



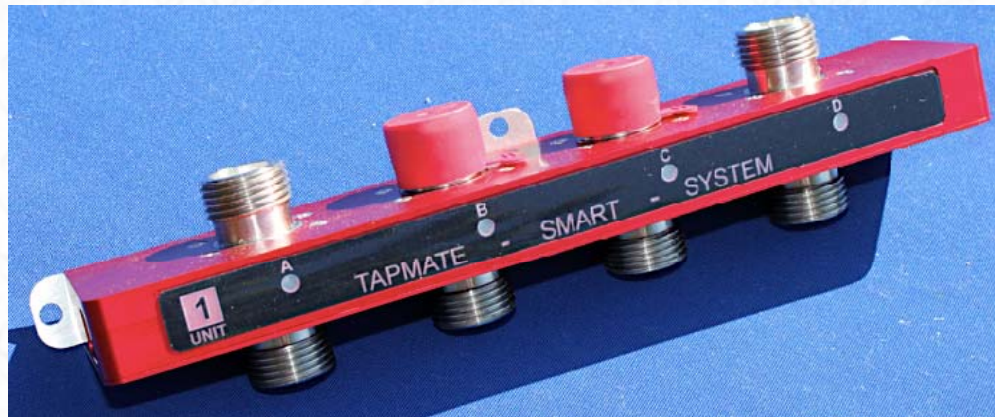
Parker Technologies Introduces

TapMate Smart System

Automated Draft Beer Monitoring

TapMate Smart System

- The next generation of TapMate
 - ▣ Uses the same reliable patented technology to measure draft beer flow
 - Uses infrared light and a microprocessor to detect beer flow
 - ▣ Automatically records flow data
 - ▣ Bundled with easy to use analysis and reporting software

