

## Frequently asked questions

**Q. Does Maestro replace my applications?**

**A.** No. Maestro is a business intelligence application that sits on top of your applications. For example, your bookkeeper continues to enter transactions into QuickBooks. Your sales staff rings up sales in the POS system. But those systems feed their data into Maestro so you have one spot to see how your business is performing overall.

**Q. Who needs Maestro?**

**A.** Business owners and corporate staff benefit the most from Maestro. Business owners who don't want to sign in to 3 or 4 separate systems and cobble all the data together themselves can save a tremendous amount of time. Maestro is taking the data and putting it into an easily digestible format in a single pane of glass.

**Q. How do I pay for Maestro?**

**A.** Maestro is a monthly subscription per location. Compared to enterprise systems, Maestro costs hundreds, not thousands of dollars to get up and running.

**Q. How long does it take to implement?**

**A.** Maestro can be up in running in weeks, not months and years as with competitor systems.

Maestro® can improve **profitability by at least 15%** through higher efficiency across the organization

## Better Together: Transform your Business

Orchatect and QuickBooks create the ultimate reporting and business intelligence tool for multi-location businesses.

Business data gathered from multiple applications and software programs is overwhelming for most managers and owners.

To see how your company is performing, you probably look at pages of reports, export data to spreadsheets, and do a ton of manual work. If you've got multiple locations, the task becomes an even bigger headache.

### Introducing Maestro®

Orchatect's Maestro is an online platform that connects all of your business systems together in one place. With Maestro, business owners can easily keep tabs on the health of the business without logging into every application.

"There are a lot of great applications out there, but they don't talk to each other. Maestro compiles the data that is trapped in your POS system, your QuickBooks, inventory management and others and puts it into a format that's actionable and easy to understand," said Monty Miller, President of Orchatect. "We're giving business owners

a real-time snapshot of what's going on with their business."

### Maestro powered by QuickBooks

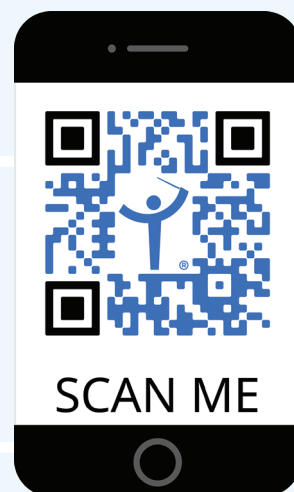
Intuit QuickBooks powers a big part of the Maestro solution by providing all the financial data including revenue, profitability and expenses.

"We're thrilled to bring more value to our customers," said Debbie Phillips, Partner Manager with Intuit. "Accounting data is extremely important, but it's not the only information businesses need to be successful. Maestro pulls data together from multiple sources to give businesses the holistic view they need to make smart decisions."

## Book a demo today

See how you can save time and money with Maestro.

Call (866) 672-4283 or email: [sales@orchatect.com](mailto:sales@orchatect.com)



## Franchise Relationship Management

# Predictive Analytics and Business Insights

Maestro connects your applications together in one dashboard.

“This collaboration helps us better serve franchises and businesses with multiple locations,” added Chad Galloway, Partner Manager with Intuit. “We know multi-location businesses often download QuickBooks data to spreadsheets to do analytics. With Maestro, they’ll get the answers they need without all the extra work and the spreadsheets.”

### The franchise story

Maestro simplifies franchise management by combining data from all your stores into one dashboard. From there, you can drill down into the details.

“What is the average benchmark that a location should make in operating profit margin?” asked Madhav Surapaneni, CRO, Orchatect. “When one location makes it’s revenue numbers but with a 5% operating profit margin, it’s a sick unit. A franchise location won’t typically call and say ‘I need help’ until it’s too late. Maestro gives the owner insights to be proactive.”

With Maestro, business owners get easy-to-read graphs on the status of the entire business, but can drill down on the performance of a specific

location with just a few clicks.

The location information is a true game changer. If one location is doing extremely well, you’ll know. Plus, you’ll have the tools to find out what they’re selling so you can replicate that performance across your other locations.

### Eliminating spreadsheet misery

For many franchise owners, spreadsheets are a necessary evil.

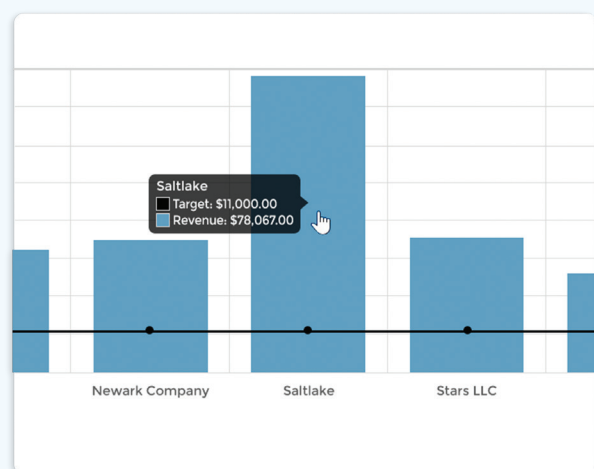
“One of our clients had 10 locations. Every month all of the managers spent many hours filling in a very complex spreadsheet. Then they’d hand it off to the

accountants to compile it,” said Monty Miller. “After a few days, the accountants will send it back. With Maestro the same information is available with just a click, instantly. And now it’s accurate since we’ve eliminated the error-prone copying and pasting.”

### Keeping you in the loop

Maestro and QuickBooks can help you stay on top of the business even when you’re not logged in. For example, say you want to know if any location has sales of 30% more than average, Maestro can notify

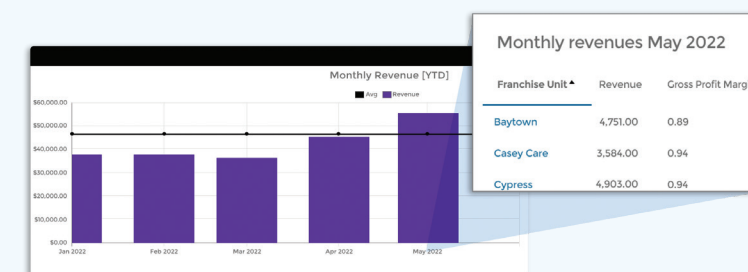
you. Or you want to know if inventory drops below a certain level, Maestro can alert you.



Easily see if a location is outperforming and drill down into what’s being sold.



Instantly see what you sold last month. Then see what locations sold it with a click.



Get easy-to-read reports and explore more with just a click.



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