

# Agilysys..



## Implementing Cashless Payment in Managed Food Service Environments

A guide to reducing credit card transaction costs by up to 90%  
while improving customer satisfaction and operator profits

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## Executive Summary

Cashless payment is transforming the way that small transactions — purchases less than \$10 — are tendered. A 2007 Federal Reserve Study found that customers prefer cashless payment to cash for small purchases due to the higher perceived safety of cashless payment, the time savings associated with these transactions and the ability to track spending more easily.<sup>1</sup>

Merchants prefer cashless payment to cash due to the higher per transaction spend and faster processing. Unfortunately, many cashless payments are enabled as credit or debit card transactions, which managed food service providers are reluctant to accept due to the associated transaction costs.

Electronic payments account for more than two-thirds of all noncash payments in the United States.<sup>2</sup> Contributing to this trend is InfoGenesis eCash by Agilysys, a next generation cashless payment solution that works in tandem with InfoGenesis POS™ by Agilysys.

Unlike other cashless payment solutions, Agilysys does not charge any per transaction fee. InfoGenesis eCash is also highly secure: the InfoGenesis POS product is validated by VISA as Payment Application Best Practices (PABP) certified.

With smaller InfoGenesis eCash implementations — for example, environments with 500 employees — we have found that food service providers will see a return on investment within six months of initial install and a more than 100% return on investment over the course of one year. With larger implementations — for example, environments with 5,000 employees — food service providers see payback on their InfoGenesis eCash install within one month, and a more than 16x return on investment overall (See Appendix A).

Agilysys has been providing point-of-sale (POS) solutions for the last 20 years to some of the most progressive customers in the food service and hospitality business, and we are well aware of the unique business challenges food service providers face.

This white paper is intended to educate food service providers and clients about the benefits of alternative cashless payment solutions over credit and debit cards, and the advantages that InfoGenesis eCash has over other competitors.

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<sup>1</sup> McGrath, James C. “Micropayments: The Final Frontier for Electronic Consumer Payments.” Federal Reserve Bank of Philadelphia, 2007.

<sup>2</sup> “The 2007 Federal Reserve Payments Study.” Federal Reserve System, 2007.

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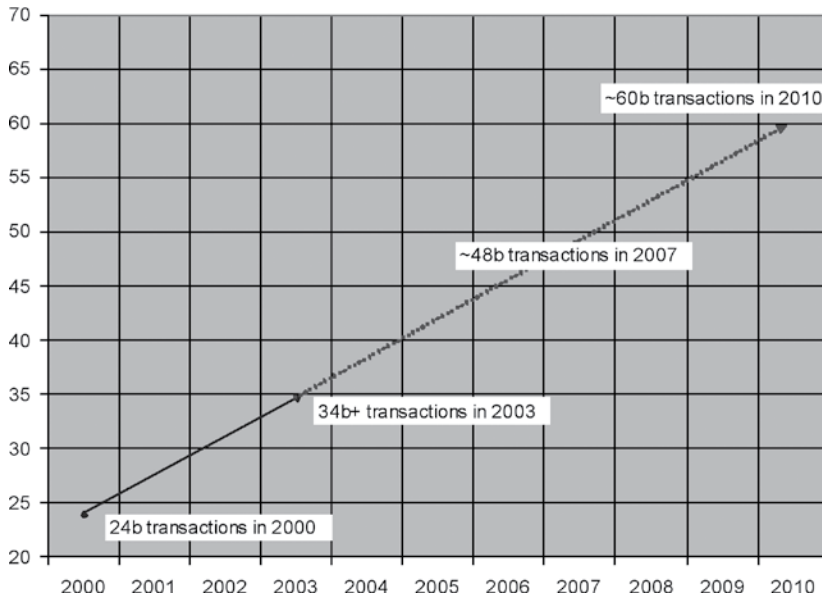
## The Rise of Cashless Payment for Small Purchases

Customers are rapidly adopting cashless payment for small purchases. Most often, these cashless payment transactions are conducted with electronic payment cards such as credit or debit cards. A 2007 Federal Reserve Study found that customers typically use cashless payments for smaller purchases because they feel it's safer than carrying cash and that it's easier to track spending.<sup>3</sup>

A Philadelphia Federal Reserve study on electronic payment card transaction volume in the United States projected that small purchases will be the fastest growing segment of cashless payment transactions over the next five years. Such transactions grew in the United States from about 24 billion in 2000 to more than 34 billion in 2003. Projecting this trend line forward shows that cashless payment transactions could grow to as many as 60 billion by 2010 in the U.S. alone.