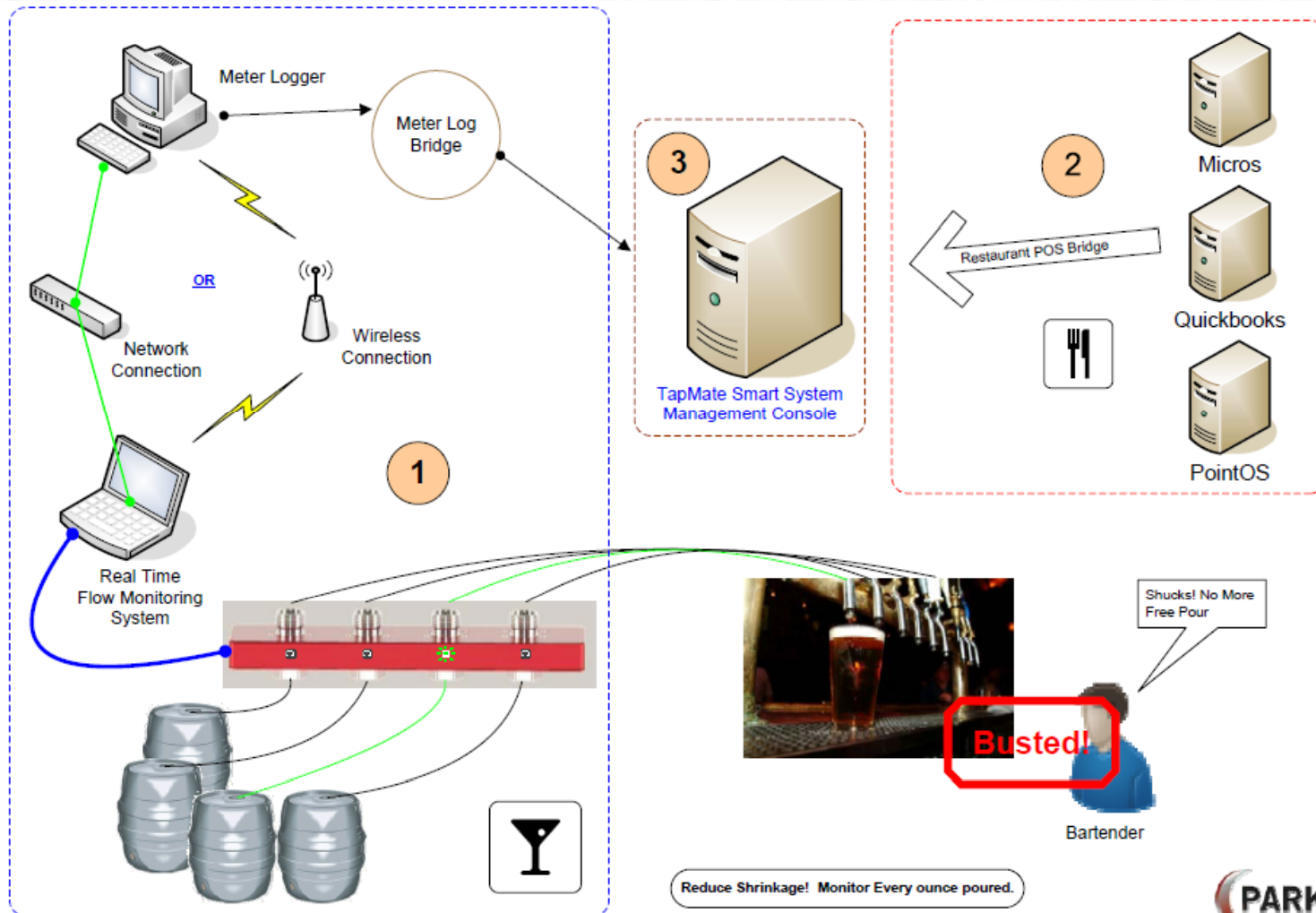


TapMate Smart System



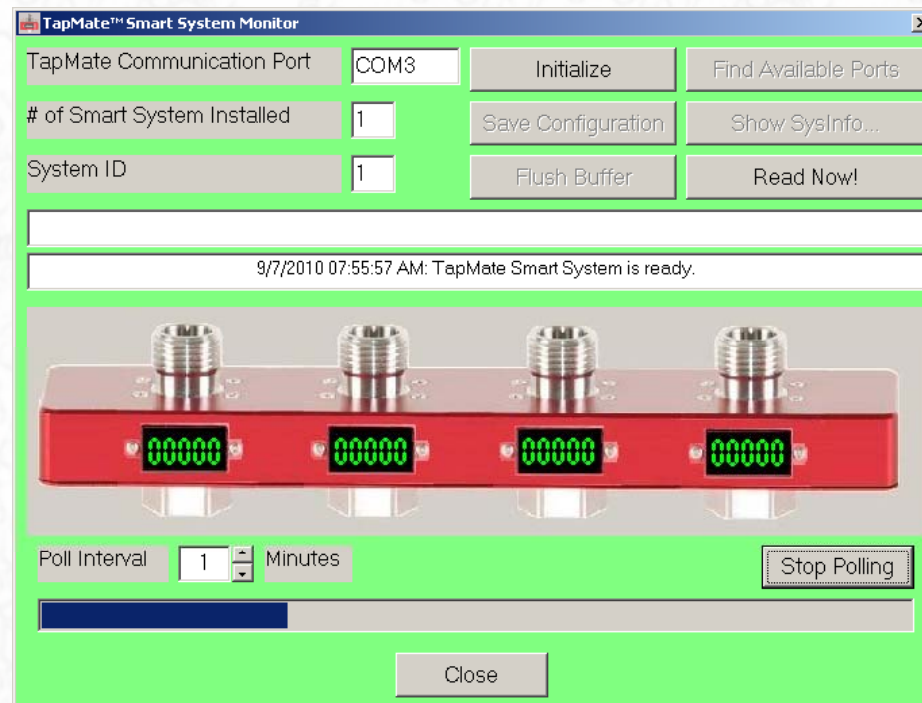
- Smart System is an integrated solution providing restaurant and bar operators the ability to monitor and manage draft beer shrinkage
- Installation consists of three modules:
 1. Flow monitoring system includes:
 - One or more Smart System bundles. Each Smart System can monitor up to four kegs. Smart Systems can be daisy-chained together to accommodate additional kegs
 - A computer with Smart System Flow Monitoring software and Smart System Meter Logger software
 2. Point of Sale software interface bridge
 3. A computer with the Smart System Data Analysis and Reporting software

Smart System Diagram



Flow Monitor

- Record flow readings in real-time
- Readings are **date-time stamped** so they can be correlated to corresponding POS data



Meter Logger



- The primary function of the Meter Logger is to consolidate the flow readings and convert them into the Smart System internal database format
- Beer usage can then be calculated based on this data
 - ▣ Usage data can also be used to manage keg inventory

POS Interface Module



- The POS interface is a companion software module designed to extract all transactions related to Draft Beer menu items from the POS system
- Planned support for all popular POS systems
 - ▣ Requires customer collaboration
- POS sales data is coupled with usage data (collected by the Flow Monitor) to calculate draft beer shrinkage

Data Analysis and Reporting Module



- The Data Analysis and Reporting Module is the centerpiece of the Smart System. It gives you the ability to examine usage and shrinkage information
 - ▣ Generates detail/summary reports
 - ▣ Generates graphs
- View data for a selected draft beer or all beers combined
- Group data by Time Frames
 - ▣ Quarterly, monthly, weekly, daily, or even hourly
- **Drill-down** and **drill-up** support
 - ▣ Quarter ↔ Month ↔ Week ↔ Day ↔ Hours

Beer Analysis Options

Beer Brand

Beer 1



Beer 2

Beer 3

...

