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Introduction

Account Management Systems (AMS) are standard among owners of restaurants, clubs, casinos, hotels and entertainment complexes. Such systems allow hospitality professionals to keep track of "best" customers and to market effectively to this loyal client base. Trako, an AMS offering from HRS, integrates with your point of sale system giving users diverse marketing functions to secure the loyalty of repeat guests. In addition to data base management, Trako interfaces with other 3rd party software, allows for the creation of separate client accounts, provides a mechanism for card issuance and includes a complete set of report options.

Product Description

Owners of hospitality establishments have already chosen Trako to keep them competitive in their industry. With keen marketing tools that have been specifically designed, users can implement various marketing programs and track their success.

So, what do users of Trako receive?

First, users can build a database of clients with details about client tastes and preferences. Second, users can issue member cards, which are usable in all property outlets and which allow for card member discounts and other privileges. Third, users may set up client accounts, which record customer activity and hold earned bonus points. In short, cards issued from Trako act as a credit account, a debit account, a discount card and a registration vehicle all at the same time. And fourth, users may also set up family accounts and corporate accounts allowing for the issuance of multiple cards all reporting to the same account.

Most important is that users have a full recording of all transactions both monetary and non-monetary from all customers and all accounts. Additionally, interfaces with other systems reduce manual postings and increase service levels making operations seamless.

System Requirements

Trako Architecture

Trako software is developed for Win32 Platform PC (currently supported are Windows 2000 Professional or Server, Windows XP and Windows 2003 Server). TRAKO maybe interfaced with **MICROS 3700, 8700 and/or 9700** POS systems and **Fidelio Front Office PMS** system. Data exchange between the systems is provided over direct TCP/IP connection.

Trako is written with MS Visual Basic v6.0 and MS Visual C++4.0, it uses Sybase SQL Anywhere v5.5 as the database platform, and Crystal Reports 8.0 as the reporting tool. Micros – TRAKO interface is written with MICROS proprietary Interface Script Language (ISL).

The requirements to TRAKO server PC and workstations are:

Server Specification

- Pentium 4 or Xeon 2.0 GHz or faster
- RAM 512 MB or more
- Hard Drive Space SCSI 18Gb or RAID
- Network Card Ethernet 100Mb
- Back-up device: DAT8 tape, CR-RW, DVD recordable, external HDD or any other backup device supported in Windows
- APC Smart UPS 1000 or any other UPS with monitoring software
- Free LPT or USB port
- Local or networked laser or ink-jet printer
- Mouse
- 15” color monitor 1024x768
- Keyboard, optionally with embedded magnetic card reader

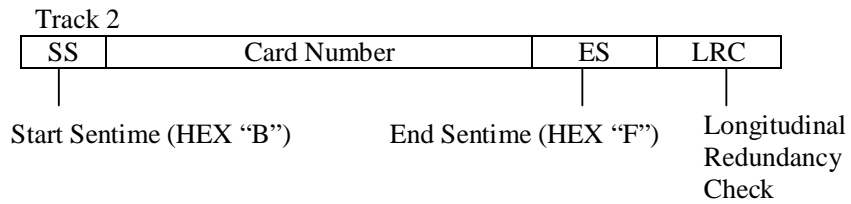
Workstation Specification

- Pentium III 700 or faster
- Memory 128MB or more
- IDE Hard Drive > 4Gb
- Ethernet Card 100Mb
- Mouse
- 15” color monitor 1024x768
- Keyboard, optionally with embedded magnetic card reader

- Ethernet HUB 100MB

Magnetic Card Specification

ANSI 4.14 – 1976 or ISO 3554 standard.



SS, ES, LRC – programmed by hardware.

