

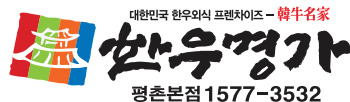
"POS System Reliability is the most important factor."

Largest Hanwoo restaurant chain in metropolitan area with
7 HP All-in-One POS ap5000s per restaurant



There's a place in Bisan-dong, Anyang City, Gyeonggi-do, where you can enjoy delicious Hanwoo at a low price. It's the Hanwoo Myong-ga Pyongchon main restaurant, from which the 'Hanwoo Restaurant Franchise of Korea' was launched.

This restaurant was opened by Doongji Co., Ltd. in September 2010 with the ambitious goal of making Hanwoo a popular and affordable Hanwoo menu for everyone. It's the first of the Hanwoo Myong-ga chain with two floors totaling 5,950m² and more than 1,000 seats.



HP ap5000 Features

Convenience

Its integrated all-in-one design allows for a convenient installation process and usage.

Powerful Performance and Reliability

Provides exceptional performance to improve productivity and allow successful task management.

Compact Design

Various components and features, essential for any retail business are integrated into a single unit to minimize the use of counter space.

High stability to ensure continuous business operation

You will see a small POS system as you enter the Hanwoo Myong-ga restaurant. And there are more of them throughout the restaurant. This is HP's all-in-one POS ap5000 system.

Hanwoo Myong-ga uses a total of 7 ap5000 systems in the restaurant. Three are used to process payment and 4 are used exclusively for handling orders. The HP ap5000 is an integrated system with a touch screen interface that allows for simple installation and easy usage. Its all-in-one configuration integrated multiple components, providing the added benefit of taking up less space. In addition, the system's sturdy design is praised by users for its reliability as well as durability.

The main reason Hanwoo Myong-ga has installed the HP ap5000 is because of the system's reliability. The restaurant placed the highest priority on a system that is always running in all environments and under any circumstances.

It's 10:00 a.m. and the restaurant is already full with lines forming outside. If the POS system fails, then the entire business will practically come to a halt.

This scene emphasizes the reason Hanwoo Myong-ga has employed the HP ap5000.

The average number of transactions the POS systems at Hanwoo Myong-ga process exceeds 1,000 per day.

Byong-doo Go, CEO of Doongji Co., Ltd., states, "Small-sized restaurants can respond with alternative measures if the POS system fails, but it's not as simple for large restaurants. In the case of Hanwoo Myong-ga, we're the largest Hanwoo restaurant in the metropolitan region, and we wanted to set up the most reliable system available to eliminate such a potential disaster."

Go also added, "The price was about 33% more than the locally made systems. But I've heard from those working in the field that HP's POS systems are more reliable," as his reason for purchasing the system. The HP ap5000 is somewhat more costly than the POS of other manufacturers, but he insisted on HP because of the high reliability of the system. Go also implied that the reputation of HP as the world's leading PC and printer manufacturer also pushed him towards deciding on selecting the HP POS system.

Another display of Hanwoo Myong-ga's high priority on system reliability is shown through their dual configuration of an internet line and the use of an HP x86 Server (ML 110 G6) instead of using a normal PC as seen in most domestic restaurants.



Attractive Online Support and 3-Year Cost-Free Maintenance

The fact that HP Korea provided 3 years of cost-free maintenance service, the first company in the industry to do so, was also very attractive. Purchasing a POS system is an investment that should last for years. While most companies provide up to about 1 year of cost-free maintenance on hardware, HP's 3 years of cost-free maintenance was a very attractive feature. What's more, the systems supplied by mid-sized companies in Korea are sometimes difficult to obtain replacement parts for in a timely manner, so the maintenance support by HP Korea was evaluated to be an even more valuable feature.

Hanwoo Myong-ga purchased the HP ap5000 through Solbi POS, HP Korea's retail vendor. Solbi POS customized the system to correspond to the uniqueness and characteristics of the Hanwoo Myong-ga business and developed daily management, order/payment, sales preview, settlement, customer management, and other programs.

Solbi POS not only provides on-site service, but also has the capability to provide remote online-service for fast handling of many of problems that may occur. If the problem with the system is due to software, Solbi POS can immediately

troubleshoot and resolve the problem with just a phone call by the customer. In the case of many local competitors, it takes about 2~3 hours for a service representative to come to the place of business to troubleshoot the system, which is clearly inferior to the immediate online service provided for the HP POS system.

As of January 2011, Hanwoo Myong-ga had been using the HP ap5000 for more than 5 months. The system's high reliability is proven by the fact that the restaurant has not yet had to call for maintenance service for hardware issues.

POS Hardware Problem 'Zero' 10th Store by 2012

Hanwoo Myong-ga opened its second and third restaurants in Goyang-si and Suwon-si, respectively, in 2011, and is aiming to open its 10th restaurant in 2012.

Hanwoo Myong-ga provides all-you-can-eat imported beef for just 16,900 won per person and imported pork for just 14,900 won per person.



Byong-doo Go
CEO of Doongji
Hanwoo Myong-ga Co., Ltd.

"The POS system of Hanwoo Myong-ga, the largest Hanwoo restaurant in the metropolitan region, handles an average of 1,000 transactions per day. It would be a disaster for the business if the POS system failed. Small-sized restaurants can respond with alternative measure if their POS system failed, but it's not as simple for large restaurants. This is the reason the restaurant insisted on a highly reliable system from the beginning. It's been 5 months since the restaurant installed the HP POS system, and it has proven its exceptional reliability through the fact that the company has had no reason to call for service yet."

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