

# Case study

## OrderMate - Point Of Sale Experts

»We rely on Fujitsu servers to support our advanced Point of Sale Solution and to enhance our products' reliability in the fast paced world of hospitality «

Shannon Hautot, Managing Director, OrderMate Point Of Sale



### The customer

Country: Australia  
Industry: Hospitality Software & Hardware  
Founded: 2001  
Employees: 50  
Website: [www.ordermate.com.au](http://www.ordermate.com.au)



### The challenge

In matching market trends with innovative software, to enable better customer service including mobile payments, OrderMate knew that maximum up-time was required from their back-office infrastructure. Great customer service requires a highly reliable server to support mobile and fixed Point of Service terminals. Excellent value for money is essential in the hospitality market as every dollar counts.

### The solution

OrderMate needed a highly reliable back-office server from a dependable partner to support their core software solution. Fujitsu's PRIMERGY TX120 S3 met all the criteria for a highly reliable platform, compact to fit anywhere, affordable and scalable to suit virtually any size of hospitality venue.

### The customer

Innovators in the field of hospitality Point of Sale (POS) software, OrderMate have built a network of over 1000 cafés, bars and restaurants that rely day in day out on the high performance of the OrderMate range of solutions. Careful development of applications to match the exact needs of the Australian hospitality industry, resulted in a suite of applications that continue to be rapidly taken up by an increasingly IT perceptive and customer focused hospitality industry.

### The challenge

The success of a café, bar or restaurant depends on how well the staff know and serve their customers. Great customer service engenders loyalty, repeat business, and profitability. Service that is slow, inconsistent or without relationship is the road to ruin. Good staff can deliver good results. Great software that drives best practice and includes loyalty functionality takes you a long way towards building a successful customer relationship. Highly reliable hardware on which to run a business solution ensures that excellent customer service is always optimized.

### The solution

OrderMate recognized that the more advanced their software became the more their customers came to rely on it always being available. This was particularly evident for rewarding loyal customers and even offering a pay-at-table functionality from mobile terminals. OrderMate needed a highly reliable back-office server from a dependable partner to support the core software solution. But as every dollar counts in hospitality, the new platform had to deliver high-end quality and reliability at an entry price-point.

After much deliberation, OrderMate selected Fujitsu as their new supplier of back-office servers. Fujitsu's range scaled from the fastest super-computers down to the lowest entry point with an unwavering commitment to quality and reliability across the range.

OrderMate selected Fujitsu's PRIMERGY TX120 S3 server for its:

- Quality design, manufacture and resultant reliability;
- Entry-level price and ultra-compact, "fits anywhere" size
- Scalability from Celeron to Xeon, 32GB, single disk to 4 hot-pluggable disks in highly reliable RAID-1/5/6 arrays
- Advanced remote management capability, including: out-of-band management when server is off, bare-metal software build, etc.

The TX120 S3 meets all of OrderMate's requirements, scaling from small to very large hospitality venues.

### The benefit

- High reliability supports new advanced mobile solutions, driving new customer opportunities and revenue growth.
- Scalability supports the same solution across a broader customer base, reducing cost of sale and boosting profitability.
- Long product life cuts the cost of model churn and hardware maintenance.

### The benefit

Adoption of the highly reliable TX120 S3 back-office server has given customers greater confidence in taking up OrderMate's new advanced mobile solutions for better customer service across each venue. This increased take up of new advanced solutions is seeing improvements in OrderMate's sales and profitability as well as significant growth into new accounts as Ordermate's reputation for functionality and reliability is growing exponentially in the hospitality industry.

The impressive scalability of the TX120 S3 has made it much easier for OrderMate to take their solution into a broad range of cafés, bars and restaurants, of varying sizes. This is having a positive effect on lowering the cost of sale of OrderMate's range of hospitality solutions and is thus delivering increased profitability.

Fujitsu designs and builds its servers for long product life as well as maximum reliable operational life. The TX120 S3 will continue to be manufacture for at least 2 years, followed by 5+ years of spares and service. Such long life reduces the cost of model churn and hardware maintenance, enabling OrderMate's staff to focus on their core business of delivering new software functionality and business solutions on a consistent platform base.

### Products and services

- Fujitsu PRIMERGY TX120 S3.
- Advanced mobile hospitality solutions software
- Software integration services

### Conclusion

Improving reliability was a critical factor in considering Fujitsu's servers. From initial evaluation to in-store trials, the TX120 S3 proved equal to Fujitsu's reputation for quality and reliability in the marketplace and met or exceeded OrderMate's criteria. With the better support provided by the TX120 S3 to all aspects of the software solution, OrderMates' hospitality customers are in turn able to deliver better service levels to their clientele. As a result OrderMate is recording improvements in customer satisfaction, market reputation and sales of its products and services.

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Shannon, Hautot, Managing Director, OrderMate Point Of Sale



### About Fujitsu

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