### Electronic Payment Card Transaction Volume - United States

(source: "The Federal Reserve Payment Study, An Analysis of Noncash Payment Trends in the United States: 2000 - 2003", Federal Reserve System, 2004)



However, each time a credit card is used, a per transaction charge of at least \$.25 is incurred by the merchant. Given that the average small transaction in a food service environment is \$5 to \$6, these fees add up quickly and discourage many providers from accepting credit cards despite the benefits of cashless payment.

<sup>3</sup>McGrath, James C. "Micropayments: The Final Frontier for Electronic Consumer Payments." Federal Reserve Bank of Philadelphia, 2007.



The Philadelphia Federal Reserve study indicates:

For POS micro-payments...cost has traditionally been a main deterrent to electronification. Simply put, many merchants engaging in small transactions have not encouraged the use of payment cards – despite the instrument’s pervasiveness and steadily growing share of the market for larger transactions. In a credit purchase, although the interchange paid to the issuing bank is variable – charged as a percentage of the transaction amount – there is a flat fee component as well. Debit, while having a lower interchange rate, has a similar cost structure. For smaller purchases, the fixed component becomes much more pronounced as a percentage of the transaction amount, and interchange, always a significant marginal costs concern, remains a stumbling block.<sup>4</sup>

Some technology companies that offer cashless payment alternatives to credit and debit cards shift the transaction fee from the food service provider to the customer. The business model for such companies requires that they own the customer deposits that enable these forms of cashless payment. Both limitations inhibit customer participation, which in turn reduces the benefits to the merchant of implementing cashless payment solutions.

In contrast, InfoGenesis eCash provides a next generation cashless payment solution that reduces credit card transaction costs, does not include any charges to customers and enables food service management companies to own the deposits. In addition, with InfoGenesis eCash, typical clients see rapid customer adoption because customers appreciate the convenience.

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<sup>4</sup>McGrath, James. “Micro-payments: The Final Frontier for Electronic Consumer Payments,” Federal Reserve Bank of Philadelphia, 2007.

*InfoGenesis eCash provides a next generation cashless payment solution that reduces credit card transaction costs, does not include any charges to customers and enables food service management companies to own the deposits.*

## Cashless Payment Benefits

Many food service providers and other merchants prefer cashless payment transactions for the following benefits:

- Lower credit card transaction charges
- Improved transaction processing speed
- Higher spend per transaction
- Rapid customer adoption
- Increased onsite dining participation

### Lower Credit Card Transaction Charges

Lowering transaction charges is one of the biggest reasons to implement a cashless payment system, but even cash transactions generate higher labor costs and more complicated end-of-day cash reconciliation. As the following chart shows, cash transactions cost more than \$.20 each to process. This fee includes handling costs at the time of a transaction and end-of-day cash reconciliation costs.

#### Total Cost Per Transaction<sup>5</sup>

Cash	\$0.20 – \$2.00 per transaction
Online Debit	\$0.30 – \$0.90 per transaction
Check	\$0.50 – \$1.50 per transaction
Offline Debit	\$0.80 – \$2.00 per transaction
Credit	1.2% - 2.5% of total credit transaction revenue

By implementing a cashless payment system, food service providers can achieve a significant reduction in credit and debit card transaction costs for each customer who adopts the solution.

### Improved Transaction Processing Speed

Cashless payment transactions consist of a simple card swipe using an existing customer card like an employee or student ID or even a RFID key fob, and then a quick query back to the database to confirm that adequate funds are available. After confirmation, the purchase amount is debited from the customer's account. Cashless payment is faster than both cash payments and credit card transactions, eliminating one of the major customer complaints — long lines.

