

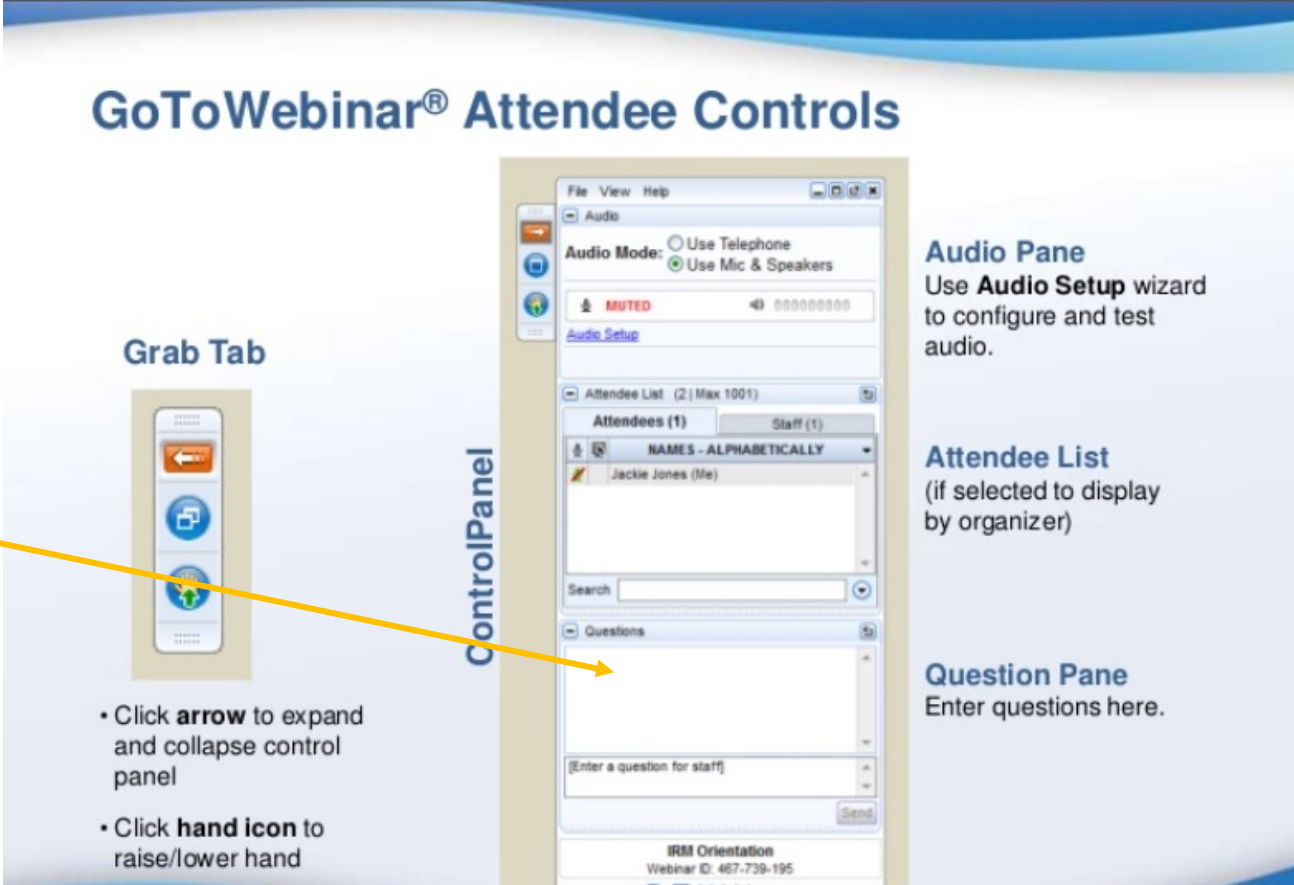


**SimpliGet**  
**Making Possible An On Demand**  
**Local Marketplace (Part 1)**

Scott Phillips, Customer Success  
Lawrence Lerner, Head of Product

# Housekeeping

- Today's webinar is being recorded
- All attendees were muted upon entry
- Ask questions using the Questions tab on the control panel



**GoToWebinar® Attendee Controls**

**Grab Tab**

- Click **arrow** to expand and collapse control panel
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**ControlPanel**