Beer 16

ALL BEERS (combined)

Graph Type

Usage (Beer Poured)



Shrinkage

Time Frame

Today (by hour)



Yesterday (by hour)

This Week (by day)

Last Week (by day)

This Month (by week)

Last Month (by week)

This Quarter (by month)

Last Quarter (by month)

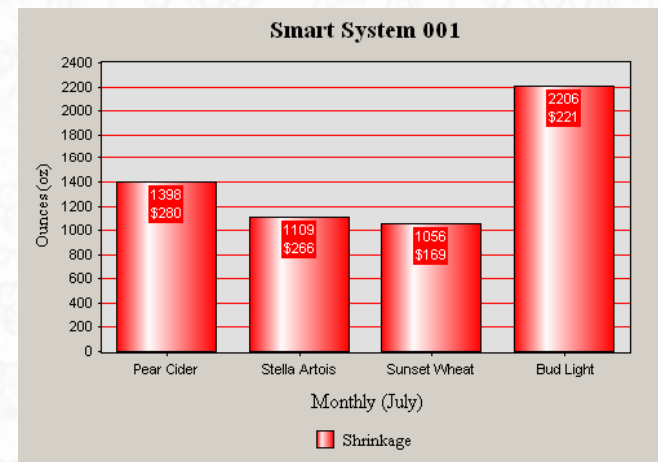
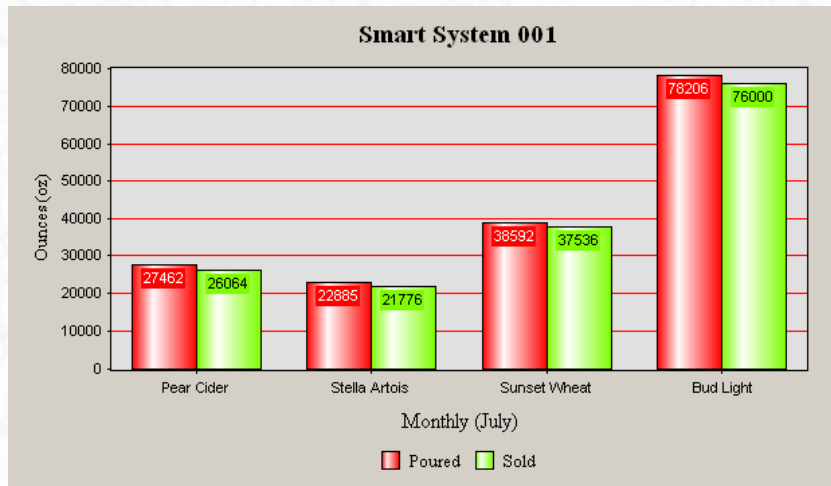
Custom Dates

Drill-down and Drill-up explained

- One of the most useful features for browsing the usage/shrinkage data is **Drill-down** and **Drill-up**
- The user can click on a particular beer in the Summary screen opening up a Detail screen for that beer for the appropriate time period
- Similarly, if the Detail screen was showing a week's time frame by day, the user could click on a particular day and the display would change and show that day on an hourly basis.
 - ▣ The same “drill-down” feature would be active for other time-frames (i.e. monthly to weekly, quarterly to monthly, etc.)
- Use the **Go Back** button to “drill-up” and return to the previous display