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<sup>5</sup>Motorola.com. "Payment Trends and Emerging Technologies for Retailers." January, 2008. <[http://www.motorola.com/staticfiles/Business/Solutions/Customer%20Solutions/\\_Documents/StaticFiles/Payment\\_Trends\\_WP\\_0208\\_New.pdf?pLibItem=1&keywords=Retail+White%20Papers+White%20Papers](http://www.motorola.com/staticfiles/Business/Solutions/Customer%20Solutions/_Documents/StaticFiles/Payment_Trends_WP_0208_New.pdf?pLibItem=1&keywords=Retail+White%20Papers+White%20Papers)>. Accessed November 6, 2008.

### **Higher Spend Per Transaction**

Credit card companies have found that cashless payment transactions typically have a larger purchase price than cash purchases since customers are not limited to the funds they have on hand.<sup>6</sup> More money spent at a time results in higher revenue, which is generated at a lower cost per transaction. The food service provider incurs the same processing costs whether the purchase is for \$1 or \$10. Creating this higher margin revenue directly adds to the food service provider's bottom line.

### **Rapid Customer Adoption**

Faster service, ease of use and the lack of transaction charges result in rapid customer adoption of the cashless payment system. Over 70% of individuals aged 18-61 years old have enthusiastically embraced cashless payment systems, believing that one day our society will operate without cash or checks and will conduct all payments electronically.<sup>7</sup>

### **Increased Onsite Dining Participation**

Customers offered the choice to use cashless payment appreciate the speed and convenience of using cashless payment for their purchases. Food service providers can take advantage of this preference and, by implementing a cashless payment system, encourage their customers to dine onsite. With an increase in onsite dining, the food service provider generates more revenue and creates higher employee productivity since time is not wasted traveling offsite for meals.

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<sup>6</sup>McGrath, James C. "Micropayments: The Final Frontier for Electronic Consumer Payments." Federal Reserve Bank of Philadelphia, 2007.

<sup>7</sup>"Visa Study: Majority of Baby Boomers and Echo Boomers See a Cashless Society." Food & Beverage Close-up, August 29, 2007.

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## The InfoGenesis eCash Solution by Agilysys

InfoGenesis eCash is the next generation of cashless payment. It provides the following benefits:

- Create and fund cashless payment accounts themselves
- View current balances
- Access transaction history online
- Pay without cash at InfoGenesis POS terminals

Using eCash, the customer securely logs into their cashless payment account from their desktop with a unique user name and password or via a kiosk by swiping their Cashless Payment ID card. With kiosk logins, the eCash administrator may also require the user to enter a unique PIN number in addition to the card swipe.

The following section will describe how the InfoGenesis POS and eCash products integrate and how each of the features work. It will also touch on best practices for driving customer adoption of the cashless payment solution.

### How InfoGenesis POS and InfoGenesis eCash Work Together

The InfoGenesis POS system has two critical roles to play within the InfoGenesis eCash solution. First, individual customer stored value accounts are created in the InfoGenesis POS backend system. These accounts are known as Generic Authorization (GA) accounts and are stored in a central, highly secure database within the InfoGenesis POS server. InfoGenesis eCash can be integrated with a variety of GA account types.

GA Account Types	Description
Stored Value	Customers may add money to their cards online by logging into their InfoGenesis eCash account and adding value via credit card. These are referred to as stored value accounts where the customer initially creates a deposit and then charges against that deposit over time.
Payroll Deduction	For a GA account funded by payroll deduction, the customer's account will be validated against the InfoGenesis Generic Authorization Payroll Deduct account type. At a predetermined time, the charges will be exported to the payroll system and will appear as a deduction on the employee's paycheck.  If the client wishes to only enable payroll deduct as a funding mechanism (i.e. not allow end-users to fund their accounts with credit cards), InfoGenesis eCash may be implemented in a read-only mode to enable customers to view their current payroll deduction account balance.
Comp Funding	Comp funding may be added to an InfoGenesis eCash account and set with predetermined limits for use in designated outlets. Examples of this would be a doctors' meal account in a hospital environment or for visitors at a business and industry dining facility.
Internal/ Department Charging	Charge internally to a specific department with InfoGenesis Generic Authorization. The account can be configured to use a stored value or by increasing increments with an account limit.
Gift Cards	Gift cards may be created on the fly in predetermined denominations or 'sold' at the point-of-sale in the exact amounts requested by the purchasers. Users then create an eCash account to view their current gift card balance, monitor transaction details and add additional funds to the account.

