

IMPROVE THE CLIENT EXPERIENCE AND YOUR REVENUES WITH MOBILE APPS

FAST FOOD SOLUTIONS



MOBILE APPLICATION SOLUTIONS

Mobilezapp is excited to bring to you a comprehensive new solution that leverages the power of smart phones including the iPhone, iPad, Android, BlackBerry, Symbian and Windows Phone platforms. Our turn-key solution includes the hardware and software necessary for your organization to turn the explosive growth of the mobile smart phones into improved efficiencies, reduced costs, enhanced customer service and boosted bottom-line profits. Mobilezapp has teamed with the worlds largest hardware scanning company Motorola to offer your organization a total hardware and software solution.

HARDWARE SOLUTIONS

Motorola is the world's leader in bar code recognition hardware solutions. They have consistently led the market through innovative designs, rugged, durable and accurate handheld and fixed device scanners. Motorola offers a full range of scanners to empower your organization with the ability to leverage the explosive growth of smart phones and their enhanced capabilities.

SOFTWARE SOLUTIONS

Mobilezapp is the world's leading mobile software application development company. MZ has developed hundreds of mobile apps for the Android, iPad, iPhone, BlackBerry, Symbian and Windows Phone Platforms. Mobilezapp specializes in developing highly functional B2B, B2C and B2E applications.

EXTENSIVE RESEARCH

We have our thumb on the pulse of the exploding mobile marketplace. Our research team is in touch with all of the major players in this space. We have a solid understanding of the Apple, Google, R.I.M, Nokia and Microsoft mobile app strategies. We keep abreast of mobile applications released by fast food chains with more than 200 locations. Our research provides an invaluable tool to assist your restaurant chain with the ability to release and embrace technologies that will put you ahead of the curve.

**we offer a hardware
and software turnkey
solution**

SERVE YOUR CUSTOMERS AND BOTTOM LINE PROFITS SIMULTANEOUSLY

BAR CODE RECOGNITION

We offer the capability for your organization to better serve your customers and increase bottom-line profitability simultaneously through QR code recognition. QR codes are the next generation bar codes. When Wrigleys Gum first introduced the bar code (UPC) in 1974 it was looked at with disbelief. What did it represent? How could such a strange set of line and bars mean anything beneficial? Thirty seven years later the UPC code is standard on every product purchased in the world. It represents speed and savings at every grocery store and retail outlet primarily due to Motorola's engineering prowess.

ENGINEERING PROWESS

Motorola engineers were the first in the world to provide an easy to use system to recognize the UPC bar codes. This innovation has saved consumers and businesses trillions in both minutes and dollars saved. Motorola's QR code recognition is poised to revolutionize the world once again. Working as a team Mobilezapp and Motorola offer outstanding solution for your business.

QR CODE TECHNOLOGY IS NEXT GENERATION

QR codes are quite simply next generation bar codes. Unique to QR codes is they can be quickly and easily created on the fly. Each mobile smart phone has the ability to generate an unlimited number of QR codes. A customer standing in line at a restaurant can find the items they wish to purchase, push a button and have a QR code created. The QR code will not only contain the customer's food order, but also provide credit card information, the customer's name, full business card information... anything the customer chooses to provide to the restaurant.

IMAGINE THE IMPACT TO THE CUSTOMER EXPERIENCE AND YOUR RESTAURANT IF YOU WERE ABLE TO:

1. Double the number of food orders processed in the same amount of time.
2. Deliver each order exactly as the customer wants it.
3. Process payment for the food while taking the order.
4. Reduce the number of questions customers ask while at the drive-through or check-out counter.
5. Launch a customer retention program similar to the airlines frequent flyer programs.
6. Inform customers about special offers and discounts via SMS text capabilities.
7. Know when your customers are close to your restaurant via Geo-Location technology and pull them into the store with special limited-time offers.
8. Allow your customers the ability to pre-order and pay for their food vs. building to order.
9. Reduce cash transactions to a minimum through mobile phone payment gateways.
10. Welcome customers to your restaurant by their first name through geo-tagging tools.
11. Allow customers to interact with other customers through social media tools.
12. Eliminate a language barrier between those working at your store and your customers.

