

# Paytronix Company Overview

**PAYTRONIX**  
systems, inc.

***As the technology leader focused solely on restaurants, Paytronix offers innovative solutions to meet your unique needs for gift card, loyalty, comp, and email programs.***

Founded in 2001, Paytronix set out to develop products for the then nascent market of gift and loyalty programs for the restaurant industry. As the market has grown, so has Paytronix. Today, Paytronix stands as the technology leader with a portfolio of products serving over 175 restaurant chains and over 6,000 locations.

## **Guests Come in All Flavors**



Our unbending focus on the restaurant industry and our commitment to innovation drives success. Paytronix offers restaurateurs full-featured solutions that define the industry best practice. We continuously evolve our products to ensure our clients reap the benefits of the most advanced solutions available.

## **Industry-Leading Gift Card Solutions**

Paytronix provides the best POS integration, industry-leading innovations (like Product-on-a-Card promotions), and the widest array of features including discounted sales and escheatment handling. Built-in tracking and reconciliation processes to ensure accurate accounting and facilitate money movement between corporate and franchisee locations. Our solutions give you trouble-free performance and the reports you need to successfully manage your business.

## **Comprehensive Comp Processing Capabilities**

The restaurant industry uses various complimentary (“comp”) programs to provide discounts to employees and guests as well as for charity events or as trade compensation. Our powerful, intelligent systems handle your comp programs and enable easy redemption while assuring accurate transactions processing for proper revenue recognition and tax accounting.

## **Technology to Power Targeted Loyalty Programs**

Leveraging our innovative technology platform of “rules and wallets,” our clients develop unique programs designed specifically for their restaurants. And as requirements evolve, our flexible solutions can layer additional capability onto existing systems. Our reporting capabilities allow clients to measure the impact of their promotions and optimize future campaigns.

## **Integrated Email Solution**

Paytronix provides all the email basics – eclub enrollment, email verification, automatic registration, birthday and anniversary emails, and scheduled email messaging. Our email solutions integrate with your loyalty program and provide a complete package to identify specific guest behaviors, create targeted campaigns, and then measure success all the way to the “eat-through” results.

To learn more about attaining your gift, loyalty, comp, and email program objectives, contact us.

## **The Loyalty Program Building Blocks**



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