



PATHEON®
Beyond
Point-of-Sale



#ExploreGrowth



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For over a third of a century, DRB’s journey has been about helping entrepreneurs discover the American dream of running and growing a business. We supported – and often drove – an unprecedented era of growth in the car wash industry. We’ve helped operators limit weather impacts with unlimited wash plans, improve customer experiences with advanced technology and tap hidden growth potential with uptime and monitoring services.

We would love the opportunity to help you do the same with your new business.



DRB has joined some of the most powerful brands in the car wash industry. Together, we work toward a singular goal: To help car wash operators squeeze every ounce of profitability out of their businesses. We do this with:



Data insights and solutions that predictably drive throughput and revenue.



Reliable, intuitive software and hardware innovations that delight consumers and are secure, simple to service and easy to use.



Best-in-class support team, available 24/7 and passionate about keeping car washes running and optimized.



PATHEON

Enter Product Name

Wash

Active

Luxury



80 %



Sales



Active Sales



Sales History



Wash Queue



Customers



Cash Balance

Basic

Super

Deluxe

Basic (net discount)

Super (net discount)

Deluxe (net discount)

Super upgrade from Basic

Deluxe upgrade from Basic

POSIFLEX

As a car wash operator, you're in the midst of a major upheaval brought on by increased competition, rapid advances in technology and rising customer expectations. You need more than a point-of-sale (POS) system to help you navigate these challenges.

Patheon, Beyond Point-of-Sale

Just like the amazing architecture which helped inspire its name, Patheon is “eons” ahead of traditional POS systems.

Patheon's hybrid-cloud technology platform combines a powerful point-of-sale system with business tools like analytics, dashboards, marketing and workforce management all wrapped into one. By addressing what you value as a business owner, Patheon transforms your operations and changes how employees and customers feel about and interact with your brand.

Navigating Patheon

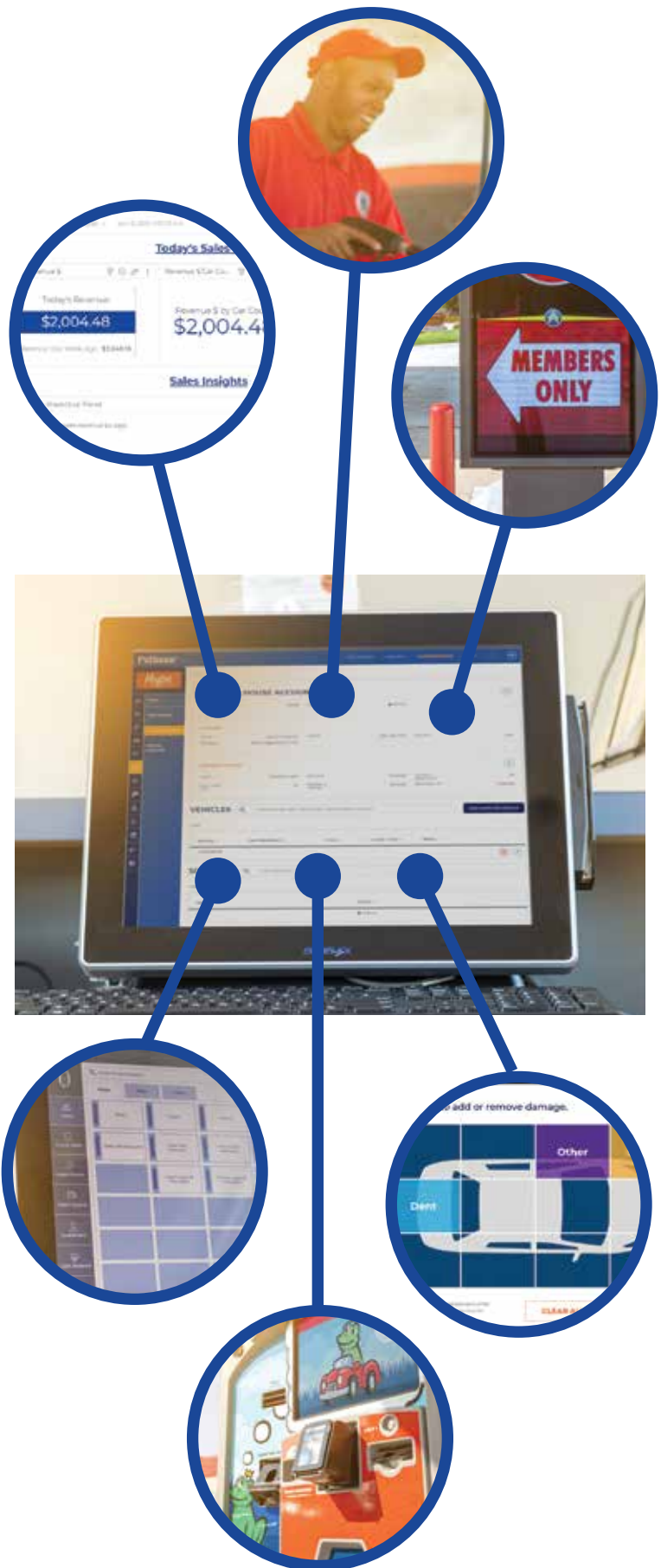
Delivering a suite of integrated business solutions is possible because of Patheon's browser-based application architecture. As a Patheon customer, you have access to the Patheon Portal and POS applications. The Portal is where you configure and manage your car wash technology. The POS application allows you to process attended and unattended sales, review sales history, manage customers and manage the wash queue.

