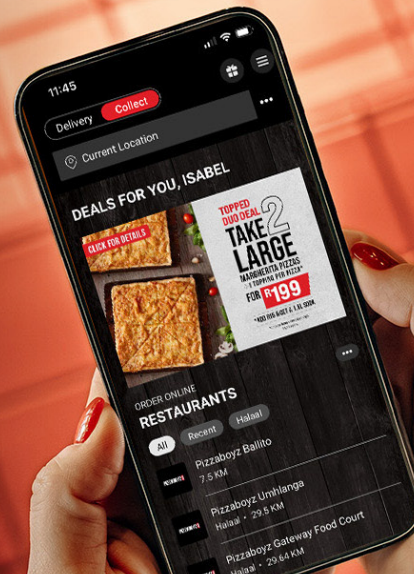


YOUR OWN WEBSITE AND APP ORDERING

## Own your customer. Own your data.

Stop renting your customers from aggregators. StoreFront is your own ordering website and app, branded entirely as yours, on web, iOS and Android.



**Up to R105 in  
commission on  
every R300  
order.**

## The rent you're already paying

Aggregator commissions run at 20% to 35% of order value. To put that in perspective, on a R300 basket that's up to R105 an order, paid to a platform that owns the customer.

At 1,000 orders a month, that's up to R1.26 million a year funding someone else's growth. And when the order's done, you're left with the cost, the kitchen time and the complaint. The customer belongs to someone else.

*Commission range is an industry figure.*

### WHY BRANDS TRUST IT

## 100 million+ orders in, we know what breaks.

StoreFront has been running since 2013. Together with Switchboard, it has carried YUMBI's 12+ years and the 100 million+ orders the platform has processed.

**100M+**

orders processed

**2,000+**restaurants  
onboarded**15**

brand count

**7**

African markets

*South Africa, Botswana, Namibia, Kenya, Nigeria, Zambia and Côte d'Ivoire. YUMBI platform data.*

## What owning the customer looks like.



### 89%

of StoreFront orders come from repeat customers.



### 2.3 million

customer profiles held by brands on StoreFront in the last 12 months.



### 99.99%

Gateway uptime across 2,000+ locations.

PCI-DSS LEVEL 2 CERTIFIED

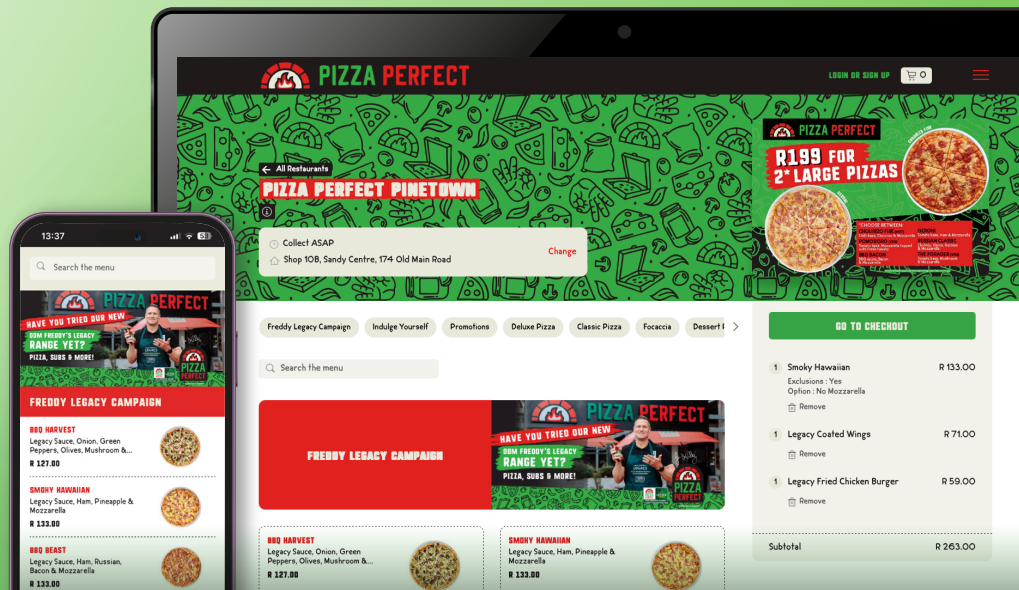
POPIA COMPLIANT

Payment runs in StoreFront, so card data is handled to PCI-DSS Level 2.

# “

"The accumulation of usable data since going live has allowed us flexibility and given us better insights into customer trends across all our stores country wide."

