



Vendor Comparison

Any online food ordering vendor can build a great looking website and make wild claims about their 'superior' abilities and 'large' customer base (try a Google search of, "restaurant online ordering"). Many of these web-only vendors have no real business locations, employees, or meaningful clients. Some may operate from home with their servers housed in a garage. A simple request to *visit* their facilities will expose their operations as non-existent or tenuous one-person companies. In fact, only a few companies have a major impact on the online ordering industry; Delphis Software, Kudzu Interactive, QuikOrder, OrderTalk and Brygid Technologies. Webfood by CBORD also has a few installations.

Utilize the comprehensive feature list below to aid in your evaluation of any online food ordering company. Ask for responses in writing and to make them part of the signed service agreement. If you accept credit cards and have a credit card merchant account, it is particular critical to determine if a vendor is CISP/PCI certified by the bank card companies. It is not sufficient that the vendor's gateway supplier is certified. The online ordering vendor itself must also be certified or you may be heavily fined (up to \$500,000) and/or permanently lose your merchant account. Check with the security department of your card merchant account for specific details.

	<u>Delphis Software</u>	<u>Company 1</u>	<u>Company 2</u>
<i>Executive Profile</i>			
Business Locations	Fresno, CA (Corp.) Santa Clara, CA (Engineering) Chicago, IL (Sales) New York, NY (Sales) San Luis Obispo, CA (NOC) San Jose, CA (NOC)	_____	_____
Employees/Reps IC's/Agents	46	_____	_____
Installed Base of All Products/Services	15,000+ restaurants	_____	_____
Multiple Data Centers for Redundancy	Yes	_____	_____
Full Time Dedicated R&D Staff	Yes	_____	_____
24x7x365 Tech/Customer Support as Standard	Yes	_____	_____
<i>Data/Systems Security</i>			
PCI Certified by Visa, Amex MasterCard and Discover	Yes	_____	_____

Customer Data Stored as Encrypted	Yes	_____	_____
SSL Security on All Webpages	Yes	_____	_____
Active Anti-Intrusion at All NOC's	Yes	_____	_____
SQL Injection Resistant	Yes	_____	_____

Potentially Browser Limiting Technology

Java, Javascript, and/or Other Client-Side Scripting	No	_____	_____
Utilizes Cookies	No	_____	_____
Employs HTML Frames	No	_____	_____

Online Ordering Technology

Multiple Menu and/or Pizza Pricing Display Modes	Yes	_____	_____
Advanced Zip Code/Store Finder	Yes	_____	_____
Intrinsic Multiple Food Formats	Yes	_____	_____
Food Exclusion by Day	Yes	_____	_____
Multiple Schedule Food Pricing	Yes	_____	_____
Time-Based Intelligent Menus	Yes	_____	_____
Time Based Category Display	Yes	_____	_____
Recall of Previous Orders	Yes	_____	_____
Automatic Closures for Holidays & Other Dates	Yes	_____	_____
Separate Delivery Carryout Pricing	Yes	_____	_____
Future Orders to Days in Advance/24 Hour Capability	Yes	_____	_____
Full Customer Demographics w/ Order History on Submission	Yes	_____	_____
Flexible Menu Options Pricing	Yes	_____	_____
Full Route/Directions Appended to Orders	Yes	_____	_____
Development Language for Advanced Custom Web Design	Yes	_____	_____
Proactive Suggestive Up-selling	Yes	_____	_____
Mandatory Food Options w/ Tiered Item Requirements	Yes	_____	_____
Calculates Net Online Ordering Profit	Yes	_____	_____

Tiered Remote System Management	Yes	_____	_____
Real-Time Notification of Order Submission	Yes	_____	_____
Automatic Location Mapping	Yes	_____	_____

Advertising and Marketing Ability

Statistical Analysis/Data Mining	Yes	_____	_____
Advanced Email Marketing	Yes	_____	_____
Birthday/Anniversary Reminder	Yes	_____	_____
Customer Order Aging	Yes	_____	_____
Customer Rewards Program	Yes	_____	_____

Delphis Software, in an effort to provide an overview of the entire online food ordering industry, will attempt to maintain an up to date list of all companies involved.

- bigholler
- brygid technologies
- coolorder
- ehungry
- emenusolutions
- ezwaiter
- foodjr
- HS2 Solutions
- imenu360
- jacent technologies
- kudzu interactive
- mealagent
- merosys
- netwaiter
- nextchoice
- nextep systems
- onosys
- ordertalk
- patronpath
- quikorder
- Resercom
- takeout technologies
- transboundaries
- webfood
- ziptogo