**Audio Pane**  
Use **Audio Setup** wizard to configure and test audio.

**Attendee List**  
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**Question Pane**  
Enter questions here.

IRM Orientation  
Webinar ID: 467-739-195  
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# BACK TO WORK AFTER COVID-19



## 54%

Expect to Work  
From Home

- 1 day a week or less
- 2-3 days a week
- 4-5 days a week

## The New Normal

- The majority of consumers will be returning to work 1-4 days a week
- Creating a safe environment is top of mind for many
- Employers are working to create a contactless environment to ease safety concerns

# Why SimpliGet is the future

- Adapting to rapidly changing market conditions makes SimpliGet a great option due to mandated contactless food service and delivery services in some locations.
- On demand ordering has become an everyday solution for consumers in today's market and will likely carry the behavior when they return to the workplace.
- Convenient fresh & local food options available at the workplace promotes happy and productive employees.
- Regardless if you operate a commissary, use a local fresh food vendor, ghost kitchen, or partner with a café service SimpliGet is the solution for you.
- Contactless counter, pickup, and Lockers options

SimpliGet   
by avanti markets



# What is SimpliGet?

SimpliGet is an On Demand order service allowing consumers to purchase local fresh food options to be picked up at the designated pick-up counter or Lockers.

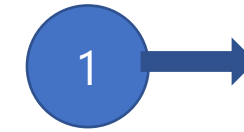
The SimpliGet Manage Site allows the following customizations

- Location Management
- Menu builder
  - Add menu items from AMS
  - Set delivery times and order cutoff time (optional)
  - Build once, reuse often!
- Menu assignment
  - When and where is this menu available?
- Kitchen Management
  - Ticket Printer
  - Order management queue
- Notifications
  - Fully automated!



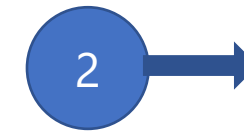
# How Does SimpliGet Work For the Customer

1. Consumer places order on SimpliGet web portal
  - Consumer places order from their work locations designated order website
2. Kitchen Receives Order
  - Operator commissary, 3<sup>rd</sup> party food supplier, or ghost kitchen receives & fulfills order
3. Order is delivered to designated pick up area
  - Dedicated pickup area, rack, or counter determined by client
  - Fully integrated insulated and secure Lockers system that only the consumer can access once food has been delivered



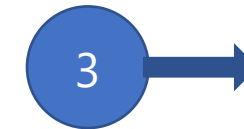
## Place Order Online

Customer places an order through your location's dedicated website



## Receive Confirmation

Customer order confirmation includes the pick up time and location



## Grab & Go

Customer receives an SMS/E-mail notification for pick up at locker or counter



# How Does SimpliGet Work For the Operator and Location

- Consumer places order on SimpliGet web portal
  - Funds are collected at the time of the online was placed
- Kitchen Receives Order
  - Operator commissary, 3<sup>rd</sup> party food supplier, or ghost kitchen receives & fulfills order
- Order is delivered to designated pick up area
  - Dedicated pickup area, rack, or counter determined by client
  - Operator will be paid the same as a traditional micro market via ACH payment
  - Sales are captured in AMS