Patheon was also designed with flexibility, so you have options. Patheon's options are organized by Path. Each Path defines a group of options that offer similar features and benefits.

To begin, we've combined the essential features and functions available and native to all Patheon customers into the Tunnel Base Package.

From there, you will select options from the Patheon Paths that best meet the needs of your operating model.

The result is the most modern, integrated, flexible car wash management and optimization Software as a Service (SaaS) platform in the industry.



Tunnel Base Package

The Tunnel Base Package is the foundation for any wash operation. The Tunnel Base Package comes standard with:

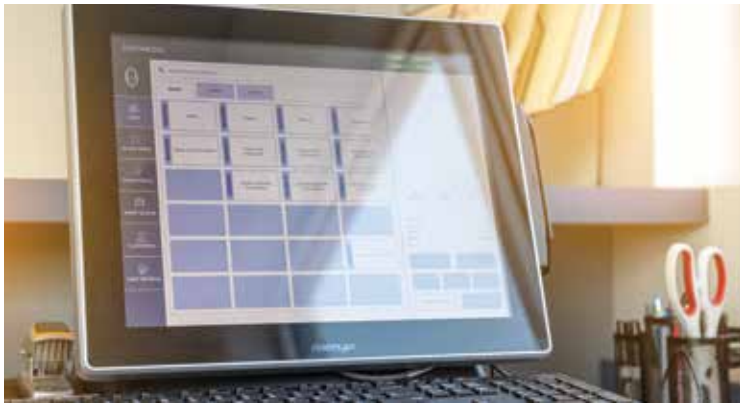
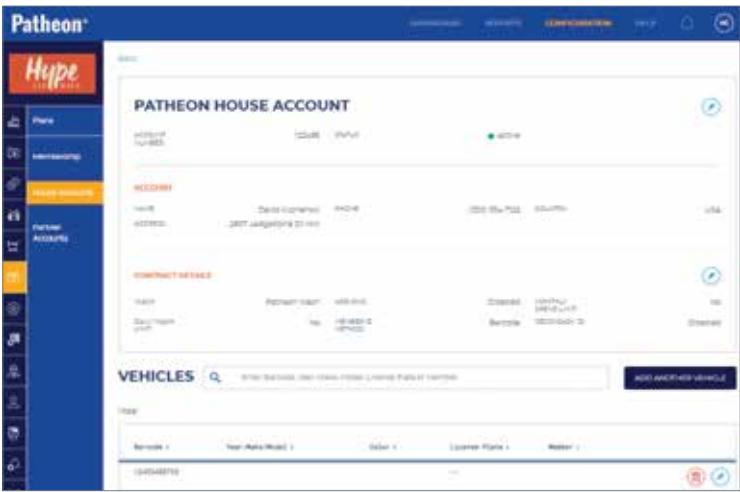
- 10 Patheon user licenses
- A Patheon Appliance - The Patheon Appliance is a DRB-managed computing device that delivers mission-critical services at each wash site and syncs to the Patheon Cloud.
- Access and perform standard operations within the Portal and Point-of-Sale applications.
- Access to robust features like, data, insights & integrations, employee management, upsells, discounts, ticket books and payments.



