



Freshtxt Dealer Guide



DISCLOSURE

This document was created for the Heartland Commerce authorized dealer community. It is private and contains confidential information. It is intended for internal dealer use only and is not to be given in printed or electronic format to end-users or third-party companies.

PROGRAM OVERVIEW

A complete restaurant front-of-house management system that your staff is going to love. The Freshtxt app gives you and your customers features which include:

Wait List – Automatically organizes your waiting parties and gives you the detailed updates with a simple touch.

Text Message/Automated Calling Guest Alerts – Stop wasting money on maintaining your clunky pager system and text your guests.

Advanced Seating Chart – Free your hosts from the stress of the busy Friday night rush with an innovative seating system.

Online Reservations – Take reservations on your website with no per-head or per-party fees. It's all included.

Analytics – Generate reports from your data and gain valuable insight to the traffic patterns of your restaurant.

PRICING

Freshtxt Pricing

Standard Freshtxt pricing is a flat fee of \$69 per month, per store. Dealers can adjust pricing between \$69 and \$89 per month, per location.

Heartland Commerce will bill customers directly. Billing begins the month of boarding, depending on the standard policy of whether that date falls prior to 15th of the month (after the 15th, will bill following month).

The dealer will receive 40% of the billed monthly price per location.

Freshtxt is a reoccurring SaaS solution billed directly by HCOM only.

Pricing is universal for all HCOM POS product lines.

The contract term for Freshtxt is month to month. Cancellation is covered in the termination section.

Installation / Setup

Heartland Commerce SMB Operations will not charge any setup or configuration fees for newly boarded customers. However, the dealer can bill professional service fees directly to the customer on the dealership's invoice. It is estimated that approximately 3 hours of time is required for training and building each store location. This time will vary based on client / dealer expertise and complexity. Dealers should NOT expect HCOM to perform professional service without prior written consent by both parties.

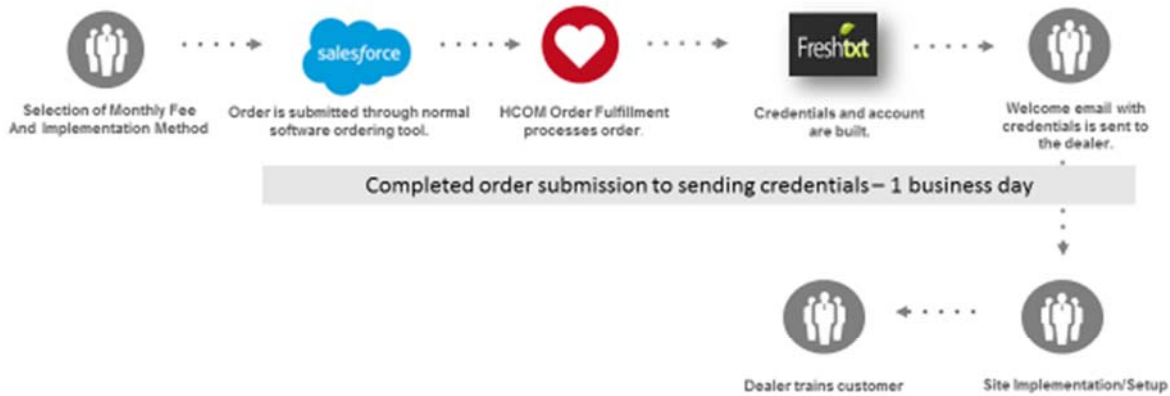
If a dealer is utilizing HCOM "shared support"; HCOM can provide basic boarding and assistance to the end merchant for a charge of \$175 per store – this provides up to 3 hours of deployment work. If this fee is not charged HCOM will not engage the end user. Level 1 support will still be provided by the dealer even if HCOM does deployment. Currently, there is no revenue share on this service.

PROGRAM RULES OF ENGAGEMENT

- The Freshtxt dealer program has specific engagement rules and considerations. Anything outside of the program guidelines will not be permitted.
 - o Freshtxt is available on iOS and Android platforms along with any web browser for tablets and computers. It is not intended for use with phones or personal PDA devices.
 - o All Freshtxt billing to the customer will be done directly from HCOM. There is no trial period.
 - o Freshtxt is a hybrid sales product. Authorized HCOM dealers and RM's can sell Freshtxt. All leads that are generated from the web and through HCOM marketing activities will be distributed to HCOM dealers only. Lead distribution follows standard HCOM policy.
- Feedback
 - o Heartland Commerce will solicit feedback on the application and expects reasonable participation in surveys, townhalls, emails and phone calls regarding the product. All customer communications as appropriate will be channelled through the supporting dealer. However, HCOM reserves the right to contact customers directly at any time.
 - o Dealers and End-Users must be willing and able to give feedback to HCOM about the performance and features of this product. The dealership must agree to install all necessary files for both app and POS software. The dealer must confirm during business hours that the installation and program is functioning properly. If needed, the dealership must agree to update the site with patches as they become available. This allows HCOM to verify that adjustments made to the product based on information gained from the pre-release process have succeeded.

