



For Immediate Release

NRA 2014: WhenToManage to Showcase Next-Generation Business Intelligence Apps

POS Hub and Orchard enable unprecedented levels of integration for improved analytics

Norwalk, CT, May 15, 2014 – At this year’s National Restaurant Show (NRA) [WhenToManage](#), the leading innovator of cloud-based software for the restaurant, hospitality and retail industries, is introducing two new applications for business intelligence – POS Hub and Orchard. Available on WhenToManage’s new Peach Platform, these applications arm businesses with extensive opportunities to integrate and sync data from different systems, locations, and resources specific to the business’s needs and structure, resulting in more actionable information.

POS Hub

POS Hub is the next generation of POS intelligence. It will collect, integrate, and standardize transaction data from any POS System for use with other WhenToManage applications and/or by third party POS applications via the API. Transaction data is key for performing daily functions vital to the restaurant or retailer. POS Hub will provide one clear picture of POS data across the entire organization via one intuitive user interface, allowing for faster and smarter decision making.

Orchard

Orchard is the first step in dynamic business intelligence reporting, permitting restaurant and retail customers to track, integrate and simplify sales, operational and marketing performance data in the cloud. Orchard connects *all of an operator’s data* and provides flexible reporting, exception-based alerts, and visual dashboards. It works in real-time and is compatible with *any* data source, although it is built to handle the unique data needs of restaurants and retail. By the end of 2014, Orchard will rollout SAM (Smart Assistant Manager), a natural language processing engine for querying the Orchard data, meaning customers can ask questions based on the output they are looking for.

Beginning June 1, POS Hub and Orchard will be available on WhenToManage’s new Peach Platform. WhenToManage also has an aggressive product roadmap for rolling out other new applications on Peach throughout the year for inventory management, employee scheduling and more. In addition, WhenToManage will make APIs and an App Builder available so that third-party developers can begin to sell their apps and/or create new ones to be made available on Peach. Orchard will integrate any and all of the applications developed by WhenToManage and third-parties that a restaurant or retailer chooses to use on the Peach platform.

“Integrating with POS systems is one of the biggest barriers new software developers face in trying to break into the restaurant industry,” says Jeff Schacher, founder and CEO, WhenToManage.

“WhenToManage’s new POS Hub will reduce this hurdle, essentially eliminating the need for arduous POS integrations. As a result, operators will see newcomers in the space, leading to more innovation and variety in the software products available to them.

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“In addition, with POS Hub our customers will be able to more effectively map their data, tying all franchisee and multi-store menu items to one source for true flexibility,” continues Schacher. “Add Orchard to this equation and operators will have the ability to connect and integrate *all* of their tools and information, for unprecedented, organization-wide quality intelligence.”

Also available at this time on Peach are WhenToManage’s Log and Flow, free apps for task management and employee communications respectively that are available by clicking [here](#). To learn more about Hub, Orchard and Peach at NRA, WhenToManage is offering demonstrations at booth #6366. More information is also available by emailing Peach@WhenToManage.com.

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, was awarded the 2013 Computerworld Honors Program 21st Century Achievement Award. To donate, volunteer and get involved, visit <http://www.communityplates.org>.

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