Patheon Portal

Patheon’s Portal allows you to configure and manage your car wash technology platform anytime, from anywhere. Because of Patheon’s hybrid-cloud architecture, the Portal is available from any internet-connected device. With the Portal you get:

- Everything you need to set up and manage your car wash, including configurations of sites, profit centers, services, products, plans, discounts, hardware, employees and POS
- Access to common reports and dashboards with real-time analytics
- Basic hardware and software alerts and a 7-day history of alerts for each site



Patheon Point of Sale (POS)

Patheon’s POS application allows washers to process attended and unattended sales, review sales history, manage customers and manage the wash queue.

The POS experience is configured in the Portal.

Hardware	Software	Service
<ul style="list-style-type: none">• Patheon Appliance (Standard)• Configuration & Reporting Terminal (Optional)	<ul style="list-style-type: none">• 10 Patheon Licenses (Standard)• Additional Patheon Licenses (buckets of 5) (Optional)	<ul style="list-style-type: none">• Cellular Backup from SageNet (Optional)

Paths to Success

Patheon was architected to be flexible. Patheon's options are organized by Path. Each Path defines a group of options that offer similar features and benefits.



Sales Path



Wash Operations & Queuing Path



Customer Loyalty Path



Data Insights & Integrations Path



Consumer Marketing Path



Employee Management Path



Payments Path



Sales Path

Patheon allows you to process transactions in the way that works best for your business model.

Xpress Pay Terminal® (XPT®) - DRB's self-pay terminal allows you to run more cars and reduce labor costs while enabling on-the-go customers to quickly complete their own transactions. [Learn more on page 15.](#)

Attended and Semi-Attended POS Options - All the point-of-sale functionality plus the ability to customize POS screens for the most efficient workflows. This option also provides all hardware and software alerts.

Wash Codes at Pump (WashCAP): WashCAP allows you to sell washes at your gas pumps or even partner gas stations not owned by you. These washes can be tracked, redeemed, managed and controlled with Patheon.

Patheon's Web Applications combine the features of a modern browser with the benefits of a mobile eCommerce experience. [Learn more on page 18.](#)

- Essential Web Application (EWA) - Add your brand elements to the Essential Web Application and allow consumers to manage their plans and payment methods, buy washes, prepaid cards and unlimited monthly passes from any internet connected device.
- Custom Branded Web Application – Leverage the expertise of Suds to elevate your branding by customizing your web application. Add more brand detail and elements to immerse your customers in your brand.

Select from at least one option from the Hardware and Software delivery channels

Hardware	Software
<ul style="list-style-type: none">• Xpress Pay Terminal (Optional)• Backoffice Terminal (Optional)• Lobby Terminal (Optional)• Outdoor/Booth Terminal (Optional)	<ul style="list-style-type: none">• Wash Codes at Pump (Optional)• Patheon's Web Applications (Optional)





Wash Operations & Queuing Path

Patheon boasts state-of-the-art wash operations technology and integrations to keep your wash moving.

Touch Queuing - Manage all aspects of your queue from one easy-to-learn and navigate view. Architected with the tunnel loader in mind, you can easily save retracts for plan members and record damage with the touch of a finger. Send a roller, send a car, reorder the queue and view wash purchased all from one screen. Touch Queuing is required with Patheon.