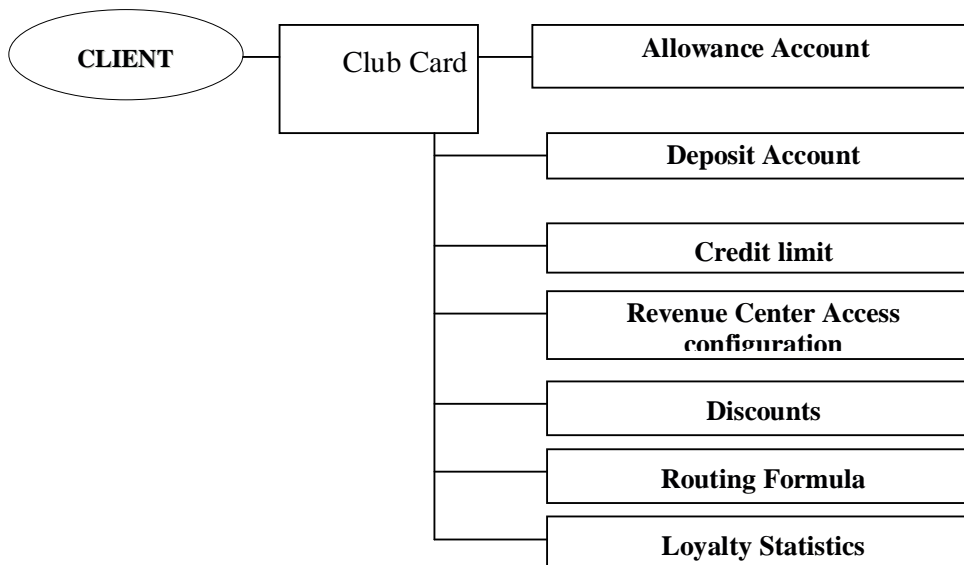
Card Number – up to 36 digits.

High and Low intensity card encoding may be used.

Product Features

- Flexible Setup Customizable to Your Business
- Detailed Client Database Warehousing and Management
- Cards Creation Warehousing and Management
- Interfaces with POS
- Advanced Search Functionality
- Guest Deposit Accounts - Private, Family and Corporate
- Multicurrency Functionality
- Automatic Posting Capability
- Account Transfer Options
- Adjustments to Deposit Accounts Ability
- Club Card Settlement Functionality
- Club Card Transfer Options
- Club Card Unlink Options
- Group operations with Clients, Cards or Accounts
- Fixed and Variable Discounts
- Club Cards Discounts
- Allowance Accounts for Customers and Employees
- Multiple Report Options
- Receipt and Statement Production
- Database Archive
- Control of Lost or Expired Cards
- Revenue Center Specific Discount
- Security
- Usage Rights
- Statement Customization
- Customer Mailing Files Creation
- Advanced Mailing Features

Trako's functionality can be shown schematically as follows:



Feature Description

Client Database

Attracting new clients and keeping current ones are of prime import for any establishment. It's no a secret that competition between establishments is fierce. Securing a regular clientele requires personal attention to guest tastes, preferences, favorite dishes, friends and family and memorable dates be they birthdays or anniversaries. Personal attention to each guest defines your establishment in comparison to those of your competition. Trako allows operators to build a client database configured to their needs and to easily use the information to promote upcoming events or announce future marketing programs.

Handling the clients ledger accounts

Trako is a flexible system that provides handling of the client ledger accounts. The cards of inactive guests can be deleted from the system database, but all the data of the guest will be still accessible.

TRAKO Club Cards

With personal club member card a cardholder may pay his guest check at any Micros workstation. Depending on card settings, he may automatically get discount or bonus. Club cards provide client identification and restrict staff access to cash. In addition, the system may gather loyalty statistics, including check payment totals, check sales itemizer totals and even particular menu items posted to his guest check.

Bonus Points

With Trako a property management may easily find the guests who give the property the main percentage of the revenue. The property may decide to award such guests. Once the guest has been registered at the entrance, the property can award him with premium points. These may be flowers, wine, bonus points, free entrance tickets for friends, etc.

Discounts

Trako may work as discount system. It helps Micros in defining the exact discount amount for particular guest check paid with particular club member card. Discounts can be targeted and customized depending upon Revenue Centers, serving periods and check sales itemizers (such as food, beverage, tobacco etc).

