



**MOTOROLA**

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**Hot  
Technology  
Meets  
Hot Pizza.**

**PizzaCast**

**Mobile Shopping from**



**MOTOROLA**



**Introducing  
the cutting edge of  
the pizza businesss.**

**PizzaCast**



A slice of Motorola

**Your menu in more hands.**

**Pizzacast**



## **Mobile shopping from Motorola puts your menu in more hands**

### **Increase sales**

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Pizzacast is a new mobile Web application from Motorola that can put your menu in the hands of more people than ever before. With Pizzacast, your busiest customers can order pizza from you again and again with a few clicks of the mouse, or by pressing a few buttons on their cell phone. The application handles your customer's preferences, their favorite food orders, and even payment, using secure Web and Mobile Web technology.

Pizzacast is an entirely new distribution channel for pizza restaurants, with the potential of increasing customer loyalty and even attracting new customers who enjoy getting hot pizza in new and more convenient ways.

## **Improve customer service and your store's daily operation.**

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Pizzacast helps you increase your peak-time order volume because it's completely automated. Your customers won't get busy signals or have to go on

hold before speaking with an order-taker. Your customers just enter their order right on their Web phone or computer and the order goes straight to your store. It's fast and accurate. You'll love the convenience and the repeat business as much as your customers will love this fun, easy, new way to order pizza.



## **Choose Pizzacast plain, or with extras**

Motorola makes it easy for you to get started with Pizzacast. Our basic package of features contains everything you need to receive orders and build customer loyalty with Pizzacast.

### **Core feature set**

#### **Fixed and wireless Internet ordering**

Pizzacast enables your customers to order their favorite meal when and where they want – whether from their home or work computer, or on the go, using their wireless Internet phone or PDA.

#### **A fixed Internet site**

We provide you with your own customized fixed Internet site, complete with your branding, including logo, colors and “look and feel.”

#### **A wireless Internet site**

Pizzacast goes the next step and provides a companion Web site for ordering from a Web-enabled wireless device. Now your customers can quickly order their favorite meal from anywhere.

## **Internet ordering with voice commands**

Even if your customers are not near a computer and/or do not have a wireless Web device, all the convenience of Internet ordering is still available to them. By simply dialing one phone number, your customers can say the name of their favorite order (such as "Home Pizza" or "Work Pizza") and all their saved preferences are retrieved for that order and sent to your store.

## **Registration and stored preferences**

Pizzacast allows your customers to configure and save their favorite meal including menu items, payment method and delivery or pick-up addresses. This means your customers can quickly and repeatedly place orders to your restaurant.

## **Order confirmation and status**

Pizzacast allows you to improve your customers' ordering experience by providing real time order confirmation and order status – from estimated delivery time to details such as "the pizza is on its way." Not only does this make for a happier customer, it relieves your call volume from customers checking on their order.

## **Management reports**

Pizzacast will provide you useful information on your customers and your business. Stored customer information can be used for direct marketing, while sales information can help you better manage inventory, staffing and costs.

## **Non-Proprietary Application Interface**

Pizzacast uses an open standard Application Programming Interface (API) to send orders directly to your restaurant via your POS or other methods, based on your restaurant operations. This new ordering channel greatly increases peak time order volume.

## **Flexible menu structure**

Pizzacast provides a flexible menu structure to accommodate the uniqueness of your store menu. This menu can be modified at any time via a Web-based menu management interface.

## **Optional extras**

### **Coupons**

Coupons and promotions can be applied to your fixed and wireless Internet commerce sites. This means your customer can browse for deals from their computer and you can push promotions to their Web-enabled phones to stimulate sales.

### **Wireless game**

To inject fun into your Web site and a method to market promotional items, a game can be added to your wireless internet ordering site. Contact us for more information about this new way to interact with your customers.

### **Application customization**

Pizzacast has an expert application development and integration team that are ready to provide the necessary services to meet all of your unique system or business needs.

### **Additional services**

Please talk to us about other services available to help you operate your Pizzacast Internet ordering site – from customer care to on-line menu management.

## Cut your customers in on a good deal



Your customers can tailor their Pizzacast profile to record their personal preferences:

- the addresses where they like to pick up pizza or have it delivered
- their favorite pizza meals, including side orders, and
- how they prefer to pay (cash, check, credit).

There is a companion Web site that allows them to set up this information easily on their home or office computer, or it can be done right on their Web phone or PDA.

Once their profile is set up, they can order pizza on the go, by pressing a few buttons on their Web phone or while online. Just like that. Customers receive an order acknowledgement so they can review their order status, which gives them a confirmation of the order and an estimated delivery or pick-up time.



## A slice of Motorola

Pizzacast is designed to get you a bigger slice of the pie, whatever part of the business you're in. Motorola's powerful m-commerce solution includes point-of-sale and point-of-purchase m-commerce applications, a database management system, and profiling systems. With Pizzacast you also have access to a wide variety of productivity-enhancing communications products and

services from Motorola – all designed to help make your business more successful.



Motorola provides complete technical support for all users of Pizzacast, including wireless network operators, value-added resellers, independent pizza shop owners and franchisees, and pizza consumers.

## Ready to get started?

Mobile shopping can make life easier and more fun, and your customers are going to want all that, plus the convenience of Pizzacast. Find out today how you can get the competitive advantage of m-commerce working for you, with Pizzacast – only from Motorola.



Say hello to increased sales and revenue margins, competitive differentiation, and reduced operating costs.

Say goodbye to holds, missed calls, and missed orders as you improve the quality of your customers' ordering experience in a new and exciting way.

Today's on-the-go consumer wants easy, automatic ways to order goods and services, and you can be first in line for their pizza order, with Pizzacast. Pizzacast is Motorola's new mobile ordering application for the pizza industry. It allows customers to send orders to your restaurant electronically – no hassles, no holds, no mix-ups.

Pizzacast works on any make or model of the new generation of Web-enabled wireless phones. It makes mobile ordering easier and more convenient.

Pizzacast is the hottest new way to boost your pizza business.