[Learn more on page 16.](#)

TunnelWatch® - DRB's web-based tunnel control system, keeps you in touch with your tunnel from virtually anywhere. TunnelWatch gives you unprecedented control over your tunnel equipment and helps you lower costs, enhance wash quality and achieve greater customer satisfaction. TunnelWatch integration comes standard with your Patheon Tunnel Base Package.

Vehicle Profile Detection™ - Uses sonar to profile vehicles to the inch and automatically identifies and adjusts for features like pickup truck beds and side mirrors without human intervention. VPD helps minimize waste, reduce equipment wear and tear and deliver a better wash.

NoPileups™ - With patented technology, NoPileups is the most innovative full-tunnel management system available. It helps increase capacity, identify broken or misaligned equipment and prevent unnecessary collisions.

Third-Party Tunnel Controller Integration - All Patheon Tunnel Base Packages include an integration with TunnelWatch; however, there is an option to integrate with other Tunnel Controllers.



Hardware

- Touch Queuing (Required)
- Tunnel Control Station/TCS2 (Optional)

Software

- Tunnel Watch System (native integration with Patheon)
- Vehicle Profile Detection (VPD) (Optional)
- Third-Party Tunnel Controller Integration (Optional)

Service

- NoPileups Tunnel Optimization System (Optional)



Customer Loyalty Path

Patheon facilitates flexible wash plans and vehicle identification technology so your business can lock in loyalty and generate dependable, recurring revenue with ease.

Vehicle Identification - FastPass® RFID and License Plate Recognition can be used alone or combined together to provide the most complete identification process for customers. [Learn more on page 17.](#)

- FastPass RFID – Using RFID and a small tag typically placed on the vehicle, FastPass wirelessly approves your pass customers and allows vehicles through the gate and into the tunnel.
- License Plate Recognition – Identify all customers that use your wash, including non-plan customers. Use LPR camera technology to automatically allow your pass customers through the gate and into the tunnel - no tag needed.

Wash Plans – Patheon’s Wash Plan Option includes all the essentials for car wash recurring revenue and house account management:

- Create time-based, unit-based, family and house account plans
- Include introductory offers and establish plan limits
- Easily suspend plans and add and remove vehicles.
- Capture phone numbers and electronic signatures at plan signup

Hardware	Software
<ul style="list-style-type: none">• Vehicle Identification<ul style="list-style-type: none">- FastPass RFID (Optional)- License Plate Recognition (LPR) (Optional)	<ul style="list-style-type: none">• Wash Plans (Optional)





Data Insights & Integrations Path

Patheon Insights allows you to make informed business decisions by arming you with the knowledge you need, where and when you need it.

Essential Reports, the Insights Dashboard and Mobile Application and the Accounting Data Export are all included in the Tunnel Base Package.

Essential Reports include the paginated reports you need to run a wash available from within the Patheon Portal:

- Account Detail Report
- Bank Deposit Report
- Device Cash Report
- General Sales Report
- Operations Activity Report
- Plan Analysis
- Plan Customer Detail report
- Transaction Report

Patheon Insights Dashboard and Mobile Applications

Patheon Insights puts your most important car wash metrics front and center. Quickly access data on sales insights, wash efficiency, plan performance, customer loyalty, payments information and promotions success.

