



Simple. Straight. Sorted.

A cloud powered POS for Food Outlets, Restaurants, Bars and Retailers to manage Walk-in and Online orders altogether with ease and simplicity.

OVERVIEW

What is OrderTray?	3
How OrderTray is different than conventional POS fundamentally?.....	4
What value does OrderTray bring to your business?.....	5
What's special about OrderTray?.....	6
How OrderTray make sense over Food aggregators?	7
What you save when you manage delivery yourself on OrderTray?	8

What is OrderTray?

OrderTray is a new age POS (Point-of-Sale) solution which brings the best of both conventional and modern POS functionalities together.

It fully runs on the cloud which has its own advantages over conventional POS without compromising the ease of conventional software solutions.

How OrderTray is different than conventional POS fundamentally?

The fundamental difference is the way it functions. It's a Software-as-a-service (SASS) and runs on the cloud.

Conventional POS used to be a typical software which needs to be hosted/ installed on your premises and you would need to maintain not just the software but underlying hardware too which incurs more cost. In case of OrderTray, it's hosted on the cloud so you don't need to worry about installation or maintenance of the software or hardware.

You pay a subscription charge to use the solution just like any other utility service.

What value does OrderTray bring to your business?

OrderTray brings a lot of values to the dynamic needs of today's food, restaurants, bar or small retail businesses.

- **Access anywhere, anytime** – keep the tab on your key business indicators real-time anywhere at your convenience.
- **Controlled resource access** – you've got to define who can access what.
- **Scalable for more outlets** – instantly setup more stores and scale your business without any operational hassle.
- **Hardware agnostic** – bring your own hardware. It doesn't trap you in any hardware constraints. You can use any reasonable hardware configurations to use the software.
- **Platform agnostic** – runs on the desktop, mobile or tablet equally as long as your device use the latest browser.
- **Equipped to sell online** – offers E-commerce integration at very reasonable prices.
- **Ads while Billing** – enables customer facing display where you can cross sell your products/offers along with the ordering.
- **Manage Order Tickets** – generate order tickets for back operations be it kitchen or packaging.
- **Unified sales** – manage offline and online orders with unified console right into the software.
- **Offline capable** – supports offline use cases where network is flaky or not available for time being.
- **Control and Connect** – gives you 100% control and connect to your customers as long as you manage deliveries yourself.

What's special about OrderTray?

OrderTray is built from scratch with a principle – Simple. Straight. Sorted.

While using it, you'll find the “simple is beautiful” philosophy everywhere. We at OrderTray, tried our best to keep the things very **simple** and easy to understand so that user may love to use it. We cut the clutter of complex applications and embraced the simplicity to make the things simple for users.

It provides the solutions which users really need rather than giving them what they don't care about. Here, we follow “less is more” and keep the solution **straight** to user's core needs.

Any software which is simple and straight but not organised well, does end up less intuitive. To address intuitiveness, we **sorted** the things well so user can focus on what they care about the most.

How OrderTray make sense over Food aggregators?

Initially, for any food joint, it's quite obvious to join hands with the food aggregators as they're not aware about the implications or repercussions it may cause to their brand eventually.

In fact, food aggregators have made their brands bigger at the cost of your brand.

Following are the burning issues majority brands facing while working with them.

- Loss of direct connect to the customers.
- No more brand identity or recognition.
- Compromised control of your business.
- Hefty commissions.
- Quality of food at stake when you join their delivery services.
- Reduced average order size.

What you save when you manage delivery yourself on OrderTray?

- Direct connect to the customers.
- Retain your brand identity.
- 100% control of your business.
- Saving on commissions.
- Better quality of deliveries as you manage them yourself.
- Bigger order size.
- Retain tips to yourself and incentivise your people.
- Also, generating employment is a noble work in itself.