*Using eCash, the customer securely logs into their cashless payment account from their desktop with a unique user name and password or via a kiosk by swiping their Cashless Payment ID card.*



To ensure maximum customer participation, an InfoGenesis eCash best practice is to “seed” customer cashless payment accounts upfront with small deposits — \$10 to \$20 — to encourage initial usage. Clients that have seeded customer accounts in this manner have seen InfoGenesis eCash adoption rates ranging up to 60% — almost double the typical rate.

Once the cashier rings up the customer’s meal, the user swipes their InfoGenesis eCash card through the magnetic strip reader or past the RFID reader as a payment tender. The POS terminal then queries the GA account to verify that adequate funds are available, and then debits that account for the purchase amount. The transaction is logged in real-time to the end user’s transaction history, along with a detailed transaction record that includes food items ordered, cost of items and time/date of order.

### **Customer Services**

The InfoGenesis eCash interface is a web-based application accessed by a web browser that enables the following actions by the customer:

- Add a deposit to their account
- Review transaction history and current account balance
- Review transaction detail
- Create a notification at low balance
- Create an auto-deposit rule

#### ***Adding a Deposit***

The InfoGenesis eCash user interface is easy to use since it resembles an ATM interface for deposits and an online banking statement interface for employees to review account balance information.

#### ***Reviewing Transaction History and Account Balance***

The customer may view their account balance and transaction history, which includes all debit and credit transactions. The customer may also view a specific receipt with detailed information associated with any debit or credit transaction.

#### ***Reviewing Transaction Detail***

After reviewing their transaction history, if the customer wants to view a specific transaction, they select the appropriate record, and click “view receipt.” For debits, an image of the actual receipt will appear along with retail outlet information, the check number, the day and time of the transaction and the order detail. In the case of a credit transaction, a simulated receipt will appear with information similar to the debit receipt but with the InfoGenesis eCash store listed instead of the retail outlet name.

#### ***Creating a Notification at Low Balance***

As with typical credit card accounts, customers can modify their account preferences to send themselves a “Low Balance” e-mail notification when their account reaches a designated low balance threshold that they designate from a pull-down menu.



### ***Creating an Auto-Replenishment Rule***

For even greater convenience, the customer may set a low balance threshold that automatically triggers an additional deposit (of the customer's designation) into their account. This option may only be configured if the end user is saving their payment information (typically a credit card number) to their InfoGenesis eCash account. Administrators configure these low balance features from the InfoGenesis eCash administrative console.

### ***Lost Cards or Badges***

Lost cards can be replaced — maintaining their stored cash value — without worrying about the card being used fraudulently. The InfoGenesis POS administrator simply accesses the InfoGenesis eCash GA account database and notes the amount currently in the customer's account. The administrator disables the old account and creates a new GA account with a unique ID that is synchronized to the customer's new card. The old card's account balance is then moved to their new account and the customer is notified that they have a new GA account number. The next time the customer logs into the InfoGenesis eCash web application, they will be prompted for their new account ID number. Once the new account ID number is entered, the customer is then able to fully log into their account or make cashless purchases at the InfoGenesis POS terminal using their new card.

### ***Forgotten Passwords***

The InfoGenesis eCash interface includes an optional "Forgot Password" feature that can be enabled by the administrator to appear at the initial eCash login screen. Since "forgot password" is typically the number one help desk call associated with any new application, this feature increases convenience for customers and lowers the number of password-related eCash help desk calls.

*The customer may set a low balance threshold that automatically triggers an additional deposit (of the customer's designation) into their account.*

## InfoGenesis eCash by Vertical Market

This section will describe the unique challenges of different vertical markets and explain how a cashless payment solution can enable food service providers to enhance customer service and grow profits.

### **Business and Industry**

Typical business and industry (B&I) environments are corporate campuses, which range from less than 100 employees up to thousands per location. These sites typically have one cafeteria per 500-1,000 employees and serve breakfast, lunch and sometimes dinner.

For environments such as these, a cashless payment solution helps drive food service provider profit, increasing customer satisfaction and helping to retain clients. In addition, InfoGenesis eCash can offer the customer the faster lines associated with cashless payment, providing a critical advantage to onsite food service to capture customer spend onsite.

