FRANCHISE TECHNOLOGIES

FRANCHISE TECHNOLOGIES, INC. DELIVERS COMPETITIVE, POS SOFTWARE FOR OVER TWO DECADES WITH PROGRESS

Point of Sale (POS) software must adapt to the accelerated pace of change of today's businesses, with constant regulatory change, increasing customer expectations and the rapid emergence of disruptive technologies. Franchise Technologies, Inc.'s ability to continuously adapt to change and capitalize on new opportunities has enabled the company to differentiate its state-of-the-art solutions in today's competitive global market.

Franchise Technologies provides POS software integration and operations solutions and services to major Quick Serve Restaurant (QSR) customers in the United States, Canada, and across the world. A Progress application partner for over 20 years, Franchise Technologies remains on the leading edge of POS software systems with over 35,000 licenses deployed and hosting over 3,000,000 users in more than 15 countries around the world. Franchise Technologies' software, based on the Progress OpenEdge Integrated Development Environment (IDE), has processed over $100 billion in retail transactions for its clients.

"In such a competitive, fast-paced market there are only two options for today's business – adapt or retire. We take advantage of new technologies which allows us to accelerate our time to market and meet our customer's evolving requirements," explains Carl Pritchard, CEO of Franchise Technologies, Inc. "Our strategy is to orient the company toward constant change, so we have designed our applications using Progress OpenEdge in a way that anticipates this change and gives us the flexibility and agility to adapt quickly."

Franchise Technologies' Progress-based POS solution is one of the most widely deployed POS Software Systems in the Quick Serve Restaurant Industry. It provides an intuitive, easy-to-use visual/touch interface as well as reporting and centralized control for franchise chain operators. Their next generation SaaS offering, the StatBridge® QSR Operations System, is cloud-based and powered by Progress OpenEdge v11.4, providing Franchise Technologies with Progress's most up-to-date performance and security features.

"We continue to rely on Progress OpenEdge because it provides us with the performance, reliability, scalability, low cost of ownership and innovation we require," says Pritchard. "Also vitally important is the ability to integrate with third-party applications. In the POS space, with new devices being constantly introduced, our ability to integrate with these innovations is critical. The Progress Advanced Business Language (ABL) allows us to quickly and efficiently integrate with .NET controls, creating points of integration

CHALLENGE

Keep up with the rapid pace of change, including new regulations, increasing customer expectations and the rapid emergence of disruptive technologies

SOLUTION

Move its existing Progress® OpenEdge®-based point-of-sale application to the Cloud using the Progress® Rollbase® platform for rapid development of cloud and mobile applications and the Modulus Node.js hosting platform to integrate the apps with third party services

BENEFIT

Processing over $100 billion in retail transactions for its clients through its Progress-based solutions; reduced time spent coding by 80%; accelerated time to market by 50%

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that would take 50-100 lines of code in another language. We started with Progress more than 20 years ago, and most of the original ABL code is still in use—still returning an investment thousands of times a day on that original effort."

Today, customers worldwide, including one of the largest sandwich chain operators in the world, run their business using Franchise Technologies' OpenEdge-based POS. The solution enables customers to optimize their sales operations with features including secure integrated credit, debit and gift card programs, one-touch coupon entry and tight inventory controls and reports that help detect and deter product theft. "We are constantly working with our customers to develop a system that is customized to meet their needs and allows them to be agile and adapt to their growing customer requirements, operational challenges, regulatory requirements, and new technologies such as geofencing, iBeacon, Apple Pay™ and new mobile loyalty and payment programs."

MOVING TO THE CLOUD WITH PROGRESS ROLLBASE AND MODULUS, A PROGRESS COMPANY

Pritchard indicates one of the key benefits for Franchise Technologies is Progress' continuous investment in new technologies. "Every acquisition Progress has made is of a technology company that is a leader in its space." Franchise Technologies is in the process of moving its existing POS to the Cloud using the Progress Rollbase platform for rapid development of cloud and mobile applications and the Modulus Node.js hosting platform to integrate the apps with third party service providers.

With point-and-click, drag-and-drop functionality as well as step-by-step wizards to define an application data model, objects, workflows and more, Progress Rollbase will enable Franchise Technologies to quickly build a system of engagement for the customer to gain visibility into their operation, and it will give the organization the agility to quickly and easily adapt and modify its applications over time.

"We chose Progress Rollbase because we needed the ability to facilitate change at a rate that keeps up with the pace of the market. Progress Rollbase reduces the amount of coding required by 80%, which accelerates our time to market by about 50%. We like the fact that we can create a web-based application and a mobile UI with the same development tool. Progress Rollbase also allows us to integrate with our existing OpenEdge application as well as other emerging technologies like Modulus, which enables us to expand our integration capabilities with other services."

Pritchard is particularly excited about using Modulus, an integration platform that allows businesses to deploy and scale Node.js applications faster and at a lower total cost of ownership on any infrastructure. Progress' acquisition of Modulus has also introduced Franchise Technologies to a worldwide open source community based on Node.js, GitHub, and other cutting-edge software development practices.

"We chose the Modulus platform because it enables us to quickly integrate multiple systems and allow us to adapt and scale those systems. This creates the opportunity to quickly splice in new components, allowing experimentation with different technologies while we maintain our regular platform," says Pritchard. "Before we decided to move to Modulus, we were looking at another project, but the security implementation alone was going to take a number of weeks before we could actually build out the rest of the application. With Modulus, not only are we going to be able to implement faster, but we can implement more than twice the functionality in the same amount of time."

The combination of Progress OpenEdge, Progress Rollbase and Modulus will give Franchise Technologies a distinct advantage in the market. "With OpenEdge, Rollbase and Modulus, we will have an incredibly flexible and adaptable system. When a customer comes to us with a new

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requirement, application or new service they want to integrate, we will have the architecture in place to meet those needs quickly and effectively—and with little disruption to our business. We'll be in a much better position to say 'yes, we can do that'."

A PARTNERSHIP FOR SUCCESS

In addition to robust, modern technology, Progress provides Franchise Technologies with invaluable guidance, training, enablement programs and support to ensure its long-term success and the company has participated in a number of Progress Partner+ Program initiatives over the years. "We have taken advantage of sales enablement workshops, including Demo2Win, which provided clarity into the sales process, which helped us sell more effectively and ultimately be more competitive. Progress also has a number of marketing resources we take advantage of like factoids, slides, and case studies, which help us validate our relationship with Progress. For our customers and prospective customers, these Progress resources really help validate the robustness and enterprise-class nature of our technologies, because they are built upon the innovative Progress platform. We are also working with Progress on a customized marketing campaign using Progress partner development funds to develop a campaign to boost our sales and visibility in the market."

The company maintains its strong commitment to Progress because they continue to provide Franchise Technologies with what it needs to be a dynamic, agile business. "Progress technology is innovative. Their acquisition strategy has been well thought out and continues to give us the tools and platforms we need to be competitive. Progress is a well-managed company—able to weather recessions and boom times; something a lot of tech companies can't do—and that is important to us. And we especially value Progress' leadership and guidance over the years. They have continued to help us find our way in a rapidly changing world, adapting to the technologies and strategies required to be successful. We truly value our partnership with Progress."

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PROGRESS SOFTWARE

Progress Software Corporation (NASDAQ: PRGS) is a global software company that simplifies the development, deployment and management of business applications on-premise or in the cloud, on any platform or device, to any data source, with enhanced performance, minimal IT complexity and low total cost of ownership.

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