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ECR – (electronic cash register)

In 1965, Intel co-founder Gordon Moore predicted that the capabilities of technology will double every two years. Ten years later, Moore's hypothesis has turned out to be a proven fact. Since then, the computer industry has adapted "Moore's Law" as a law of guidance of product development. A perfect example of Moore's Law is the floppy disk. We have seen portable memory change right before our eyes. From a floppy disk to CD's and finally to flash memory sticks. Memory has become less expensive, smaller in size and much more memory is now available.

How can Moore's Law help the hospitality industry?

Out of all the electronic devices made for the hospitality industry, the electronic cash register (ECR) could have the most potential to benefit from the Moore's law.



CASIO QT 6600 w/FTP capabilities

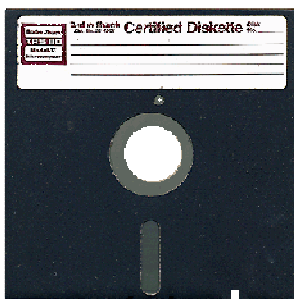
The ECR is more affordable. You will discover that by comparing the prices to the PC based POS, you will find that you will have substantial savings.

The ECR is ROM based memory. Which means every time the register is closed out, everything is cleared and ready to start over. How is this an advantage? Well by using a ROM based device, you are using a machine that does not require a hard drive, operating system, moving parts or fans. So in a nutshell, the machine is going to be more reliable. PC pos systems have been known to crash during peak hours of business.

The PC back office software solution is a strong selling point. Most ECR back office software is not as strong as the PC. PC offers more reports and seems to be more advanced. In comparison the PC wins in this arena. But what one second! CASIO and CRS have been selling their next generation ECR's with File Transfer Protocol (FTP) capabilities. The FTP feature allows TXT files to be sent to a remote FTP server. The result is that the end user may now access their stores information from any Internet connection. Can it get any better? Well actually it can. If companies like Casio are giving the end user the capabilities to access their business data through FTP, why not subscribe to a SAAS product.

SAAS stands for Software as a Service. For a low monthly fee, the end user can subscribe to a software service that stores and manages the users database. In the case of the ECR, a SAAS company like The Restaurant Edge will come in and connect the end users ECR to their FTP server. From there the subscriber can now access all of their locations information anywhere, anytime. "The gap between the ECR and PC POS is getting a lot more narrower", says Joel Nakabayashi, President of The Restaurant Edge. Companies like Casio are in the business of making electronic devices. For a third party software company to come in and service the data from the machines makes a whole lot of sense. The end user no longer has to worry about their computer crashing, updating software, and paying an expensive support fee. As fast as technology is moving, I would imagine it would make sense to outsource to a SAAS company where their job is to stay with current trends and technology shifts.

FLOPPY DISK



Advanced FLOPPY



Flash Memory



The evolution of portable memory is an example of Moore's Law

“Having a reliable robust ECR and adding an SAAS service to support the ECR is a WIN/WIN scenerio for the restaurant owner and ROM based electronics.” Says independent dealer Linus Li President of Red River. The dealer can now focus on servicing the customers with machine expertise along with database professionals providng support for their software.

Amazon.com is now offering services outside of just selling books. Amazon has recently introduced a networking service called Cloud Computing. Programmers can now use the same network technology as a world-class web site like Amazon to run their SAAS applications. This benefits the end user because start up companies does not need to spend funds on networking. The result is lower subscription rates. Small businesses can now use the same technology as the billion dollar companies.

Poineers like Gordon Moore have paved the way for technology advancement. The next wave of hospitality technology is showing us something to look forward to seeing pan out. ROM ECR's, SAAS, and Cloud Computing all are solid solutions that businesses are looking for andwill need. Combining all three into one package, the future looks bright for the hospitality industry.