### **Hospitals**

Typical hospitals range from 100 to 500 employees per site, and will usually only have one café or cafeteria. Unlike B&I environments, hospital employees are onsite 24 hours a day, seven days a week and require meals around the clock.

InfoGenesis eCash can help to lower costs, increase revenue and improve customer satisfaction. One benefit specific to hospitals is enabling hospital workers to stay onsite for meals without having to wait in long lines or carry cash. As a result, increased onsite dining participation — along with lower credit card transaction costs — offsets potential cost cutting that can affect customer satisfaction. InfoGenesis eCash also supports payroll deductions and doctors' meal plans as valid cashless payment tenders at the POS terminal. This flexibility enables hospital food service operators to provide non-credit card cashless payment as an option to all employees.

### **Higher Education**

The single biggest challenge facing higher education food service sites is competing with offsite food vendors. A decline in onsite participation is occurring despite the fact that many higher education sites are implementing aggressive new offerings like organic and natural foods and more “grab and go” offerings.

InfoGenesis eCash can help higher education food service providers reverse this trend. For example, a 2007 survey by VISA found that people aged 18-61 are three times more likely to embrace cashless payment options because it's faster and easier to track spending.<sup>8</sup> Unfortunately, the increased usage of credit and debit cards results in high transaction fees to higher education food service providers.

InfoGenesis eCash provides a low cost alternative to credit cards with all the benefits of credit or debit cards. In addition, implementing InfoGenesis eCash offers a key advantage in competing for student dining dollars by capturing those dollars upfront in a cashless payment account earmarked for onsite dining. InfoGenesis eCash also enables students to use their meal plan card at any InfoGenesis POS terminal for fast service.

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<sup>8</sup>“Visa Study: Majority of Baby Boomers and Echo Boomers See a Cashless Society.” Food & Beverage Close-up, August 29, 2007.

*A cashless payment solution helps drive food service provider profit, increasing customer satisfaction and helping to retain clients.*

## The Importance of Security with Cashless Payment

Security incidents within cashless payment systems not only put the customers' data at risk, but the food service provider contract at a particular client site can also be in jeopardy. Since most food service provider contracts are "at will" contracts, even one security incident could cause a client to switch providers.

### InfoGenesis eCash and Security

Most customers will be adding deposits into their cashless payment accounts with either credit or debit cards. Subsequently, conforming to the Payment Application Best Practices (PABP) security standards is critical for any cashless payment application. InfoGenesis POS — where the customers stored-value accounts will be held — has been validated by VISA as a PABP compliant application.

### InfoGenesis eCash Security Tools

The InfoGenesis eCash Administrative Console provides the eCash administrator with complete control over customer payment options, account configuration and error notification. The console includes specific tools to manage the following options:

- Allowing/prohibiting retention of payment information from users — if the food service provider or client chooses not to store credit card information, then the risk of a security breach that exposes credit card information is minimized.
- Creating and scheduling the eCash account security service process — this process, which wipes sensitive customer data from the InfoGenesis eCash database on a regularly scheduled basis, may also be manually initiated. Running this process on a regular basis lowers the possibility of a security breach.
- Automated transaction success and error notification options for both customers and administrator — these features create real-time audit trails for customer transactions that will enable both administrators and customers to be aware when a transaction has occurred or when a transaction has been attempted but failed.
- Validating end-user login against multiple criteria options — the standard login process can also be incrementally validated against additional criteria such as account number, customer last name and phone number.
- Two-factor authentication option at kiosks — this option requires that the customer authenticate at the kiosk funding station with a valid magnetic strip card or RFID key fob as well as entering a PIN number. Requiring two-factor authentication is a recommended practice for accessing customer accounts at unattended devices such as kiosk funding stations.
- Setting timeout periods for kiosk funding stations — the kiosk user interface automatically shuts down and returns to the start page according to a designated period where there has been a lack of activity. Setting the timeout period to 15 or fewer seconds is recommended.
- Allowing/prohibiting the "remember me" function for auto-population of user name and password at time of login — this option can be turned on or off by the eCash administrator.
- Taking InfoGenesis eCash kiosk funding stations or desktop stores immediately offline — the eCash administrator may rapidly take all or some eCash stores and kiosk funding stations offline to limit the scope of a possible security breach.

