

Success Story

Flying Wedge started in 1989 when three UBC art school buddies couldn't find the gourmet variety, taste & appeal they were craving in a local pizza parlor. They created the Flying Wedge Pizza Company, and set out to UNFOLLOW the traditional pizza industry.

The Zagat Travel Guide has named Flying Wedge among Vancouver's Best Places for several years, and locals have honored it Vancouver's Best Pizza year after year!

With a base of 6 corporate locations, they have built a superior franchise model and are now 15 locations strong and growing.

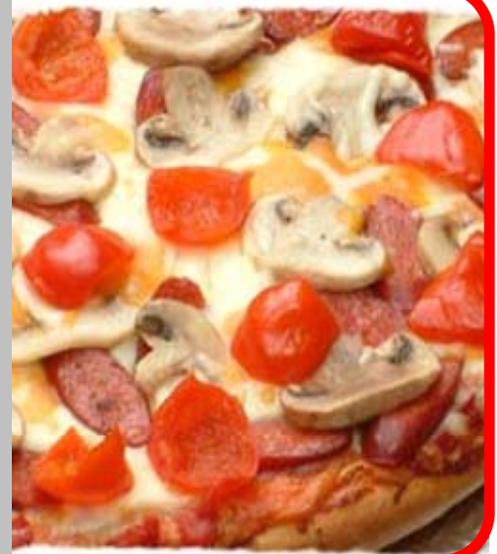
Profitek Solution

Since 1993, Profitek's RMW Restaurant POS Solution has been used in quick service configuration, with two Point of Sale stations at most locations. Profitek's integrated Credit and Debit Card processing speeds up service. Centralized Gift Card and Frequent Diners modules support customer loyalty across all locations. A browser based interface allows customers to check their Points and Gift Card balances and add money to Gift Cards on-line. Profitek's Host Control is used for chainwide menu management, employee management and business reporting.

Gourmet Pizza Franchise Takes Off

"It is the happy repeat customer that makes our award winning pizza a reality."

www.flyingwedge.com



"Mainstream tastes are becoming more sophisticated and demanding than ever. In the QSR category (Quick Service Restaurant) this shift has begun and will continue." states Myron Van Snick, VP of Operations. "The technology we use has to support this reality."

Profitek's Gift Card and Loyalty reward modules are an important part of the Flying Wedge chain's value added experience for customers. The recently developed browser based module that allows all flying wedge customers to check and update their Gift card balances and monitor their customer loyalty rewards balance.

"We had dealt with another POS firm previously, we were not getting all the features and benefits we were promised."

Profitek has fulfilled their commitments for over 15 years and worked with us on special requirements like our browser based module for BOTH Loyalty points and Gift Card. "I appreciate the flexibility of Profitek's solutions and their willingness to work with us on enhancements that will help us and other restaurateurs build their business." says Myron.



What you get.

Proven technology in a turnkey solution with software, hardware, installation, training and support all from one vendor.

Reliability. Rugged redundancy is built into the system that allows you to keep your operations running in the most challenging of situations.

Flexibility in an open platform with intuitive software that is easy to learn and use. Profitek software runs on standard PC's, Windows CE hand helds, IBM, NCR or JIVA Touch Screen POS Stations.

Security via password protected security levels is a key component of Profitek Software.



“Everything we do from creating new flavour sensations to overseeing store designs and friendly service, it is all done to make a Flying Wedge visit a memorable experience” emphasizes Myron.

For the customer, the speed and ease of ordering and payment needs to be transparent, so as not to interfere with the experience. Profitek's Integrated credit and debit card Module uses high speed internet to achieve on average three second debit card processing and virtually instantaneous credit card authorization.

“Maintenance and consistency of the quality of offering is critical to the success of the chain as it grows” says Myron. We will increasingly rely on our Profitek Head Office Host Control module to help achieve consistency and share successful offers and promotions.” Profitek's Host Control module allows menu and price management across the chain and provides comparative sales analysis across locations.

Profitek's support specialists provide installation and training for all new franchise operators and Flying Wedge is happy to take advantage of Profitek's full onsite support capabilities.

InfoSpec Systems, developer of Profitek software, has been in operations since 1985. Our software has proven itself in countless single-unit and multi-unit environments. Profitek Specializes in mixed retail and restaurant environments. InfoSpec Systems' ongoing software development, based on industry trends and our clients' feedback, will ensure your operation remains at the leading edge.

Software Hardware Installation Training Support

InfoSpec Systems Inc.

Head Office
108 – 2688 Shell Road
Richmond, B.C. V6X 4E1
Canada

Vancouver: 604 248-2348 / toll free 866 248-0333
Calgary: 403 248-2348 / toll free 888 463-6696
Toronto: 905 944-1647 / toll free 877 944-1647
USA toll free: 866 248-1223
Email: info@profittek.com