

ONOSYS online ordering announces Paytronix integration

CLEVELAND—ONOSYS, a leading provider of online and mobile ordering technologies for the restaurant industry, announced the integration of the Paytronix Systems, Inc. loyalty program and gift card management system into its software platform.

ONOSYS is a robust online ordering tool that manages Internet sales for restaurant companies and adapts seamlessly to the particulars of any menu. Its flexible design allows for the addition of a broad array of supplemental systems and services such as Paytronix.

"Paytronix is a first-class company serving the guest loyalty and gift card space, and we're proud to have established this partnership," said ONOSYS partner Stan Garber. "Part of the ONOSYS mission going forward is to provide our customers increased benefits through such alliances."

With seamless integration into the ONOSYS platform, guest redemption of loyalty rewards is a breeze, Garber added.

"It becomes part of the whole guest experience when they visit our restaurant clients' Web sites," he said. "Guests can redeem points when they order online or even in the store. The choice is up to them."

Andrew Robbins, president of Waltham, MA-based Paytronix, said that teaming up with an online provider like ONOSYS puts it at the first point of contact with restaurant guests who order food online.

"By being integrated with the Web site, we can identify the guest at the earliest point of entry, make them aware of offers or rewards, and enhance their dining experience," said Robbins, adding that Paytronix's software also administers a broad range of e-mail marketing programs. "Some companies talk about the 'open rate' of their e-mail messages, but we talk about our 'eat-thru' statistics. When we send out an e-mail with a reward, we know who visits, what they spend, and whether they redeem their reward. This kind of detailed information helps our customers create more effective marketing campaigns"

About Paytronix

Paytronix is a leading provider of gift, loyalty and email solutions for restaurants. With an unbending focus on the restaurant industry and a commitment to innovation, Paytronix offers restaurateurs full-featured solutions that define the industry best practice. Paytronix's continuously evolving solutions ensure its customers reap the benefits of the best solutions available. For more information, visit the Paytronix website at <http://www.paytronix.com>.

About ONOSYS

ONOSYS is the leader in online and mobile ordering technology for the restaurant industry. The system streamlines order taking, increases average ticket size and allows restaurants to stay connected to customers. ONOSYS services more than 50 brands—more than any restaurant industry provider—including Papa John's International, Hungry Howie's, Jet's Pizza, Papa Gino's, Boston Pizza, Jersey Mike's Subs, D'Angelo Subs and several others. For more information ONOSYS, contact Stan Garber at (440) 785-2870 or 216-426-0000, or visit www.onosys.com.