*The InfoGenesis eCash Administrative Console provides the eCash administrator with complete control over customer payment options, account configuration and error notification.*

## InfoGenesis eCash: Return on Investment

The InfoGenesis eCash return-on-investment (ROI) methodology that follows focuses on the benefits of using non-credit card-based cashless payment versus credit or debit card-based cashless payment.

Looking at the transaction cost savings alone, most food service providers and clients will be able to cost-justify implementing InfoGenesis Cashless Payment. Essentially, InfoGenesis eCash creates its own budget by replacing monthly credit card transaction charges at a fraction of the cost. In addition, InfoGenesis eCash increases onsite dining participation rates. Since increased onsite dining drives higher employee productivity, tens of thousands of dollars per month can be saved at larger business sites.

We have found that the above benefits typically offer the food service provider or client a payback period on their InfoGenesis eCash investment of less than six months and show at least a 100% return within the first year. In addition, InfoGenesis eCash also generates faster transaction processing, larger average purchases and faster end-of-day cash reconciliation.

[See Appendix A for real world examples of the benefits of installing InfoGenesis eCash by Agilysys at a 500-person client site and at a 5,000-person client site.]

*InfoGenesis eCash  
also generates  
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cash reconciliation.*

## Conclusion

According to the Philadelphia Federal Reserve, small transactions — purchases less than \$10 each — are the fastest growing set of cashless payments.<sup>9</sup> Both customer and merchant preference for cashless payments drive this growth.

For customers, cashless payment means greater convenience, improved control over spending and less cash handling. For food service providers, cashless payment means faster transaction processing, higher per transaction spend and faster end-of-day cash reconciliation.

However, a significant inhibitor to adoption of cashless payment within the food service environment is the \$.25 per transaction charge associated with credit card and debit card purchases. In food service environments, where almost all transactions are less than \$10, this transaction fee can be the difference between meeting and not meeting profit and operating cost goals.

InfoGenesis eCash provides an alternative to credit and debit cards, enabling food service providers to capture the benefits of cashless payment — faster lines, lower per transactions costs and faster end-of-day reconciliation — without the \$.25 per transaction charge associated with credit and debit cards. In addition, by capturing customer spend upfront and enabling a lower per transaction cost structure, InfoGenesis eCash provides critical competitive advantages to onsite food service providers over offsite food service venues.

Consult Appendix B to determine if InfoGenesis eCash by Agilysys is the right solution for you.

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<sup>9</sup>McGrath, James C. "Micropayments: The Final Frontier for Electronic Consumer Payments." Federal Reserve Bank of Philadelphia, 2007.

*InfoGenesis eCash  
provides critical  
competitive  
advantages to onsite  
food service providers  
over offsite food  
service venues.*

## APPENDIX A

### Return on Investment Case Studies

The following examples document the benefits of installing InfoGenesis eCash at a 500-person client site and at a 5,000-person client site. These examples are taken from real world Agilysys customers. Again, these ROI examples that follow focus only on the hard dollar benefits mentioned of lower credit card transaction costs and increased employee productivity due to higher onsite dining participation. These customers also saw additional benefits in faster lines, larger average purchases and faster end-of-day cash reconciliation.

#### ROI Example #1: ~500-employee work site

At a 500 employee B&I food service site, credit card cost savings plus increased employee productivity benefits due to higher onsite dining participation added up to more than \$20,000 per year in net cost savings, and generated a payback on the InfoGenesis eCash investment within six months of initial implementation.