ORDER PROCESS

Freshtxt Boarding Process for SMB

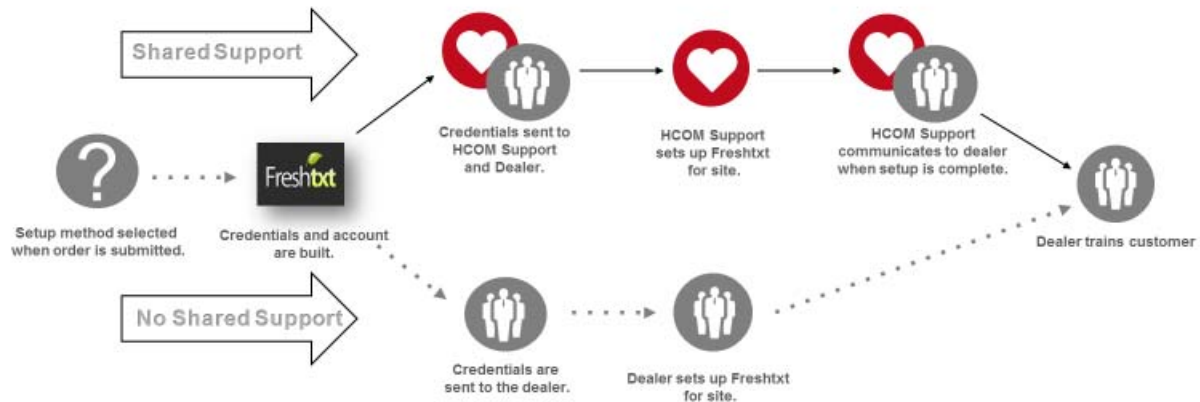


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Dealers will submit orders for the Freshtxt through Salesforce. A new item has been added to the order forms “Freshtxt”. This SKU has been added to the HCOM invoicing system. Merchant ACH documentation is required as Heartland Commerce will manage SaaS billing. **Dealers must have a current Heartland Commerce Dealer Agreement with ACH information on file or submit one with the Freshtxt application and product order.**

IMPLEMENTATION

Freshtxt Implementation Process for SMB



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DEALER RESPONSIBILITIES

1. Pre-sales proposals

Dealers will be responsible for presenting proposals for Freshtxt to existing compatible customers as additional sales or within a larger solution package to merchants. HCOM is willing to assist with large or complex merchant opportunities. The dealer will still be given full sales and compensation credit for prospects that HCOM assists with closing. Dealers are expected to cover basic Freshtxt functionality, pricing the solution within the guidelines, and completing any necessary documentation.

2. Client Enrollment

Dealers are responsible for entering the Freshtxt order into either Salesforce or current POS ordering page.

Heartland Freshtxt Terms and Conditions must be provided to the merchant at the time of submitting the order.

If you have questions regarding placing an order or an existing order you can send an email to HCOMORDERS@e-hps.com or call HCOM Order Support at 845.920.0800 x221. The dealer will receive, within 24 business hours, a parameter sheet sent to the dealer email listed on the application.

3. Program Training and Implementation

The dealer will install and configure Freshtxt. Help configuring the Freshtxt application can be directed to 703.912.3000 (business hours 9 am to 6 pm EST) or emailing hcomdealersupport@e-hps.com. Questions regarding the boarding information can be directed to HCOM HCOMORDERS@e-hps.com or calling HCOM Order Support at 845.920.0800 x221.

The dealer will train and test with the customer; core functionality of logging in, navigation, and key system features.

User guide and recommended training videos are available at <https://www.freshtxt.com/training/>

4. Loading Table Floor Plans

Dealers and clients will work together to learn the software and load and configure the floor plans.

If additional floor plan layout changes are required by the dealer, professional service fees would be expected to be charged to the customer. Day to day questions and support is covered by the clients reoccurring fee and the dealer is expected to cover tier 1 support or shared support depending on core POS support path subscribed to in HCOM.

5. POS Version Compatibility

Currently there is no POS integration for Freshtxt.

TERMINATION

Dealers should go to the Knowledge Portal and completely fill out the [Termination Form](#).

The standard Terms and Conditions agreement will be reviewed and, if appropriate, the merchant's service will begin the termination process. There is no termination cost and Heartland trusts that the dealer has provided best efforts at retention of the account(s). Ending of fees may take up to two full billing cycles to complete. Once termination has been completed, the merchant's and dealer's access to Freshtxt will no longer be available. It is up to the dealer to coordinate the timing for when they submit the request for termination. Heartland cannot "hold" requests once they are received and could complete the termination faster than the two-month time frame.

SANDBOX ACCOUNT FOR SALES DEMOS

Dealers can request one sample account to be established for sales demonstrations and technical support. To request your account please send an email to the HCOM Boarding and Implementation team at HCOMORDERS@e-hps.com.

Dealer Sandbox accounts that are inactive greater than 3 months may be terminated. If a dealer is found using their sandbox account at a customer's location, then a fee for \$69.00 will be assessed for each month the account was active. Other penalties may extend beyond this and no additional sales accounts will be permitted.

MERCHANT SUPPORT LEVELS

Tier 1: Dealer will handle:

- Functionality of Freshtxt
- Reporting
- Building of Floor Plans
- Billing questions

Tier 2: Heartland Commerce will support:

- Issues with program outages
- Dealer support for configuration, deployment and technical escalations.
- Billing escalations

DEALER RESOURCES & ESCALATION INFORMATION

Training on the Freshtxt boarding process, tools, and reporting will be done on a periodic basis and provided by the HCOM Sales Support team via webinars, email and direct calls.

Prior to being issued your first implementation, at least one member of the dealership must complete the training program.

Boarding and Implementation Support: HCOMORDERS@e-hps.com

Cheryl Baxter & Deidre Kelly

800.722.6374 x239

Sales Support: DealerPetalSales@e-hps.com

Gabriel Espiritu

800.722.6374 x234

Sean O'Brien

800.722.6374 x295

Product Technical Support (M-F, 9 am – 6 pm EST): HCOMDealerSupport@e-hps.com

703.912.3000

Accounting and Billing Questions: HeartlandCommerceDealerChannel@e-hps.com