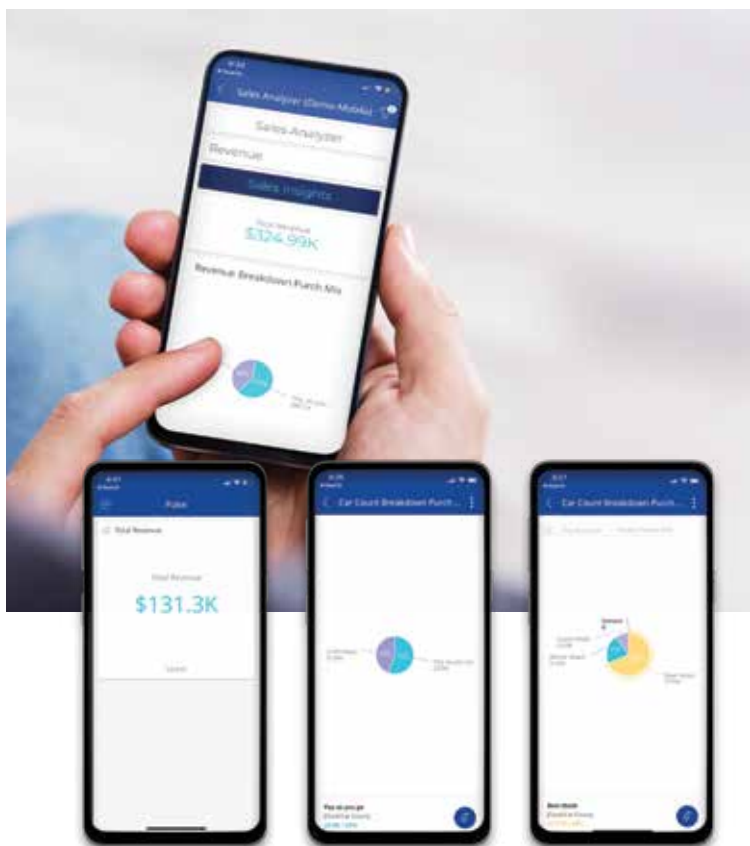
Makes data consumable and actionable with:

- Explanations - Compares a data point to a previous period and explains the differences.
- Forecasts - Forecasts future values based on historical data
- Trends - Shows the average trend for the data displayed
- Narratives - Interprets data into natural language, giving you the “so what” behind your data with bullet points highlighting major takeaways.
 - Allows you to bookmark the data that’s most important to you to the Pulse page
 - Allows you to schedule reports and set alerts if certain key performance indicators fall below or above certain thresholds
 - Makes insights easily sharable from the mobile app via text, email, etc.
 - Provides all information from one source so no need to cross reference reports, etc.

Accounting Data Export capability ensures fast and easy access to the information your financial professional needs including a CSV export out of Patheon that can be imported into your bookkeeping system.



Patheon Insights Dashboards





Consumer Marketing Path

In addition to the marketing essentials included with Patheon, our partnership with Suds Creative gives you the option to leverage their expertise to maximize consumer capture rates, increase average ticket values and grow your memberships.

Marketing Essentials

Implementing upsells, discounts and ticket books has never been easier. Everything from including imagery for upsells to configuring discounts for bundled items is included in the Tunnel Base Package.

You also have access to Segments. Segments give you a deeper understanding about your customers, both with and without plan memberships. Segments allow you to filter, communicate and report on a more granular level so that you can act now. This allows you to increase plan memberships and strengthen customer loyalty.



As the leading comprehensive solution for growth in the car wash industry, Suds brings together actionable data insights, industry-leading design and innovative products that solve operator pain points.

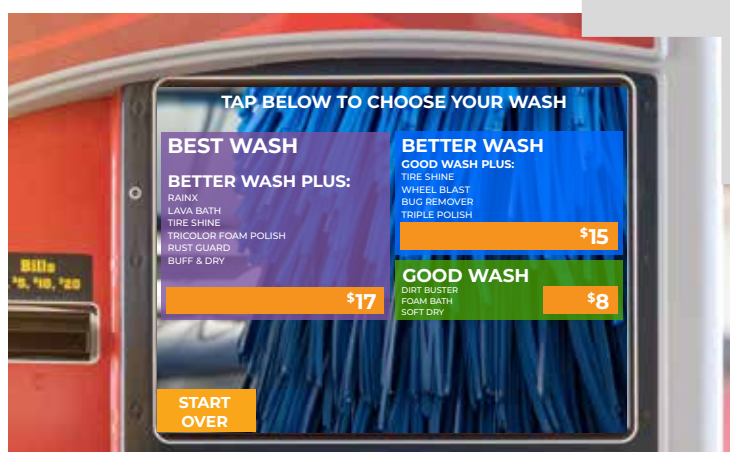
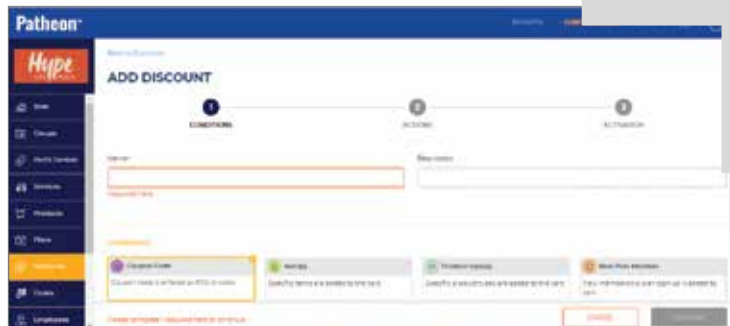
Suds Go-to-Market Package

