

PayInSight™



We can help your restaurant save money and increase revenue.

Join the hundreds of thousands of restaurants around the world that enjoy the benefits of processing credit and debit card payments at the customer's table.

Pay InSight from BRILLIAN Technologies simplifies the payment process by using wireless handheld devices and is now available across the USA.



BRILLIANTechnologies
innovations for your restaurant

Reduce merchant processing costs up to 40%

Pay InSight can save restaurants money from day one. Processing fees are significantly reduced by prompting customers to pay with PIN debit that is up to 70% less expensive than other card payments. Additional cost savings result from operational efficiencies and other Pay InSight benefits.

Increase revenue by thousands of dollars a month

Seat more customers and increase your revenue and profit by turning tables 5-8 minutes faster while eliminating time-consuming and inefficient trips back and forth to the POS system. Authorization, tipping and printed receipts are provided in seconds. Your customers will love faster transactions that contribute to a better dining experience.

Prevent fraud from affecting your business

Reduce your liability to credit card skimming and identity theft because the credit card never leaves the customer's sight. Avoid the negative press and business impact of a security breach. Pay InSight is PCI compliant and is a deterrent to fraud.

Pay InSight integrates with leading POS systems.

Pay InSight can be configured to process transactions independent of your hospitality or point-of-sale system, or can be integrated to work with them.

Contact your BRILLIAN Sales Consultant
or visit brilliantec.com

Phone: (973) 474-1500

Email: sales@brilliantec.com



The incremental sales needed to match the bottom line impact of Pay InSight could be hundreds of thousands of dollars. Ask your BRILLIAN Sales Consultant for a customized review of the financial benefits of Pay InSight for your specific restaurant.

Restaurant Size (Annual Revenue)	\$500K-\$1M	\$1-\$2M	>\$2M
Monthly Card Volume (Debit and Credit)	\$70,000	\$130,000	\$220,000
Monthly Fees for Payment Processing	\$1,600	\$2,950	\$5,000
Average Ticket	\$50	\$50	\$50
Tables in Restaurant	25	40	60
Number of Servers on Shift	4	8	12
Hours per Week Restaurant at Capacity	10	10	10

PIN Debit Savings

Allow customers to pay with PIN debit – the fastest growing payment method in the country – and reap the benefits of lower transaction fees on every swipe. PIN debit transaction fees may be as much as 70% less expensive than credit.

Operational Efficiencies Savings

Tip adjustment and other process efficiencies lower operating costs.

Total Cost Savings Per Month

Save thousands of dollars annually while preventing fraud.

Estimated Cost Savings Per Month

PIN Debit Savings	\$185	\$337	\$572
Operational Efficiencies Savings	\$330	\$629	\$1,018
- Total Savings	\$515	\$966	\$1,590
Wireless Equipment Cost	\$178	\$356	\$534
Installation Cost	\$21	\$73	\$156
- Total Costs	\$199	\$429	\$690
Total Cost Savings Per Month	\$316	\$537	\$900

Total Profit Increase Per Month

Turn tables 5 to 8 minutes faster by eliminating trips back and forth to the POS system. For busy restaurants, this could lead to tens of thousands of dollars of incremental sales per year!

Estimated Profit Increase Per Month

Fewer minutes for table turn with Pay InSight	5	5	5
Total Profit Increase Per Month	\$657	\$1,220	\$2,065

Savings + Profit Increase Per Month

Represents up to 40% or more of processing costs!

Savings + Profit Increase Per Year

Represents the same profit from serving thousands of additional meals a year!

Value of Pay InSight

Savings + Profit Increase Per Month	\$973	\$1,757	\$2,965
Savings + Profit Increase Per Year	\$11,676	\$21,084	\$35,580

Examples above are based upon industry average assumptions. Actual results may be greater or less when based upon restaurant specific numbers.



BRILLIANTechnologies®

515 Valley Street, Suite 100
Maplewood, NJ 07040
www.brilliantec.com

ABOUT US

BRILLIAN Technologies, LLC provides the innovative solutions your restaurant needs to compete and thrive in today's challenging market. We are your go to experts for the best in new products and services.

We research what the largest restaurants and chains use to acquire new customers, reduce their costs and improve operations and bring these solutions to smaller chains and independent restaurants. Our innovative solutions include wireless terminals & networks, new customer acquisition & marketing services, payment processing & financial offerings.

Our business is built around developing long-term, value-added relationships with our customers. We want to grow with you.

© 2010 BRILLIAN Technologies, LLC. All rights reserved.
BRILLIAN Technologies, LLC and Pay InSight along with designs are registered trademarks of BRILLIAN Technologies, LLC.