



About RedCat

Vision

RedCat is a specialist provider of fully integrated Point of Sale (POS) solutions that cater to the needs of the many different businesses within the hospitality industry. From small single terminal sites through to large multi-location and franchise operations, RedCat's goal is to constantly add value to a client's business through the financial control and cost savings delivered. RedCat product features, pricing and service are the fundamentals on which the company's success is based.

Products and Technology

The major product areas are point of sale software and hardware solutions, full double entry accounting software including: seamlessly integrated stock control and payroll modules and enterprise sales and loyalty software solutions. Since 1992, RedCat has been providing major venues and businesses across Australia with tailored and readymade solutions that have created industry benchmarks. With a significant Research and Development operation in Australia, there has been continued product development and more recently customisation for the overseas market. Software and infrastructure to cater for the data requirements of large corporate and franchise operations has underpinned expansion into this key market sector.

Market Overview

RedCat serves some of the best hospitality venues in the country and over recent years has become a supplier of products and services to the leisure industry, clubs and an ever-expanding range of franchise and retail operations.

RedCat is providing the software and infrastructure for transfer and access to corporate and site data for well over 1000 clients in Australia and around the world.

Solution Value Proposition

RedCat provides fully integrated POS and accounting software which is powerful but simple to use, reliable and affordable. RedCat solutions provide 'total control... right at your fingertips' with immediate and ongoing cost savings through productivity gains, loss minimisation and key performance measurement.





Implementation and Support

As well as world class software, RedCat provides comprehensive documentation, training, product enhancements, report customisation, help desk and technical support, data transfer and management facilities including a full business management review.

Offices

RedCat has offices in Melbourne (Head Office), Sydney, Canberra and Adelaide and channel partners throughout Australia. Distributors and partners are professional IT, POS and financial management service providers who represent and sell the RedCat suite of products on RedCat's behalf. Training and accreditation processes ensure that the quality of product and service remains at the levels that have made RedCat such an industry leader. RedCat is now active in several overseas markets including the United Kingdom, South Africa, Indonesia, Thailand and New Zealand and has established similar support arrangements with local providers.

Shareholders

RedCat is a subsidiary of the Belgravia group of companies. Belgravia Group Pty Ltd is a strong diverse private investment group with interests in technology, operating businesses, property and listed equities. Total net assets for the Group exceed \$80 million. RedCat has a strong team of leaders who all contribute to the strategic direction, growth and stability of the business. The RedCat Board is chaired by Geoff Lord, CEO of the Belgravia Group. Another Belgravia Group company, BelgraviaFinance (www.belgraviafinance.com), is able to provide RedCat clients with highly competitive financial arrangements for their management systems.

Customers

The diverse range of hospitality venues managing their business with RedCat products include franchise chains, cafés, bars, hotels, restaurants and bistros. There are also take-away and bottle shops and a variety of other more general retail outlets benefiting from the flexibility the software provides. Private, golf and yacht clubs are taking advantage of integrated membership functionality. Quick service food and beverage providers are valuing the priority given to productivity and performance by RedCat.

RedCat and Your Business: A Very Successful Partnership

RedCat provides a great deal more than its competitors by enabling you to better:

Manage –

- profitability
- stock
- staff
- financial data
- operational procedures
- time
 - for improved productivity
 - for better analysis of operations and finances
 - for better customer service

Measure –

- performance
 - sales
 - staff
 - product
 - store
- customer loyalty

Monitor –

- trends
- staff
- sales
- stock
- service
- customers
- irregularities

Minimize –

- losses
- missed
 - orders
 - items
 - tabs
- transaction errors
- waste
- theft
- manual processing

Maximize –

- profit
- staff productivity
- system and operational flexibility
- customer satisfaction

