



Apr 2020

Brief History of Info 100200 Inc

Since 2006 the principals of the PHSN Ltd team have developed a digital communication network and the software programs for 300 plus medical facilities across Canada. In 2016 they decided to migrate to a pure software development model which now provides software services to over 1300 medical clinics.

In 2018 the team launched a new initiative called Info100200 Inc (100200) to develop a Mobile Engagement Software Platform focused on reducing the frustrations of B-C (business to consumer) communications while providing strong proof of delivery. 100200 researched all forms of messaging delivery services and identified SMS as the most widely accepted, secure and reliable core technology to drive their Mobile Engagement Software Platform.

100200's primary mission is to provide businesses that wish to or are required to deliver specific information to their target audience cost effectively and efficiently..

The 100200 solution can manage and deliver benefits to resolve many different communications needs. Having an inhouse software development team is key to allowing 100200 a high degree of flexibility and capacity to address any communication challenge. For more information and how the 100200 team can assist your business contact us today.

Contact Information: Roy Brister - CEO or Sherry King - VP Canadian Operations

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info@100200.ca For general enquiries



Contactless Menu 2020 Project

Apr 24 2020

The Challenge: As a result of the COVID 19 Info 100200 Inc (100200) was asked to research and develop a Mobile Communications Platform for the Canadian Food and Beverage (F&B) industry to assist businesses when they reopen.

Apr 24- May 22

The Task: Connect with F&B operators to identify needs and coordinate with the software team to design a highly flexible, easy to use and affordable solution that can be rapidly and simply deployed.

Non Optional Design Features:

- Give guests multiple choices to obtain the Contactless Menu using their own Smartphone.
 - a. Texting (**see Note #1 below**)
 - b. QR Code (most smartphones have QR scanners onboard)
- Ease of use for the patrons, Not an App - nothing to download
- Affordable - No Equipment Capex or staff training required for the business
- No integration with an in-house POS
- Requiring no day to day involvement from the business
- Restaurants need only to provide 100200 a good quality menu (digital or hard copy) and current changes
- The ability to provide the Contactless Menu to businesses with or without a web based or online menu.
- Texting and QR code availability allowing the patron choices

May 21:

The results: Platform is completed, tested and ready to release

Primary Tech Features:

- Platform based on SMS (Text Messaging) and smartphone functions
- Procurement of an easy to recall permanent SHORT CODE "100200" from CWTA (Canadian Wireless Telecommunication Association)
- Procurement of an exclusive KEYWORD or KEYWORDS for each business
- The 100200 Cloud based Software platform manages all aspects of the system
- No cookies, No tracking, or popup ads within the 100200 system
- Monthly Compliance reporting available if required

Note 1: When Texting in Canada it is required to display the message "Text STOP to End / text and data rates may apply" however the majority of Canadian smartphone rate plans from major providers include unlimited North American texting



Costs for the Restaurant Proprietor

Includes both the TEXT and the QR Code options

\$5 /day, first month free, minimum 6 month term, billing cycle begins 1st day open, billed monthly

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Try our DEMO on your smartphone:

- **TEXT** the word **abc** to the phone # **100200**
- **Click on the link in the welcome message to see the menu**

The DEMO menu is provided courtesy of the McIntosh Country Inn and Conference Centre of Eastern Ontario.



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Need More Information call or email

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