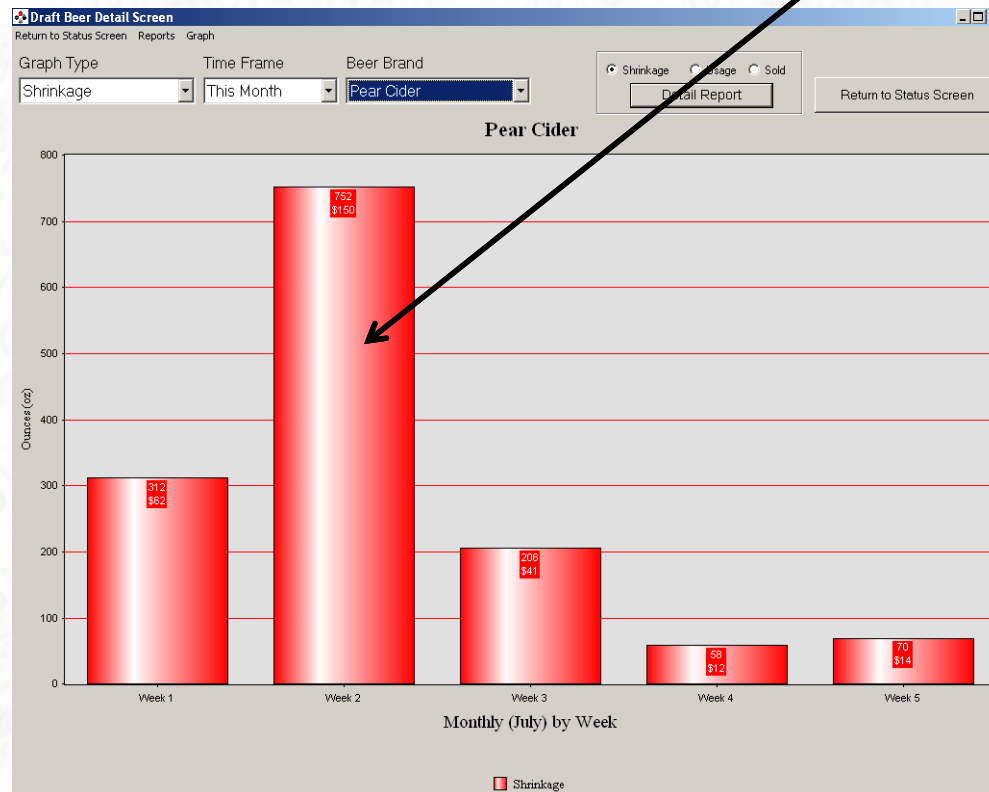
Typical Usage Scenario

- Let's say you want to browse through your usage and shrinkage in one of your restaurants, in which TapMate Smart System is installed
- You start the Data Analysis and Reporting module and look at the **Summary** screen



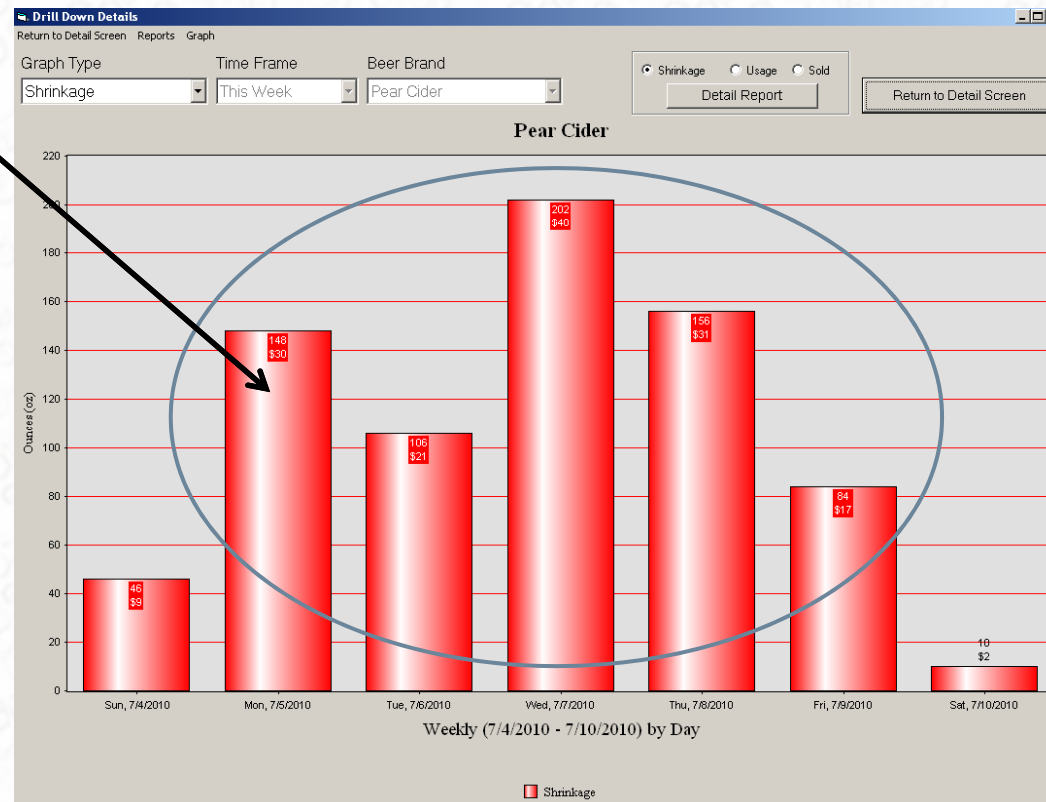
Typical Usage Scenario

- Pear Cider shows unusual shrinkage in Week 2, so instinctively, you click on the bar to see what has happened