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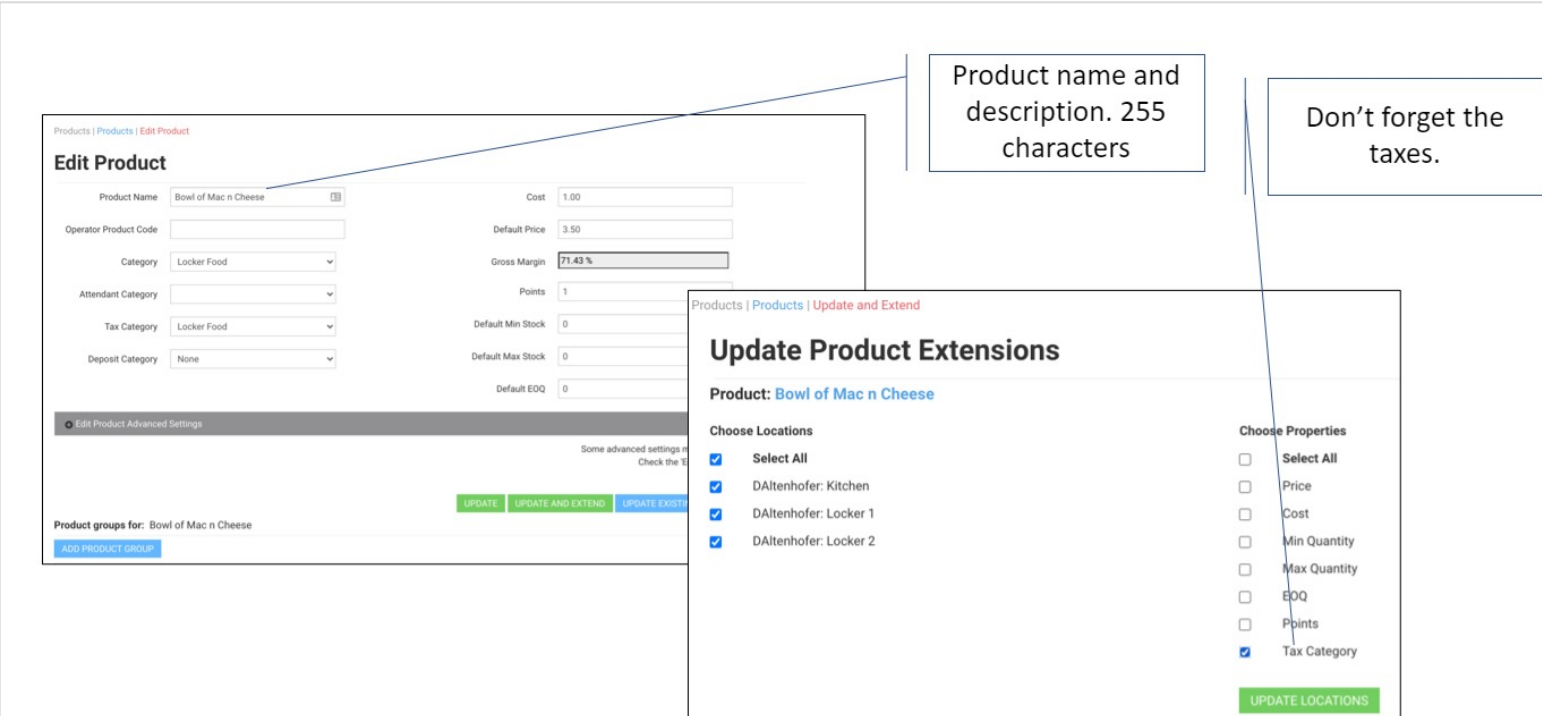
# AMS Integration

AMS has been integrated with the SimpliGet Manage Site

- Locations are created and delivery types are created in AMS
- Products are added to the delivery locations in AMS just as any other micro market
- Pricing, taxes, and bottle deposits are managed in AMS

## Reporting

- All sales activity and reports will be generated in AMS
- Service fees will be captured in AMS the same as a traditional micro market