Suds works with established operators and management groups to reinvigorate their brands, increase their membership bases, stave off competition and ultimately growth their bottom line.

This package includes:

- Go-to-Market Launch Strategy
- Marketing Planning and Execution
- Custom Contact Management and Customer Data Collection Tool
- Automated Marketing Campaign
- 60-day Nurture Campaign

The Suds Go-to-Market Package is an option with Patheon.



Suds New Investor Package

Suds works with new car wash operators to ensure their new business has a strong branding and marketing strategy to facilitate swift and lasting success.

Suds SiteSelect

Using over 1,500 data points SiteSelect helps car washers evaluate the growth potential of sites they may be considering. Leveraging information from the local area and from similar markets across the country, SiteSelect provides a robust snapshot of potential performance. It also uncovers traffic patterns and customer behaviors other data tools can't and that aren't visible by simply looking at a map.

Service

- Suds Go-to-Market Package (Optional)
- Suds New Investor Package (Optional)
- Segments (Optional)
- Suds SiteSelect (Optional)



Employee Management Path

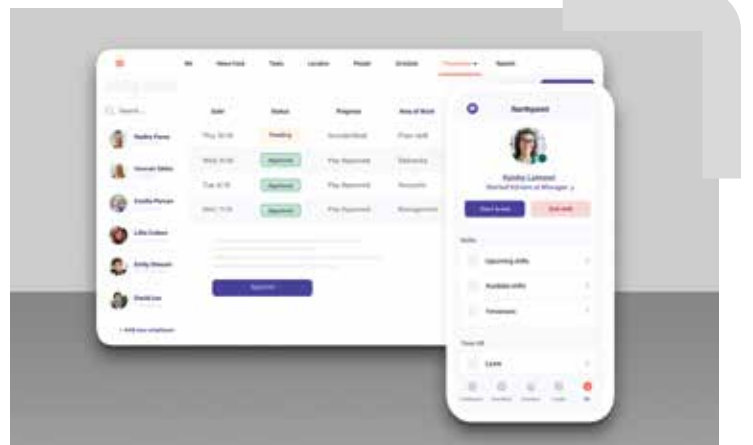
Patheon's relationship with Deputy Employee Scheduling and Timeclock makes it easy to manage your staff and track time from one centralized tool, saving you valuable time and money. Ten Deputy user licenses are included with the Tunnel Base Package.

Scheduling - Easy to use, all-in-one employee scheduling software that scales with your business and allows you to:

- Simplify managing schedules to save you time and money
- Create AI-optimized schedules with a single click
- Duplicate schedules
- Fill empty shifts quickly, swap shifts
- Control costs with real-time data on wages versus sales
- Manage the schedule from anywhere
- Simplifies compliance for washes in states with complex break laws
 - On-site break management helps ensure staff only take the right breaks at the right times - and don't return to work too early.

Timeclock - Reliable time-tracking software that is simple to use and increases management efficiency.