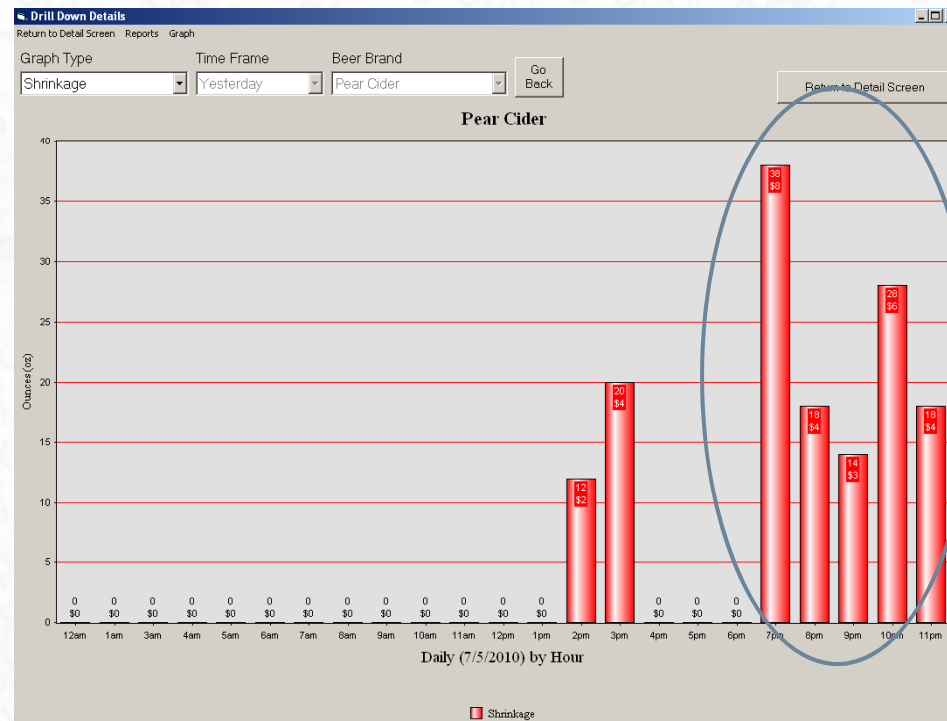
Typical Usage Scenario

- Since you are looking at the July Summary by Week, you effectively drill-down to the Week view on a Daily basis. You note that the shrinkage during weekdays is noticeably higher than on the weekends. You decide to click on Monday to drill-down further



Typical Usage Scenario

- Looking at Monday data hour-by-hour reveals considerable shrinkage from 7pm through midnight. Armed with that information, you can now have a talk with your bartender on shift during that time!



Usage (Beer Poured) Graph

- In addition to showing Shrinkage only information, you can change the graph type to Usage to display both Poured and Sold data on the same graph. Use the Graph Type dropdown box to display the desired graph.



Sample Summary Report

- The information used to display each graph can be printed on a report. Depending on which graph you are looking at, the program will print either a Summary or Detail report.

TapMate Smart System - Summary Report - Monthly

Reporting Period: July 2010

Beer Brand	Usage (oz)	POS (oz)	Shrinkage (oz)	Shrinkage (%)	Shrinkage (\$)
Bud Light	78,206	76,000	2,206	2.8	\$441
Pear Cider	27,462	26,064	1,398	5.1	\$350
Stella Artois	22,885	21,776	1,109	4.8	\$277
Sunset Wheat	38,592	37,536	1,056	2.7	\$264
	167,145	161,376	5,769	3.5	\$1,332

Sample Detail Report

TapMate Smart System - Detail Report - Weekly Shrinkage

Reporting Period: 7/4/2010 - 7/10/2010

Beer Brand	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total (oz)	Shrinkage (\$)
Bud Light	8	258	170	150	276	144	178	1,184	\$237
Pear Cider	46	148	106	202	156	84	10	752	\$188
Stella Artois	15	43	62	148	71	150	120	609	\$152
Sunset Wheat	0	56	104	120	120	88	40	528	\$132
	69	505	442	620	623	466	348	3,073	\$709

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