SpeedLine Connect™

Open new sales channels with cutting-edge ordering technologies.

With SpeedLine Connect™, your SpeedLine POS can accept and process orders from virtually any external ordering system.

Orders placed through a remote or automated order system automatically print or display in your kitchen, just like any other order.

New sales channels: Give your customers more ways to order with SpeedLine Connect™.

Accept Orders From:

- Third-party order aggregators
- Internet ordering websites
- External call centers
- Self-serve kiosks
- Remote drive-thru order centers
- Automated telephone order services

Benefits

- Increase sales by giving customers more ways to order.
- Take more orders with the same staff.
- Boost ticket averages: people spend more when they order online or via a professionally staffed call center.

Technically Speaking: How SpeedLine Connect Works

SpeedLine Connect messages pass data back and forth between your remote ordering system and the SpeedLine POS.

Information gathered by a remote ordering system is converted to a formatted XML message and sent to the SpeedLine POS via a dedicated WAN IP on a specific port at the store.

Once the XML message has been received, the SpeedLine POS processes it and replies, confirming that the message has been successfully received. If the remote ordering system has requested information from the SpeedLine POS, it will be sent in the reply.

Messages can contain:

- Orders and ticket information
- Payment information
- Store hours and quoted times
- Customer records
- Street addresses
- Delivery zones
- Employee shift information
- Menu information
- Connect API version
- Loyalty information for Punchh, Paytronix, or SpeedLine loyalty

Integrating With Speedline Using Connect

Call SpeedLine for a list of supported Connect partners—online ordering companies and third-party call center service providers that can integrate with your SpeedLine POS. For information on integrating kiosks or other ordering systems, please talk with your SpeedLine account manager.

Another Option for Web Orders: SpeedDine®

SpeedLine customers may also opt to offer online ordering through SpeedDine, rather than using a third-party ordering provider via Connect.

SpeedDine ordering sites are reliable, easy to use, and mobile-friendly. Since website prices and coupons are synchronized with prices at the store, there's never a discrepancy.

A low monthly fee means you pay less per order as your volume increases. Talk to your SpeedLine account manager to find out more.

New sales channels: Give your customers more ways to order with SpeedLine Connect™.

Using SpeedLine Connect in a PCI Compliant Network Environment

The Payment Card Industry Data Security Standard (PCI DSS), the worldwide security standard for credit card processing, has specific rules regarding access to credit card information on computer networks.
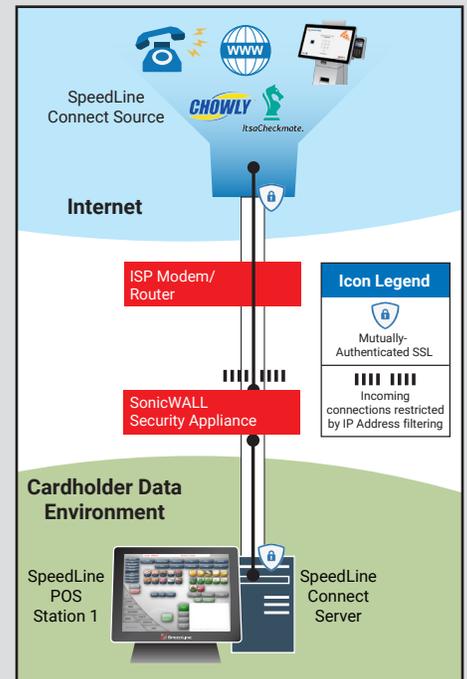
For the security of your business, we recommend that you install SpeedLine Connect in a PCI compliant manner.

This means that the network that processes payment card information (the Cardholder Data Environment, or CDE) must be protected from unrestricted outside access, including access from the network that sends orders (the internet).

The preferred way of achieving this is to use a SonicWALL network security appliance as a firewall to filter traffic from the internet by IP address.

Only communications coming from the IP addresses of SpeedLine Connect partners are allowed through the firewall, so data from the store's selected Connect partner can enter the CDE to reach SpeedLine stations, while all other internet traffic is blocked.

This recommended setup protects the computers that store customer and payment information from malicious attacks or hacks originating outside the CDE.

A PCI DSS compliant network with SpeedLine Connect

Necessary Hardware

For PCI-compliant integrated online ordering, you will need:

- A high-speed internet connection (DSL, cable, T1, etc.).
- A SonicWALL network security appliance, preconfigured for Connect partner IP address filtering.

Note: It is recommended that you purchase the SonicWALL security appliance from SpeedLine, as this will ensure it is configured correctly for PCI-compliant ordering with SpeedLine Connect.

ⓘ Note

The PCI compliancy information in this product sheet is general in nature, and is not meant to replace an assessment done by a Qualified Security Assessor (QSA). Consult a PCI QSA to ensure your network is compliant.