- Easily manage staff and track time from one centralized tool with many endpoints
- Employees can clock on and off directly from the app on their smartphone, the On-Site Kiosk, through SMS or even via their Apple Watch
- Track real-time attendance with Deputy's touchless time clock, biometric facial recognition, geo-location and voice commands
- Easily approve and export timesheets to whatever payroll application you have



Software

- Deputy Scheduling and Deputy Timeclock (Standard)
- Additional Deputy User Licenses (Optional)



Payments Path

You can feel secure when your payments are handled through Patheon.

Worldpay EMV Payments Integration - Patheon currently offers the Worldpay EMV solution for payments. EMV helps to facilitate interoperability between chip cards and terminals for both credit and debit transactions. EMV protects against fraud and limits chargebacks for operators.

Moneris Integration (Canada) - Allows you to accept Canadian currency and payments.

Automated Tax Management by AvaTax - Rest assured your POS system is staying up to date with changing legislative regulations, new tax rules or shifts in product taxability. Patheon's integration with AvaTax will calculate sales tax for every one of your business transactions based on jurisdiction laws and rules.



Software

- Worldpay EMV Payments Integration (Standard)
- Moneris Integrations (Optional)
- Automated Tax Management by AvaTax (Standard)



Patheon Product Spotlight

Xpress Pay Terminal® 5+

Our self-pay terminal is a win-win for your business and your customers. It allows you to run more cars and reduce labor costs while enabling on-the-go customers to quickly complete their own transactions. Up to eight XPTs are supported per site.

Features

Increase sales and loyalty

- Sell monthly unlimited plans
- Sell prepaids such as gift cards and “buy one get one” deals
- Display special menus, rewards, expiration dates and messages for loyalty club members
- Sell and dispense Gift Cards from the XPT
- Sell washes through neighboring gas stations with WashCAP module

Accept numerous forms of payment

- Cash and coins
- Credit cards – Quick and secure EMV processing. Optional local approval mode allows transactions during internet failure.
- Gift cards and other prepaids
- Barcodes and SmartCodes®

Protect your investment and information

- Weather-resistant
- Shock sensor
- IP security camera
- Multiple locking points, a steel plate enclosure and integrated security features
- Solid-state memory backup

Manage your business

- Receive automated terminal specific alerts

Improve customer satisfaction

- Self-serve
- User-friendly touchscreen with 15” optically bonded display



Ease of Ownership

The XPT was recently redesigned for greater serviceability and supportability, ensuring limited downtime and hassle.

- Diagnose issues in 10 minutes or less
- Replace parts in 45 minutes or less
- Service XPT with fewer tools
- Easily identify connector locations to eliminate incorrect connections
- Easily view internal components when servicing the XPT with battery backed-up LED lights inside, activates when main door is open
- Update bill acceptor and firmware remotely
- Receive automatic alerts and bulletins about potential problems at any XPT

Touch Queuing

Manage all aspects of your queue from one reimagined, user-friendly view, architected with the tunnel loader experience in mind.

Loaders can view and edit customer note alerts, document damage, save retracts, send vehicles, view customers' progress at the XPT's and check the status of others in the queue all from one user-friendly screen.

A durable touchscreen color video screen at your tunnel entrance displays pictures of each queued car, allowing you to increase production, reduce errors, improve controls and enhance your customers' experience.



Features

- Drag & Drop Queuing: Easily adjust up to six queue positions with the touch of a finger.
- Vehicle Detail: Select a vehicle from the queue to view its services and retracts, record of damage or send it immediately.
- Prep & Wait Time: Keep an eye on how long your customers are waiting to be washed.
- XPT Screen View: View transaction time and how customers navigate your screen flow
- Ensures accuracy in loading the queue and allows for loader to make corrections quickly, if needed.
- Quickly send a vehicle from anywhere in the queue by tapping the vehicle and pressing send.

- Customer Note Alerts: Ensure wash staff is aware when they need to have important conversations with a customer by adding and editing Customer Note Alerts.

Benefits

- Speeds up the tunnel by notifying the loader ahead of time of any hand-applied services purchased.
- Allows for productivity measures by monitoring and adjusting prep time during peak volume periods.
- Enhances customer relationships by using the name display to personally greet customers.
- Makes it easy for your team to ensure pass plans are only being used by one vehicle.
- Save retracts for plan members to make your tunnel loaders more efficient.