Group Deposit Account

Trako offers Personal and Group deposit accounts. Group Deposit Accounts may be useful for a family or corporation. Trako allows for 3 different currencies.

Restriction of user privileges

There are some operations that are to be accessible for some employees but not accessible for the others. Full security functionality with respect to transaction type is standard with Trako.

Reports

Trako provides operators with various standard reports. Customized reporting is an option.

-Account balances

-Admittance

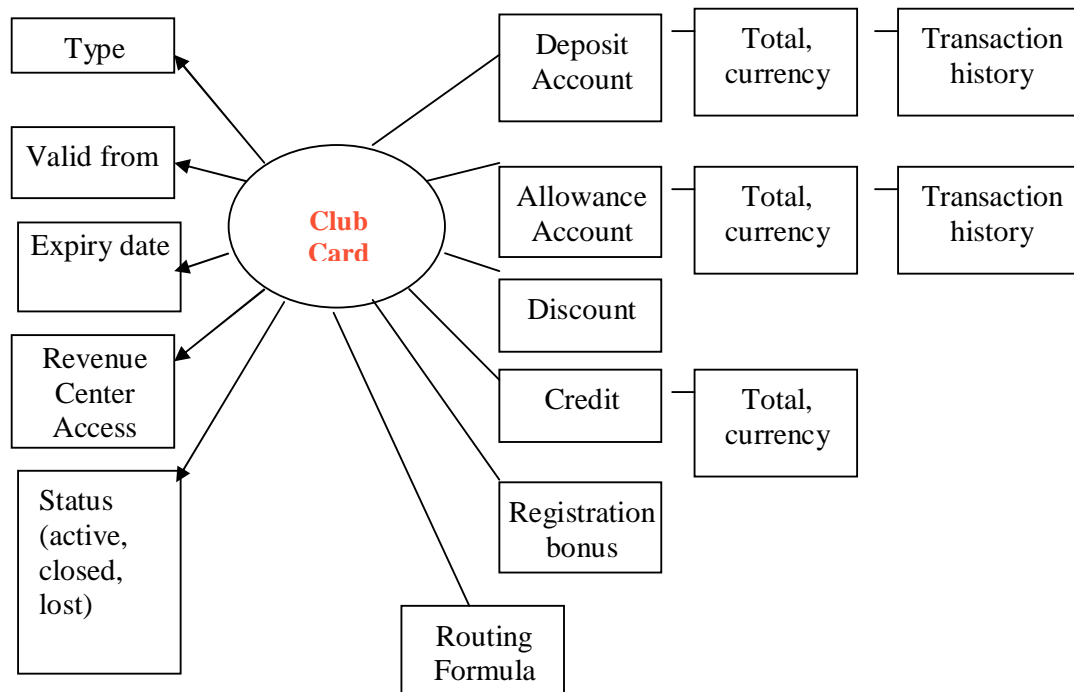
- Transactions by Micros, Fidelio or/and Trako operators
- Loyalty statistics
- Client birthday
- Card History
- Stored procedures log report
- Any other custom reports as per request

Reports are accessible at any time.

Flexible Configuration

Trako provides a variety of configuration options for end-users, allowing them to easily add or change *Club Card Features, Accounts, System Users and their privileges, Currencies, Workstations (revenue centers), Custom Reports, Stored Procedures, Date Ranges for reporting, Revenue Center Access schedules* and many other system objects. It allows for TRAKO customers to easily adjust the system to better meet their current needs, without the system software modification, by only making changes to the system configuration right in the application forms.

Trako Club Cards



!!! Please note, that one guest can have multiple Club Cards, and each of these cards may have its own accounts and settings.

Club Card Unlink Option

You may **unlink** a Club Card from a Club Member. Trako places the unlinked Club Card into the list of available club cards. So you may re-assign this Club Card to another Club Member.

Club Card Transfer Option

Trako allows you to **transfer** a Club Card from one Club Member to another Club Member. All Club Card properties are transferred correspondingly.