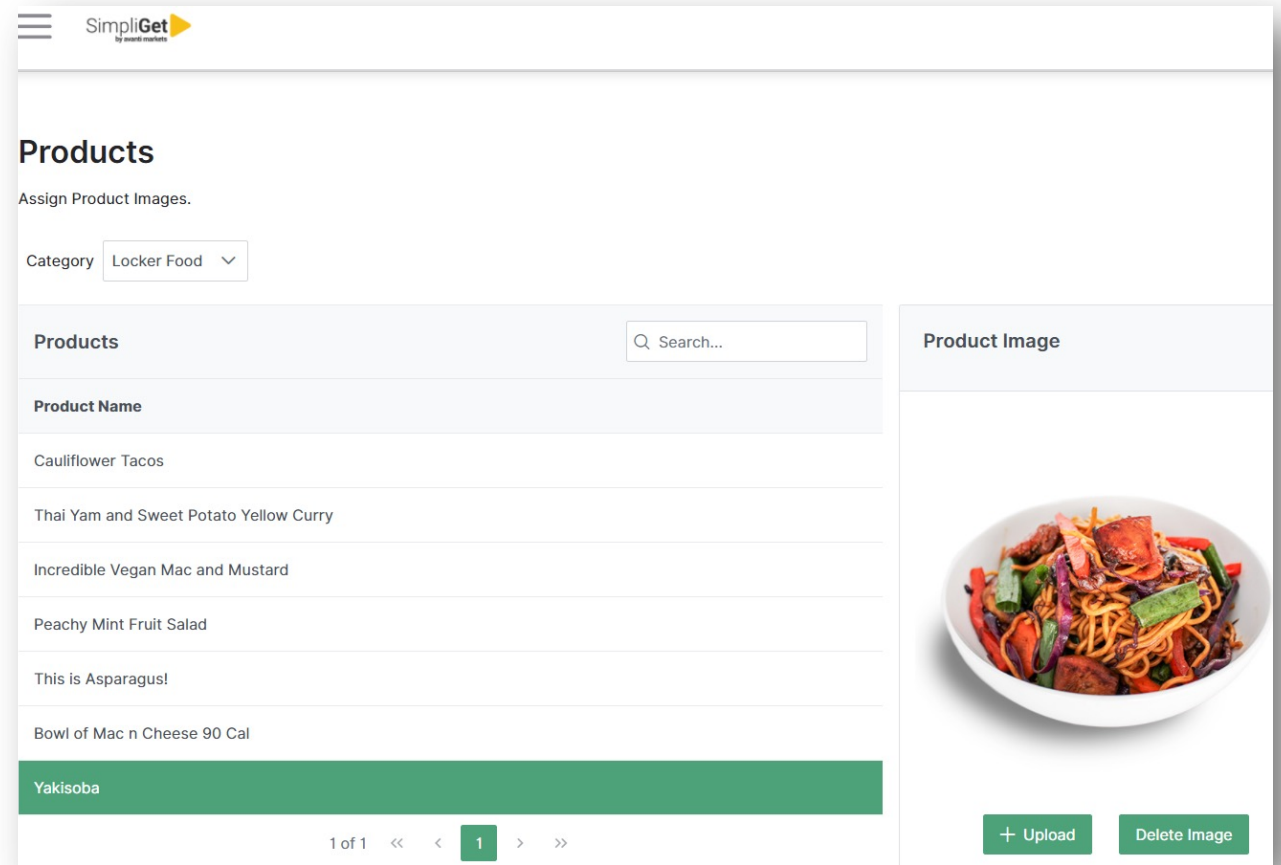
The screenshot displays two overlapping interface windows. The 'Edit Product' window on the left shows fields for 'Product Name' (Bowl of Mac n Cheese), 'Cost' (1.00), 'Default Price' (3.50), 'Gross Margin' (71.43%), and various category dropdowns. The 'Update Product Extensions' window on the right shows 'Choose Locations' with three selected options (DAItenhofer: Kitchen, DAItenhofer: Locker 1, DAItenhofer: Locker 2) and 'Choose Properties' with 'Tax Category' selected. Two callout boxes are present: one pointing to the 'Product Name' field with the text 'Product name and description. 255 characters', and another pointing to the 'Tax Category' checkbox with the text 'Don't forget the taxes.'