Vehicle Identification

Build volume and customer satisfaction with the most comprehensive vehicle identification process with FastPass and License Plate Recognition.

Whether used alone or combined together, FastPass and LPR allow you to wash more cars while providing the ultimate convenience to your most loyal customers.

FastPass

FastPass, uses Radio Frequency Identification (RFID) technology to wirelessly recognize vehicles and allow them through the gate and into the tunnel. The customer doesn't even have to open their window!

FastPass Features:

- Identify plan members, club members, house account vehicles or any other customer who has prepaid.
- Quick transactions: Customers are identified and accepted within two seconds – an industry best.
- 99% accuracy read rate.
- Advertise your wash: RFID tags can be customized to match the look of your wash, so customers' vehicles are always spreading awareness for your wash.
- Prevent fraud: The tags are tamper resistant, preventing customers from switching them between vehicles.

License Plate Recognition

License Plate Recognition (LPR) identifies every vehicle with a clear, readable plate that comes to your site, not just plan members. LPR combines optical with Infrared (IR) imaging to ensure accurate readings even in the most difficult environments (poor lighting, headlights, taillights, etc).

- Self-service and contactless signup process via pay station or Essential Web App.
 - EWA plan purchases are immediately recognized and redeemable
- Existing plan members automatically migrated from FastPass to LPR
- Identify fleet account members (police squads, taxi companies, etc.)
- LPR offers Advanced Whitelisting options to increase LPR expediency for unlimited plan members when the license plate number read by the camera isn't identified as an exact match.

FastPass and LPR together makes washing cars as easy as 1, 2, 3:

1. As the car approaches the XPT, both FastPass and LPR simultaneously begin their identification processes.
2. If the vehicle is identified, the gate goes up, and the car is placed in the queue for processing into the tunnel.
3. Otherwise your customer is offered the wash options you've made available at your XPT.



Patheon's Web Application

Patheon's Web Application takes advantage of the latest technologies to combine the best of web and mobile apps.

Think of it as a website built using web technologies but that acts and feels like an app.

Advantages of Patheon's web app over hosting a separate website and mobile application include:

- Saves time and energy
 - No need to maintain separate web and mobile content
 - No need to be published in app stores; yet it can be added to a home screen just the same
- Makes plan sign up quick and easy
 - Easily signup consumers via social media links, QR codes on site signage, or a text message link

Patheon's web application features a responsive design that is available on a desktop, mobile or tablet.

Using the Portal, wash operators can:

- Create and edit an eCommerce site
- Change logo, color scheme and background
- Manage the plans and products offered
- Manage physical groupings – link multiple physical sites to a single web app
- See list of consumer accounts
- Attribute revenue and tax collected to a customer's home site
- Vary product offerings based on a customer's home site
- Text consumers a link to their EWA Offer and redeem promotions on the app

Patheon users can choose from two web app options

Essential Web Application (EWA) - Add your brand elements to the Essential Web Application and allow consumers to manage their plans and payment methods, buy washes, prepaid cards and unlimited monthly passes from any internet connected device.



- Use barcodes and phone numbers to facilitate site-level RFID association
- Enable plan cancellation through the EWA
- Add customized success messages and promotional text and plan services on the plan card

In addition to purchasing plans consumers can:

- Edit their own account information (name, phone, email, etc.)
- Enjoy a password-less signup process
- Validate their phone number from a text on the mobile app
- Select their "Home Site" so they see the appropriate product offerings
- Manage their payment credentials
- A card captured at a kiosk will be stored and made available for use in the web application
- Manage vehicle fleet (add/remove/modify)
- View their 'Home Site' contact information
- Cancel and reactivate their plan from the EWA (if feature enabled by the wash operator)
- See what services are offered with their plan

Custom Branded Web Application – Leverage the expertise of Suds to elevate your branding by customizing your web application. Add more brand detail and elements to immerse your customers in your brand.





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