

## PRESS INFORMATION

***The French-style fast-food chain "Brioche Dorée" has turned to AURES' technology and expertise to migrate its entire point-of-sale IT assets.***

*Lisses, Runcorn ; June 2016.* **Brioche Dorée** – the world leader in French-style fast-food – has chosen **AURES' YUNO** point-of-sale terminals with a **TCPOS** software platform to completely overhaul its EPOS management and payment-receipt IT assets. **The roll-out comprises over 500 AURES EPOS terminals (and associated peripherals) in all French branches and franchises of Brioche Dorée, i.e. eventually around 300 retail outlets and restaurants.**

"During the analysis phase of overhauling our EPOS IT system, an in-house working group drew up specifications," explains **Nicolas Bouard**, Brioche Dorée's Head of EPOS systems. "The hardware had to meet three major criteria: speed, reliability and user-friendliness. We pre-selected 3 leading EPOS-terminal manufacturers and a dozen different pieces of hardware. We then installed the equipment we wanted to test on our pilot sites.

"The test results immediately focused our attention on AURES' YUNO system, which was unanimously approved by our IT managers and operators. The YUNO's resistant, highly responsive and precise multi-touch screen proved a great success on our pilot sites. Also popular was the system's quick start-up and ergonomically designed, reliable hardware and associated peripherals. We tested a built-in 2D scanner, a receipt printer and additional screens (2<sup>nd</sup> built-in or remote 10"-screen to display our advertising and promotions at checkouts, etc.).

"The very compact, elegantly designed YUNO includes many USB connections as well as major peripherals, such as a 2D scanner – especially useful for beeping luncheon vouchers – and a badge reader. In our chosen configuration, each terminal also features a WiFi card and a 10" customer-relay screen for digital signage on sales counters. AURES' ODP 333 printer is similarly efficient, reliable and unobtrusive, with a very ergonomic front paper output," continues Bouard.

*\*point-of-sale terminals*

MANUFACTURER OF REMARKABLY DIFFERENT POINT OF SALE TERMINALS



“In March, Brest, Nice, Marseille, Montpellier and Bordeaux became the first towns to migrate to the new solution,” explains **Hervé Février**, Head of IT Support and Operations at Groupe Le Duff. “Training was organized for each region’s restaurant managers two weeks before the migration date. We sent each site a ‘teaching POS system’ beforehand to present the new solution to the teams and train them.”

“We’re very pleased with this new EPOS proposal,” explains **Nicolas Guilbert**, Project Manager and Director of Management Control at Brioche Dorée. “Its performance exceeds our expectations and the hardware we’ve chosen is exactly what is required by many features of our new TCPOS software platform, in both front and back office applications.

“All our Paris-based establishments are now being equipped, with an average of 6 restaurants a week. We’ll be tackling the north-west region next, before breaking off during the sales and summer holidays. In September, we’ll finish off with the east region and our franchises. This work is due to be completed by mid-November and everything suggests we’ll be on schedule!”

“We’re very pleased with the level and quality of our discussions with Groupe Le Duff and Brioche Dorée,” says **Thomas Donnet**, Head of Key Accounts for the AURES Group in France. “The project is progressing in leaps and bounds and the national roll-out – in 4 to 8 restaurants a week – is going really well. This is due to the professionalism of everyone involved and the outstanding tools and solutions installed.”

### ***The solution rolled out...***

#### **YUNO with a quad-core Bay Trail J1900 processor (VESA pole mounted version or conventional stand-based equipment)**

YUNO is reliable, tough and extremely adaptable: 30 different configurations are available. As an all-purpose, robust EPOS terminal, this system is especially suitable for tough catering and take-away food settings. The J1900 platform enables long-term management of vast data sets and huge amounts of articles and stock, in both the front and back office.

Most Brioche Dorée retail outlets have been fitted with a black, VESA-fixings version of YUNO (pole-mounted terminals). The system ideally adapts to each type of restaurant and checkout area, saving a lot of space on sales counters.

#### **Multiple dual-screen systems for efficient digital signage at checkouts**

AURES’ dual-screen systems (digital signage at checkouts) are available in two versions: either with a built-in screen (on the back of the main EPOS screen) or with a remote (independent) screen that can be installed on sales counters or in restaurant windows. This choice of additional screens linked to the EPOS system is also a great advantage for displaying Brioche Dorée’s advertising and loyalty programmes to customers while they queue at checkouts.

#### **ODP 333 thermal receipt printer**

This EPOS management and payment-receipt system is complemented by AURES’ ODP 333 receipt printer, which features an exclusive, ultra-compact design and very ergonomic front paper output. This small printer fits into any space or cash drawer on sales counters, while its three interfaces (USB, serial and LAN) make it suitable for many different EPOS configurations. The ODP 333 is Energy Star-certified, which means it is quiet and energy efficient.



**About Brioche Dorée – [www.briochedoree.fr](http://www.briochedoree.fr) & [www.groupeleduff.com](http://www.groupeleduff.com)**

**Brioche Dorée** was set up by Louis Le Duff in 1976 and is part of Groupe Le Duff. The company is positioned as the world leader in French-style fast-food, offering a wide range of full meals, salads, sandwiches, cakes/pastries and drinks for consumption both on and off the premises.

With 7,500 employees, over 550 retail outlets and restaurants throughout the world – including more than 300 in France – the chain provides fresh fast-food from morning to evening. **Brioche Dorée** serves over 300,000 customers a day and generates an annual turnover in excess of 350 million euros.

**About AURES Technologies – [www.aures.com](http://www.aures.com)**

Founded in 1989 and listed on Euronext since 1999, the **AURES** Group manufactures EPOS systems and related peripherals. Its PC-based hardware and open-system equipment provides management and till functions to all points-of-sale and points-of-service, including specialist food and non-food stores, retail outlets, superstores and catering and hospitality.

With corporate sales of **€76.8 million** for 2015, the AURES Group has global presence, with its head office in France, subsidiaries in the UK, Germany, Australia and the USA - and a network of distributors and resellers in 50+ countries.

Complementary to the EPOS activities of the Group, the OEM "Equipment & Systems Department" works closely with systems integrators and suppliers, providing them with complete product lines of hardware elements and sub-equipment for industrial and digital display applications.

For additional information, please contact:

**Simone Romain**

PR Consultant

Romain Consulting

T: +44 (0)7836 550764

E: [simone.romain@romainconsulting.co.uk](mailto:simone.romain@romainconsulting.co.uk)

**Yannick-Florence Waelly**

Communications & PR Manager

AURES Group

T: +33(0)1 69 11 16 65

E: [yannick.waelly@aures.com](mailto:yannick.waelly@aures.com)