# SimpliGet Manage Site

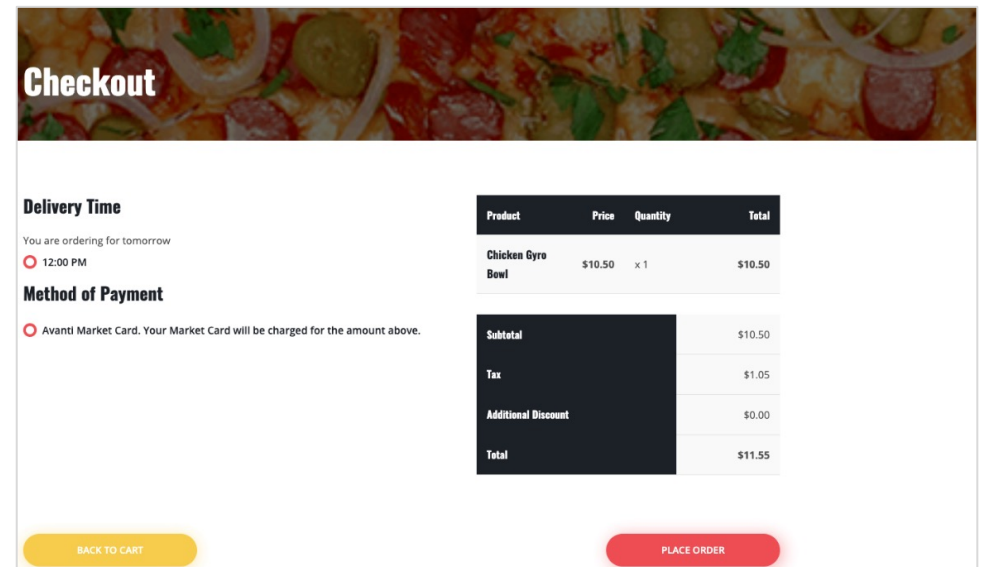
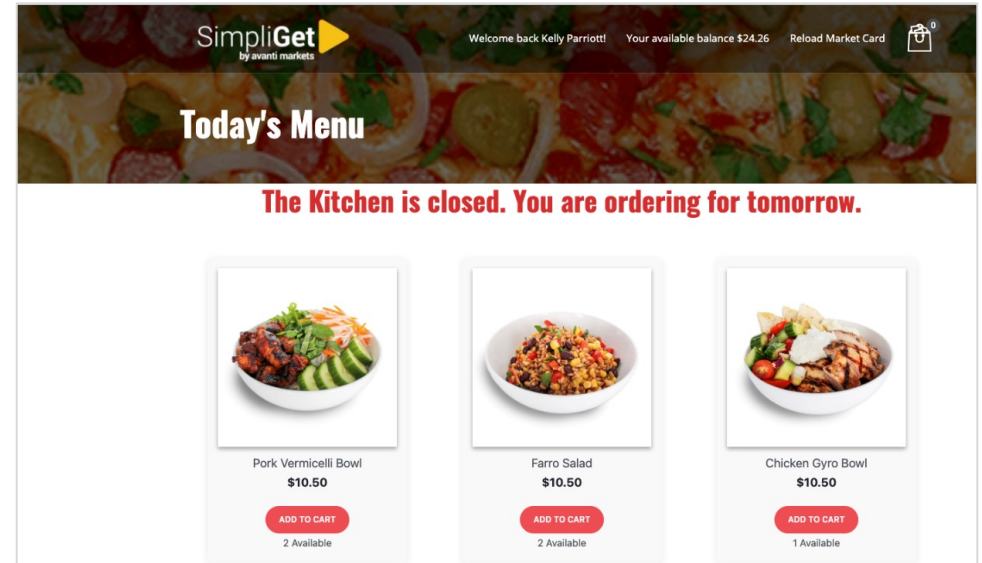
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# Consumer Remote Order Site Features

- Market Account Login with account balance
- Order menu with quantities
- Cart Review
  - Select from available pickup time
- Pickup at delivery destination
  - SMS Text with QR code sent when product is delivered