- Mark Tucker,  
Brand Operations Executive



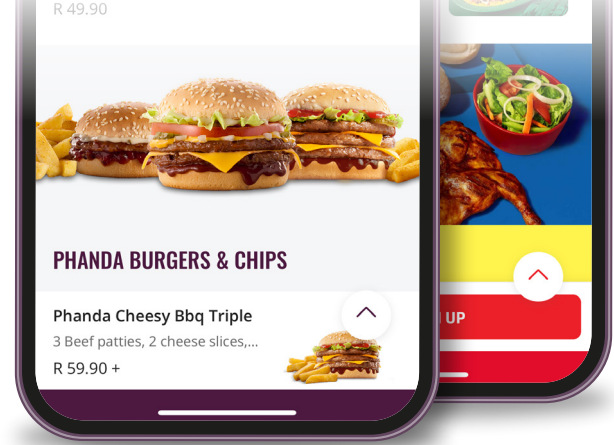
## Brands we work with



## HOW IT WORKS

# Get them. Keep them. Grow them.

StoreFront is your ordering website and native iOS and Android apps. It runs on Gateway, so the menu, prices and delivery zones you set once appear here and on every other connected channel.



1

## Get

Customers order for delivery, collection or order ahead, on your site or in your app. No aggregator commission, and nobody standing between you and the sale.

2

## Keep

Every order creates a customer profile that belongs to you: history, frequency, spend and favourites. With BeHeard enabled, those customers are asked to rate every order too.

3

## Grow

69% of QSR ordering on the YUMBI platform now comes through branded websites and apps. Online customers place 35% more repeat orders a year than call-in customers, and spend 62% more per year. With Engage enabled, you can reach them by SMS, push and inbox.

*69%, 35% and 62% are YUMBI platform data.*

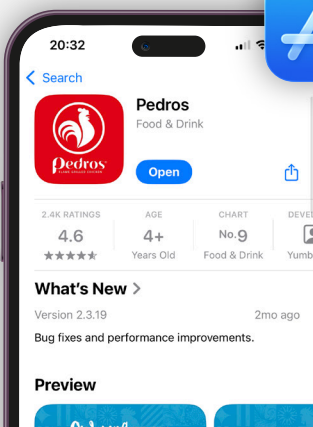
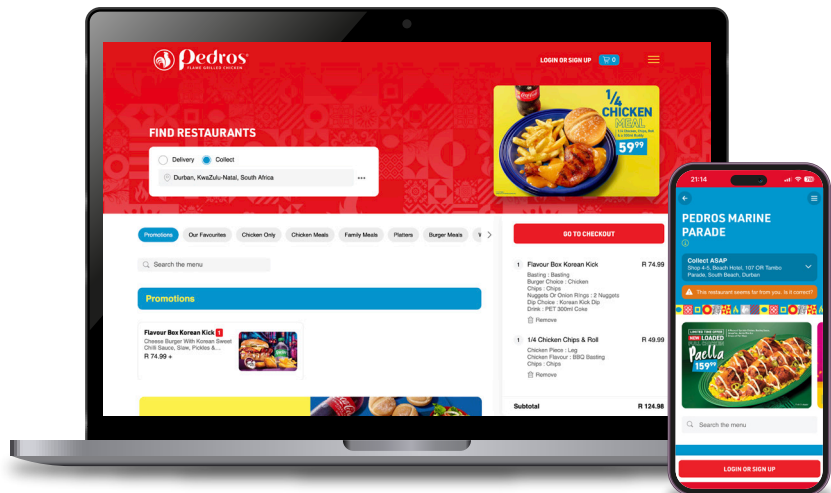
## WHAT YOU GET

# Yours on every screen.



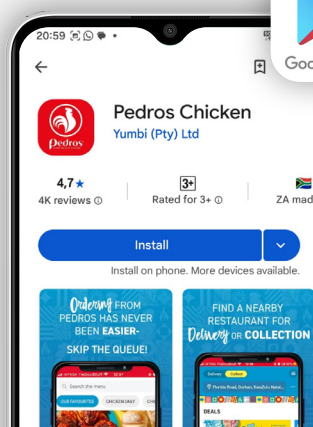
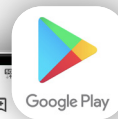
## Branded website

A responsive ordering site under your own domain and brand.



## iOS app

A native iPhone app on the App Store, whitelabelled under your brand.



## Android app

A native Android app on Google Play, whitelabelled under your brand.



The operating system for restaurant commerce

[www.yumbi.com](http://www.yumbi.com) [connect@yumbi.com](mailto:connect@yumbi.com) +27 31 940 0536

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## WHAT YOU CONTROL

# Your brand, your menu, your rules.

You decide how every store trades online: the look, the menu, how customers pay and where you deliver.  
Set it once and it holds on every connected channel.



### Own your brand and your margin

Control every part of the customer experience, with no aggregator commission taken off the top.