Group Operations with Cards

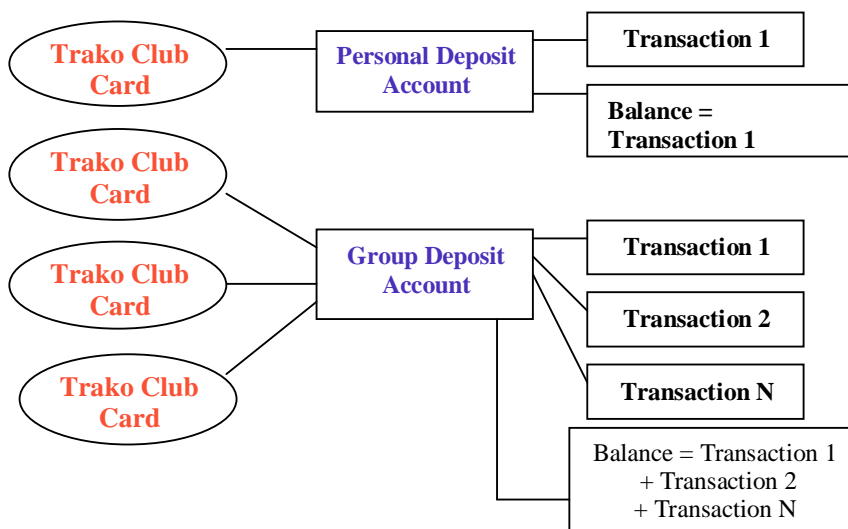
Trako allows you to work with selected group of cards:

- amend the Cards Properties
- open Deposit Accounts
- open Allowance Accounts
- unlink Club Cards from the Clients

Deposit Accounts

You may *create*, *view* and *check* Deposit Accounts.

Trako distinguishes *Personal Deposit accounts* and *Group Deposit accounts*:



Group Deposit accounts may be created for families or corporations. Each family member may have his own Club card and the balance will be summarized. Transaction transfers can be authorized.

Available operations

- Add Posting
- Edit Posting
- Delete Posting
- Move Posting

Move posting and posting history

You may route a sum of a certain deposit posting to another Club Card. Trako allows you to view the history on a particular posting.

Group Operations

Trako allows you to make transactions with selected group of deposit accounts

Receipts and Statements

Trako allows operators to print out a Receipt for highlighted transactions from the Deposit Account. You may also produce periodical Deposit Account Statements for Club Members on a regularly basis.

Allowance Accounts

Trako allows you to *create*, *view* and *check* Allowance Accounts.

There can be the following Posting Actions:

- Upon Registration (a single posting during a working period)
- The Fixed Date (you define the posting day)

You also can choose:

- Keep the Allowance Amount
- Zero the Last Balance before the New Allowance Posting

Group Operations

Trako allows you to post the same sum on the selected group of allowance accounts.

Receipts

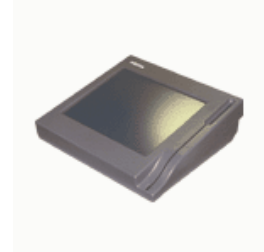
Trako allows you to print out the Receipt for the highlighted transaction from the Allowance Account.

Discounts

Trako offers Discounts which maybe either “flat” (the same discount % everywhere, on every sales itemizer), or “tree-like”, with different discount % on every sales itemizer for every serving period in every Revenue Center.

Revenue Centers

The system distinguishes between PC Workstations and Micros Terminals. Every transaction is stored in the database together with Revenue Center number, where the transaction was posted from.



Guest Registration

The property can specify Registration features for a particular type of Club Card. These can be *Counters*, *Number of friends*, *Flowers*, *an Allowance sum* or *other premiums*.

Therefore at registration of a guest, Trako welcomes the guest with the corresponding premium.

Closing Work Period

At the end of the work period (usually daily) the system changes its work period and may generate a programmable bunch of reports for previous work day. Work period may be changed either manually or automatically (as scheduled system job).