#### ROI Inputs

ROI Inputs Summary			
I)	Data Required from Customer	What are the average number of credit card transactions you have in a given month? (refer to your sales tender summary report)	1500
		What is the average credit card purchase size in a given month? (refer to your sales tender summary report)	\$5.40
		What is the average annual employee cost at your site (salary plus benefits)?	\$80,000
		How many employees are at your site?	500
II)	Data Required from InfoGenesis	What is the total per credit card transaction charge ?	\$0.09
		What are the quoted subscription costs?	\$3,000
		What are the other solution costs (eg. hardware, services etc)?	\$7,000
III)	Best Practice Assumptions to be confirmed by Customer	Estimated Average Visa/ MasterCard/ Discover/ Amex per transaction charge	\$0.25
		Estimated Average Shift4 or other processor per transaction charge	\$0.09
		Estimated % of credit card charges that InfoGenesis Cashless Payment substitutes for	100%
		Estimated number of workdays in a given year	215
		Estimated length of average workday (in hours)	8
		Estimated length of average onsite meal (in minutes)	35
		Estimated length of average offsite meal (in minutes)	60
		Estimated Increase in Onsite Dining Participation due to eCash	5%
		Estimated Capture % of Potential Business Productivity Gains	25%

#### ROI Outputs

ROI Output Summary	
Credit Card Transaction Cost Savings	\$7,547
Captured Business Productivity Savings	\$26,042
<b>Total First Year Cost Savings to Customer</b>	<b>\$33,588</b>
Total First Year eCash Solution Costs	\$10,000
<b>Net Gain to Customer</b>	<b>\$23,588</b>
<b>Net ROI to Customer</b>	<b>236%</b>

**ROI Example #2: ~5,000-employee work site**

At a 5,000 employee B&I food service site, per transaction cost savings plus increased employee productivity benefits due to higher onsite dining participation add up to more than \$310,000 per year in cost savings, and generates payback within one month of implementing the InfoGenesis eCash solution.

ROI Inputs

ROI Inputs Summary			
I)	Data Required from Customer	What are the average number of credit card transactions you have in a given month? (refer to your sales tender summary report)	15,000
		What is the average credit card purchase size in a given month? (refer to your sales tender summary report)	\$5.40
		What is the average annual employee cost at your site (salary plus benefits)?	\$80,000
		How many employees are at your site?	5,000
II)	Data Required from InfoGenesis eCash	What is the total per credit card transaction charge?	\$0.09
		What are the quoted eCash License/Subscription costs?	\$12,750
		What are the other quoted eCash solution costs (eg, hardware, services, etc.)?	\$7,000
III)	Best Practice Assumptions to be confirmed by Customer	Estimated average Visa/MasterCard/Discover/Amex per transaction charge	\$0.25
		Estimated average Shift4 or other processor per transaction charge	\$0.09
		Estimated % of credit card charges for which eCash substituted	100%
		Estimated number of workdays in a given year	215
		Estimated length of average workday (in hours)	8
		Estimated length of average onsite meal (in minutes)	35
		Estimated length of average offsite meal (in minutes)	60
		Estimated increase in onsite dining participation due to eCash	5%

ROI Output

ROI Output Summary	
Credit Card Transaction Cost Savings	\$75,465
Captured Business Productivity Savings	\$260,417
<b>Total First Year Cost Savings to Customer</b>	<b>\$335,882</b>
Total First Year eCash Solution Costs	\$19,750
<b>Net Gain to Customer</b>	<b>\$316,132</b>
<b>Net ROI to Customer</b>	<b>1601%</b>



## APPENDIX B

### Is InfoGenesis eCash by Agilysys Right for You?

	What Are Your Business Priorities...?	Yes	No
I)	Reducing monthly credit card fee payments?		
II)	Enabling faster lines?		
III)	Improving your onsite dining participation rates – especially if your site does not offer meal subsidies?		
IV)	Increasing revenue per transaction?		
V)	Reducing the amount of cash handled in your operation?		

Even if there is a legacy cashless payment solution in place, the following criteria should be used in evaluating the current legacy solution versus InfoGenesis eCash by Agilysys:

	What Are Your Cashless Payment Solution Needs...?	Yes	No
I)	Is there a per transaction charge to use the cashless payment solution to either the food service provider or the customer?		
II)	Can the customer look up current account balances and transaction history at their convenience?		
III)	Can a customer look up specific transaction detail — including exactly what was purchased and when — at their convenience?		
IV)	If you are currently using a cashless payment solution, are less than 30% of your customers regularly using this solution as a tender for their transactions?		
V)	Does your vendor insist on owning the customer deposits associated with the cashless payment solution?		

InfoGenesis eCash customers who answer “yes” to one or more of the above questions typically see rapid payback and significant ROI on their InfoGenesis eCash investment.

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