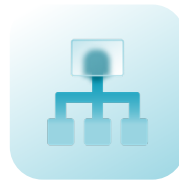
### Menus built your way

Collect-only and delivery-only items, price-adjustable topping swaps, timebased menus and multiple menus per brand, such as Standard or Halaal. Set in Gateway, published to every connected channel.



### Payment your stores can live with

Card, EFT and mobile payment, pre-payment or pay on collection or delivery, configurable per store. PCI-DSS Level 2.



### One profile, every channel

Preferences and favourite items follow the customer across collection, delivery, Dine-In and To-Go. With Engage enabled, vouchers follow them too, subject to voucher rules.



### Delivery zones that match reality

Time-based rules, multiple delivery-fee tiers, price overrides, exclusion zones and the nearest restaurant selected by proximity. Gateway handles the zones, StoreFront presents them.



### Data you can act on

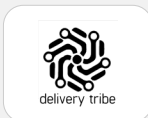
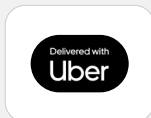
Insights is included with StoreFront, refreshed throughout the day, with views for Operations, Marketing, and Finance & Leadership.

## PLUGS INTO WHAT YOU ALREADY RUN

# No rip and replace.

StoreFront runs on Gateway, which connects your POS and delivery partners. StoreFront adds the payment, mapping, marketing and loyalty tools your online channel needs, so every channel stays in step.

#### Delivery



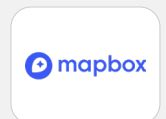
#### Payment



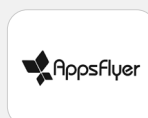
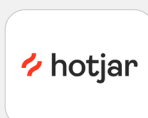
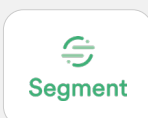
#### Point of Sale



#### Mapping



#### Marketing



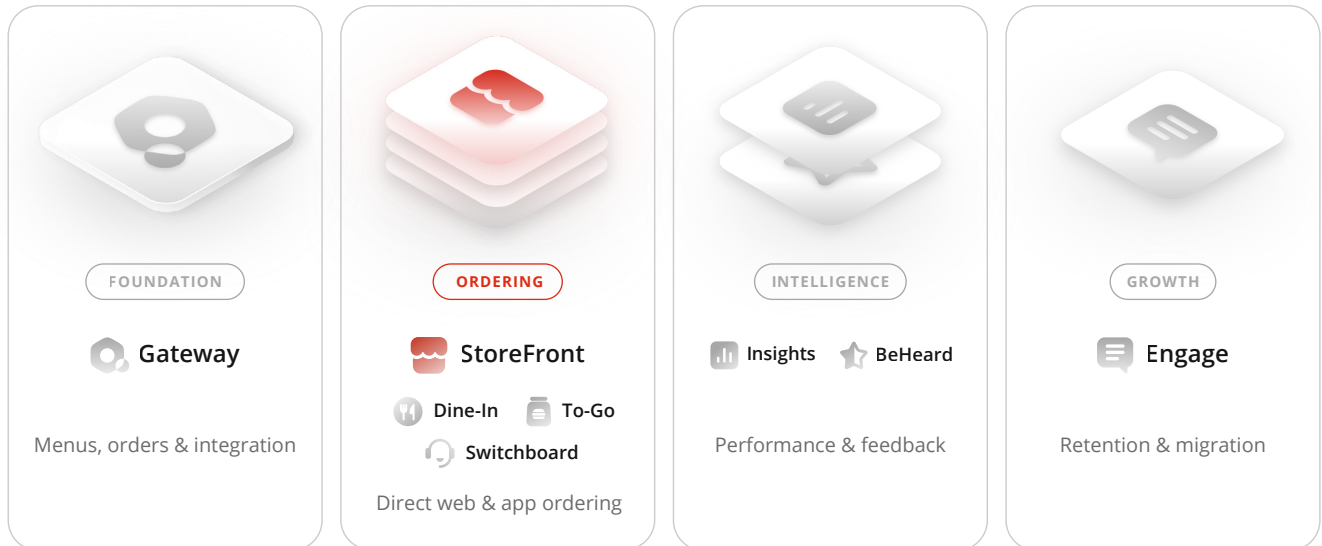
#### Loyalty



## Part of the connected platform

StoreFront is the ordering layer. Underneath it, Gateway is the foundation: it captures and controls the order, holds one menu for every channel, and keeps trading when a POS drops out. Nothing gets replaced, your POS included. Orders are injected into it where integrated, otherwise via OrderUp or the GSM Printer.

Dine-In and To-Go are ordering modes of StoreFront, reached by a restaurant's QR code with no app download. Insights is included. BeHeard and Engage are separate subscriptions that add customer feedback and campaigns on top.



BOOK A SESSION

**Own your customer.**  
**Own your data. Own your future.**

Book a 30-min session. See how much customer data is walking out the door.

*Your Customers. Your Advantage.*



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