Integration with Fidelio Front Office

Main features:



- Registering new cards
- Card payment and deposit postings
- Guest Inquire (requesting the information about the Guest)
- Guest Check-In and Check-Out event tracking
- Adjustments of Club postings
- Balance Consolidation
- “Closing” guest card (changing its status) on guest departure

Registering new card numbers, Information about Guest, Guest Arrival

Guests.

The integration between Fidelio Front Office and Trako begins when receptionist checks-in a guest. On arrival of a new guest Trako creates a New Card and may automatically create a Deposit and an Allowance accounts for the card. The Club card and Accounts configuration are dependent on card type (or card number) entered by Front Office receptionist. If any corrections are made by a Front Office receptionist, they are recognized in the interface and then corresponding changes are automatically performed in TRAKO.

The **Last Name**, **Credit Amount**, **Reservation Number** and the **Room Number** are transferred by the interface into the Trako guest’s *Registration Card* and are instantly seen with the *Interface Messages Listing* from the Main Window of Trako. Besides, a *Club Card Number*, *expiry date*, *user ID*, *date and time* appear in the *Interface Messages Listing*. Any amendments that a FO operator makes with a Club Card - expiry date, a sum of a Credit and/or a room number, - are instantly reflected with Trako.

The table shows the **activity** of both systems as per Front Office personnel job with a Reservation screen.

Fidelio Front Office	TRAKO
1 Club Card data input into the reservation screen on the checking-in the guest	<i>for a new client</i> Trako - creates a new client registration card - creates Club Card - opens a Deposit account, - “Enabled” status for the Club Card Gathers: -Last Name, First Name, etc. - Room Number, arriving date - Reservation Number - Credit Amount
2 Change Club Card Number	- creates Club Card - opens a Deposit account
3 Correction in the Last Name in the guest profile	Correction of the client’s Last Name
4 The guest profile changes to another profile	In the case with a new client the new data created. The Club Card moves to a new client
5 The Trako code changes from “HC” to another code	“Closed” status for the Club Card
6 Guest Check-out	“Closed” status for Club Card

Reservation

Guest Accounts

Postings. Club postings made through Fidelio Front Office are instantly posted into the corresponding Trako Deposit Accounts.

Guest Departure. On departure of the guest Trako disables his Club Card with “close” status.

The table shows the activity of both systems.

Accounts

Fidelio Front Office		TRAKO
1	Postings with Club department codes	Postings into the relevant deposit accounts
2	Amend Club posting	Posting is amended

Integration with Micros

micros All transactions made with a Club Card through a Micros terminal are transferred into Trako. They are instantly reflected in the Main Window of Trako in the *Interface Messages Listing* with the *Club card number, Guests name, Credit sum, Payment sum, Date and time, Operator ID, RVC's number*. These transactions are also seen with the deposit or allowance accounts that belong to the Club cards, which were in use.

Micros - TRAKO Interface supports:

- Registering new card numbers,
- Posting a deposit to an Account,
- Payment with Club Card at Micros Terminals automatically and instantly charges the check amount to the corresponding Trako account. A Discount, if configured, maybe automatically applied to the guest check, the remaining check total will go to the guest account. With Routing, if configured, a part of transaction may go to another account (for example, a Routing formula maybe created for posting all food totals to Corporate account, while all beverage totals go the cardholder's personal account)
- Gather sales itemizer and menu item sale statistics by guest card number and store these data in TRAKO database

When a guest comes to any RVC to pay with a Club Card the system checks this Club Card:

- existence of the Club Card in the database
- whether a particular card maybe used in particular RVC in particular serving period (also having control over number of visits, which must not exceed the configurable limit)
- status (enabled, closed, lost),
- expiry date,
- existence of a deposit and/or allowance account,
- sum of a credit,
- Calculating discount amount for each particular guest check

The Micros operator can see Club Card information on his Micros screen.

Discounts

Complicated tree-like Discount maybe configured as different % rate for every Sales Itemizer in every Serving Period in every Revenue Center.

For more information, please visit: **Error! Hyperlink reference not valid.**