



For Immediate Release

**WhenToManage Launches Flow –  
First-Ever Enterprise Social Networking Application for  
Restaurant, Hospitality and Retail Industries**

*Free App Connects Employees and Information in Real-Time and on Any Device*

**Ann Arbor, MI, April 22, 2014** – [WhenToManage](#), the leading innovator of cloud-based software for the restaurant, hospitality and retail industries, today introduced the company's newest application – Flow, an enterprise social networking tool that allows employees to share ideas, comments and files in real-time, from their desktop, tablet or smartphone. Flow is designed with the unique needs of the restaurant industry workforce in mind.

The free application, hosted on WhenToManage's reimagined web-based platform, is completely private and intended to encourage dynamic communication and collaboration within an organization. The app works on any size or type of device. Flow allows users to create profiles, post messages, reply to threads, share files and remain up-to-date on conversations relevant to their workplace.

A paid version will also be released in the near future with additional features for group management at larger enterprises and for adding social features to other apps.

"Staying connected has become a natural part of everyday life that when extended to the workplace enables an effortless exchange of ideas, open communication and streamlined decision-making processes among fellow workers," says Jeff Schacher, founder and CEO, WhenToManage. "With Flow, managers can better engage with employees using social networking tools they already depend on in their personal lives, helping to cultivate improved collaboration, innovation and productivity."

Once a user logs into Flow they can immediately exchange messages, post feedback to company news, events and marketing activities, introduce and share ideas, and create and join groups. They can also "follow" colleagues, initiate private messages and gather feedback on files and images.

"Whether it's a restaurant, store or stadium with a large number of full and part-time employees, everyone can benefit from the enhanced workplace collaboration and communication enabled by Flow," added Schacher.

In fact, according to Frost & Sullivan's just released [Analysis of the Global Enterprise Social Networking Market](#) report, the total number of full-suite enterprise social platform subscribers is expected to go up from 208 million in 2013 to 535 million in 2018. Now with Flow, restaurants and retailers of all sizes, ranging from one-location to national enterprises can join this "movement" and benefit from new, rapidly evolving workplace technology.

Free access to Flow is available [here](#) in WhenToManage's App Store, where Log, another free app for storing notes and checklists is also offered. Both apps are accessible from WhenToManage's newly designed platform called Peach. Peach's new Point-of-Sale and Business Intelligence apps will also be on display at the 2014 National Restaurant Association Show in May at WhenToManage's booth #6366.

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### **About WhenToManage**

WhenToManage is comprised of a team of professionals with years of true restaurant operations experience from the top down, and a passion for creating software that they, in turn, would be excited to use. The result is a restaurant operating system that is more accessible, easier to use, and requires less training and support. WhenToManage offers subscription-based solutions for POS intelligence, inventory management and employee scheduling, as well as customized deployments. For more information, please visit <http://whentomanage.com>.

WhenToManage is also the founder of Community Plates, a 501(c)3 non-profit organization committed to ending food insecurity in the United States through food rescue. Founded in 2011, Community Plates utilizes breakthrough, proprietary technology to manage food donors, receiving agencies and volunteer drivers. Community Plates' Go Rescue App, created by WhenToManage, is proud to have been named a 2013 Computerworld Honors Program Laureate. To donate, volunteer and get involved, visit <http://www.communityplates.org>.

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