

PATENT OWNER  
EXHIBIT 2034



Simphony

# A Highly Flexible POS Solution – Increase Productivity, Drive Down Costs

In the hospitality world, today's fast-changing requirements and evolving technical capabilities have created a growing demand for flexible, scalable solutions that drive business operations. Systems that easily expand and contract with the business and integrate across the entire technical portfolio to deliver an innovative solution and offer a sustainable, competitive advantage are a must in today's marketplace. Simphony is the premier enterprise enabled point-of-service (POS) solution for

restaurants, hotels, resorts, casinos, and cruise ships. This integrated system linking POS transactions and back office functions enables you to manage your operation better, increase the productivity of your employees, and improve guest service, thus making even the most complex operations run smoothly. Simphony is designed for SaaS (Software as a Service) deployment, yet offers the flexibility for on-premise or hosted deployment.



**As a result of years of industry experience –** Simphony is built upon a web services architecture that enables easy system growth, deployment, and property-level resilience. It offers a highly scalable and flexible configuration that is capable of operating in a single site to thousands of properties across brands, time zones, and even continents.

**All Simphony hardware options are designed with your environment in mind –** spill resistant, modular design, an array of connection options, and a multi-port design for numerous POS peripherals. Whether your enterprise requires a fully functional touchscreen PC, a mobile device, or a POS appliance, MICROS has the solution for you.



# Superior Architecture for a Service Oriented Approach

Simphony is built using a Service Oriented Architecture (SOA) which enables independent business functions to interact with each other using a standard set of messages to achieve seamless business processes. A robust infrastructure allows you to focus on business operations and guest service rather than dealing with system integration and availability issues. Bysupporting flexible deployment models and operational requirements, Simphony allows individual services to be deployed at any level of its infrastructure. Simphony also provides the convenience to easily manage software versions and ease the upgrade process as single sites and central can be updated at the same time. Credit card processing, interfaces, and printing services may be deployed within a property, revenue center, or workstation to enable the desired level of performance and resilience.

**Multiple levels of unparalleled offline resiliency** complement Simphony's advanced scalability, enabling the client to perform mission-critical operations in the event of an upstream technical issue. This means that even during an internet outage, SOA enables the business to process credit cards, use the paperless Kitchen Display System and remote printers, and continue operational reporting by running these services locally.

**For multi-concept operations**, the Enterprise Management Console (EMC) allows management of the entire system from within a single application that can configure all aspects of the POS clients. User, via employee roles, are able to create and define the parameters of the enterprise, properties, and revenue centers from any PC that has access to the central server, thus allowing local users to make changes to their configuration if necessary. EMC allows the user to distribute configuration information from one location to others, as well as, copy properties or revenue centers within a Simphony system or even to an entirely different one.

**Simphony provides an ideal integration platform** for the global hospitality industry. Through consolidated system management and a flexible set of web-based tools, a business can minimize Total Cost of Ownership and offer new and innovative opportunities to increase sales and guest satisfaction. Simphony offers the capability to integrate with discrete business functions such as property management systems, gift cards, and credit cards on an enterprise, property, or revenue center level. The system offers special features like an off the shelf import/export utility that can be used to update configuration information from external sources and standard report export tools that can be used to provide financial systems check and sales data.

#### Profit From:

- A paperless world that increases efficiency
- Adding advanced security to protect systems from theft, whether from employees or customers
- Superior architecture, scalability, resiliency, flexible

**Advanced Security** is one of the most frequently discussed topics in the industry today. MICROS's leadership in the industry and our involvement on the PCI-Security Standards Council allow us to stay at the forefront of secure implementations and more importantly, to participate in the development of industry standards in order to deliver the most secure systems to our customers. MICROS offers a multitude of security options including unsurpassed access control, data and employee auditing.

**Simphony offers superior web-based reporting capabilities** with a complete set of reporting, auditing, and analysis tools designed to deliver the information you need to run your business. When it comes to reporting and analysis, Simphony offers a complete package that is easy-to-use and inclusive of the information you demand, delivering actionable data in real time. Intuitive, web-based reporting solutions can retrieve financial data by property, revenue center, date, range of dates, etc., as well as limit access to reporting data by job function.

## Find out more about how MICROS and HSI can help you grow

Get in touch with us for more information or to schedule a demo and consultation appointment.

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