizes your stock take process by allowing you to scan with mobile phones.

Product Code	Product Name	Unit	Quantity
123456-123	Chicken Breast	kg	4
123456-124	Red and Yellow Peppers	kg	12
123456-125	Onion and Garlic	kg	12



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