**imagine
delivering twice
as much food
in half the time
and your customers
loving it**



IMAGINE THE IMPACT TO THE CUSTOMER EXPERIENCE AND YOUR RESTAURANT IF YOU WERE ABLE TO:

13. Provide nutritional information readily and easily.
14. Supply Nutrisystems and Weight Watchers points to your customers.
15. Give both verbal and written directions to customers trying to find your location.
16. Allow your customers the ability to "Like" your restaurant on Facebook and tweet about their experience through Twitter.
17. Empower your customers with the ability to become "Mayor" of your restaurant through single click functions for Four Square.
18. Leverage the investment you have made into playgrounds and family offerings through mobile devices.
19. Allow your customers to meet your management team and wait staff quickly and easily through their mobile device.
20. Get instant feed-back regarding customer experiences with your shift workers.
21. Offer branded games to your customers children via parents' smart phones.
22. "Remember" your customers favorite meal, preferred drink, side orders and condiments.
23. Reward your frequent buyers with VIP Status on your website.
24. Provide customers with special dietary information based on their unique profile.
25. Allow parents to store credits for food purchases for their children.
26. Provide parents with the ability to restrict orders for their children to certain items and times.
27. Deliver emergency information such as the Heimlich maneuver directly to a mobile phone.
28. Provide special weather alerts or emergency information to your customers.
29. Reduce your liability for injuries or potential lawsuits through mobile application licensing agreements.
30. Encourage group visits to your restaurant at off-hours through mobile applications.
31. Accept job applicants through LinkedIn profiles.
32. Leverage new technologies such as Augmented Reality featuring your restaurant.
33. Make your customer's experience with your restaurant an interactive, ongoing experience.



**faster turnaround
and accurate orders
increase profitability**



**we've assembled
an all-star cast of
players to ensure
your mobile program
is a success**

**INTRODUCING AN ALL-STAR
SOFTWARE TEAM TO PROPEL YOUR
RESTAURANT TO THE HALL OF FAME**

Mobilezapp has lined up an all star team of third party vendors we can leverage to deliver the best solution for your organization.

Mobilezapp has created hundreds of tier-one apps for the Android, BlackBerry, iPhone, iPad, Symbian and Windows Phone devices. The client portfolio includes the likes of:

- Lufthansa
 - State Farm
 - Allstate
 - Geico
 - Mercedes
 - Sprint
 - SuperPages
 - Car & Driver
 - Dairy Queen
 - Sports Illustrated
 - Crackle
 - Where
 - Premier Guitar
 - Entrepreneur
 - Stella Artois
 - Hess
- Barclays Bank
 - NFL
 - Lloyds TSB
 - HBOS plc
 - Nando's
 - LinkLaters
 - Garmin
 - Geminder
 - Amazon
 - Concentrica
 - Corvel
 - Vodafone
 - World Cup 2010
 - Microsoft
 - and many more.

OUR STRATEGIC PARTNERS

ScanBuy provides QR code recognition and display technology that is second-to-none. Their integrated software solution ensures transactions are processed quickly and accurately.



BlackArrow empowers your company with the ability to offer advertising to increase your cash flow and provide benefit to your mobile registered users.



MobiMate Ltd provides a wireless application service offering business travelers a sensational and productive travel experience.



Inside Contactless is a global leader in open-standard contactless payment and Near Field Communication (NFC) semiconductors and software that power the next generation of payment, transit, identity and access control applications.



Handmark is a global leader in the development and distribution of mobile media, focused on creating and delivering consumer-friendly access to the best news, reference and information content for wireless devices.



PROVEN PROCESS FOR MOBILE APPLICATION DEVELOPMENT

Developing first-class highly visible mobile apps is second nature to us. We have a unique, disciplined approach to the development process. It begins with your organization completing our detailed questionnaire. Next, we assign dedicated resources to reach out to individual stakeholders on your team. We speak with your executive management, product marketing and IT team members.

We conduct a series of interviews with each group to better understand each of their respective goals and concerns regarding the implementation of a mobile app solution. Prior to writing the first line of code, we aggregate the information obtained through our numerous stakeholder interviews and present a custom mobile application strategy.

WIREFRAME, STORYBOARDS AND POC

Based on the stakeholder interviews, we create wireframes that outline the flow of information between your customers and online data resources. We develop a GUI that strictly adheres to your marketing department guidelines. We focus on building a first-class user experience. Mobilezapp provides mockups of the proposed app via traditional HTML website technology.

COMPETITIVE LANDSCAPE

We believe it is very important for your team to have a solid understanding of the competitive landscape. Toward this goal, we have a research team that constantly scours the market looking for new and innovative ideas. We will download all of your competitors mobile apps - dissect them to fully understand the feature sets being offered - and provide you with the opportunity to comment.

TIMEFRAME

It takes thirty days to create the wireframes, storyboards and mockups. The development process generally runs another sixty days.

A WORLD CLASS TEAM DELIVERING BOTTOM LINE RESULTS



Deliver twice as many meals in the same amount of time via mobile technologies.



Increase customer satisfaction and decrease costs.



Use QR codes to garner new business with security second only to the NSA.



Leverage social media to create a buzz and get the word out about your restaurant.



Both your CFO and your customers will jump for joy with your mobile solution.



Get ready for the QR code revolution today.

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