# SimpliGet Uses

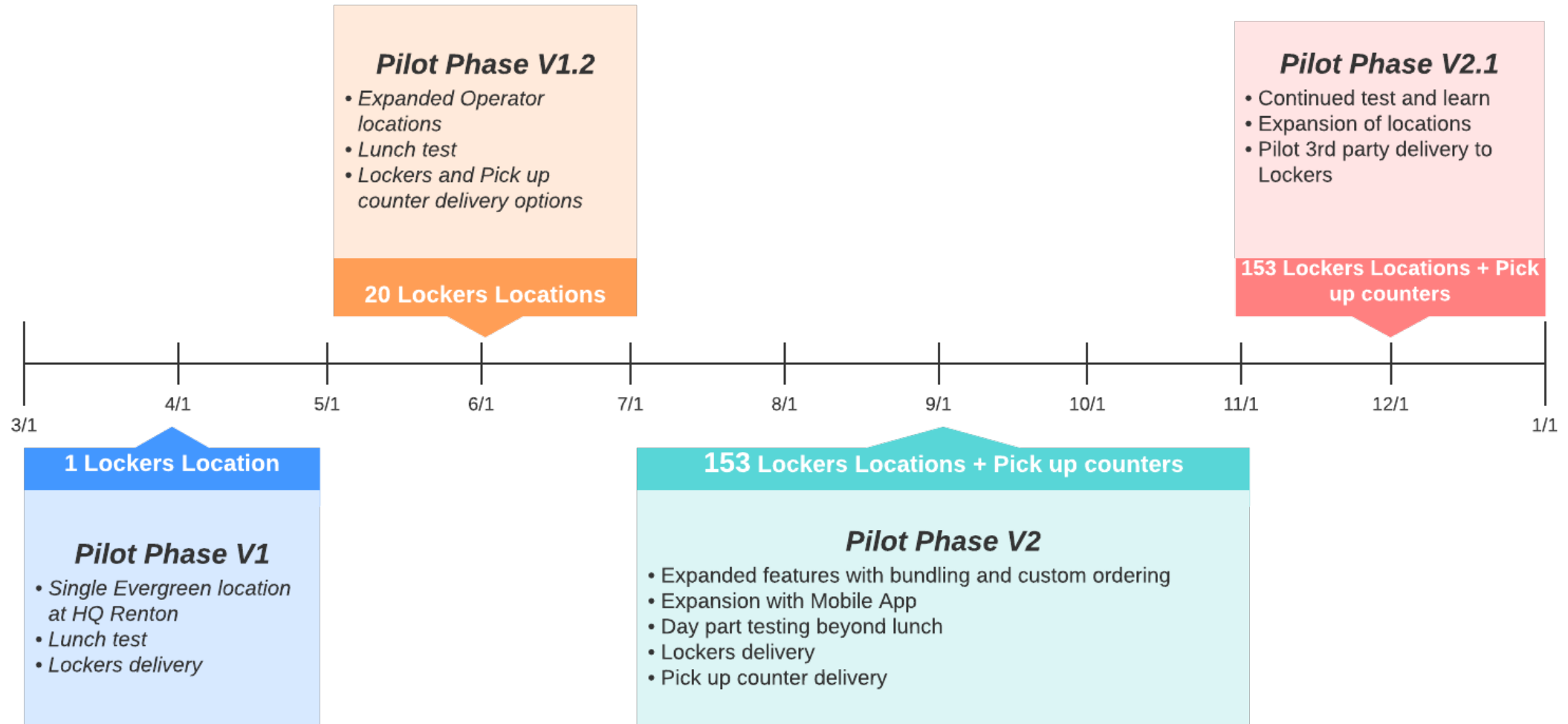
- SimpliGet can be used to enhance traditional micro markets
  - This can help minimize food spoilage for high end food offerings, increase sales, and consumer satisfaction
- Standalone counter delivery or Lockers service
  - New business nearby traditional micro markets that are serviced
- Café Services and campus services
  - Minimize café traffic keeping crowds small
- Contactless purchases
  - All the above options will minimize contact
- Custom branding is available for Lockers

# SimpliGet Pilot Launch

- Evergreen Refreshments in Seattle has started their pilot project for locker deliveries.
- Avanti Markets is working closely with both Evergreen operations and their kitchen to help identify any gaps that need to be addressed
- Avanti Markets will share our findings for the different remote ordering options and best practices for each of them



# SimpliGet Pilot Milestones



# SimpliGet Webinar Series

## Part 1 (April 21<sup>st</sup>)

- **Introduce SimpliGet to the field – high level overview of the remote ordering system**
  - How SimpliGet works
  - Delivery options to include counter pick up and lockers
  - Operator and Consumer experience

## Part 2 (May 19<sup>th</sup>)

- **Deeper dive into the to two delivery mechanisms for both lockers and pick up counters**
  - Location and product creation in AMS
  - Manage site menu creation and product management
  - Manage order and delivery schedules
  - Delivery options and coordination consideration

# Questions?



**Expand Meal Options  
for Your Clients**

# Avanti Markets Help Center



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- **Are Your Team Members Registered?**
- Contact support for assistance getting access to the HELP CENTER
- Create, track, update your support ticket status activity
- Help Center Materials
  - How to training materials
  - Security and network requirements
  - Sales and Marketing
  - Avanti Features
  - Industry News
  - Covid – 19 resources