



Revel SYSTEMS

Revel Systems is an award-winning iPad Point of Sale solution for single and multi-location businesses. Our company is based in San Francisco and was founded with the goal of innovating the Point of Sale market with a quick, intuitive and secure iOS-based POS system that combines cloud-based technology and the mobility of the iPad. Revel Systems software offers a feature-rich Point of Sale solution for any business.

Revel's Mission

Revel's mission is to help entrepreneurs achieve their dreams and make local economies thrive again. Online shopping and delivery services have brought convenience to everyone's fingertips, but the connection that comes from participating in the community and being part of its economic lifeblood is the foundation of every society.

Revel Systems wants to help every restaurant or shop owner around the world by giving them access to the tools they need to run a successful and ever-growing business. We encourage people to follow their passion and have ambition, to shoot for the stars and never give up on their dreams.

The Story Behind Revel Systems

Revel Systems originally started out under a completely different premise: an online ordering app for the iPhone. However, while selling their online ordering app to local restaurants, co-founders Lisa Falzone and Chris Ciabarra realized that the bigger problem in the restaurant space was in innovating the cash register. They wanted to address this problem by incorporating secure cloud-based technologies and the inherent mobile qualities of the iPad. The POS systems at the restaurants Ciabarra and Falzone visited all had the same qualities: bulky, archaic, and expensive. Many of these systems had not been updated in years, and had backoffice servers which required frequent and costly maintenance.

After talking to Michael Lappert, owner of Lappert's Ice Cream in Sausalito, Chris and Lisa decided to pivot their business to develop a new type of POS system. At the time, the recently-released iPad seemed to be the perfect touch screen solution to replace old and expensive legacy systems. Thus started Revel Systems to help power the Point of Sale platform of the future. Today, Revel Systems provides the #1 POS system for small businesses and enterprises, with a full suite of features, add-ons, and integrations.

Growing With the POS Industry

The global POS industry is expected to reach nearly \$80 billion by 2020. A recent report from Javelin Strategy and Research notes that retail POS purchases alone are expected to reach \$4.2 trillion by 2018. This projected growth proves a large opportunity for those involved in the POS market. POS technologies are the central nervous system to commerce and businesses. Companies experimenting in this space validate what business owners have known since 2010 – that having a powerful POS solution is the lifeblood of business success.

Executive Leadership



Lisa Falzone, CEO and Co-Founder

Lisa Falzone is the CEO and Co-Founder of Revel Systems, an award-winning iPad Point of Sale solution for single and multi-location small businesses and enterprises. Since starting the company from the ground up in 2010, Falzone has been a trailblazer in technology. She is spearheading Revel's mission to help entrepreneurs around the world build their dream business.

A graduate of Stanford University where she was a competitive swimmer, Lisa led her Silicon Valley-based startup since its creation and has been pivotal in turning the often "old school" perception of Point of Sale on its head, beating out established competitors and new market entrants alike. She has raised over \$130 million in funding for Revel, inked a strategic partnership with Intuit to deliver QuickBooks Point of Sale powered by Revel Systems, is working closely with Apple to bring exclusive iOS features to its point of sale customers, and has grown the company to more than 500 employees worldwide.

Lisa's achievements as a young entrepreneur have been recognized through numerous prestigious awards such as Fortune "40 under 40", "EY Entrepreneurial Winning Women", Forbes "30 Under 30", Forbes "Women To Watch: Eight Rising Stars", Business Insiders "30 Most Important Women Under 30 In Tech", San Francisco Business Times "40 Under 40", and Business Journal's "Upstart 100".



Christopher Ciabarra, CTO and Co-Founder

Christopher Ciabarra is the CTO and Co-Founder of Revel Systems, an award-winning iPad Point of Sale solution for single and multi-location small businesses and enterprises. Upon founding the company with Lisa Falzone in 2010, the team embarked on a mission to transform the Point of Sale industry to help entrepreneurs around the world build their dream business.

To kick off this journey, Ciabarra developed the cloud-based backend for Revel's iPad Point of Sale and continues to lead the technological advancements and security of the system. He is an antihacker expert and has a strong background in PCI compliance and P2PE. His expertise ensures that Revel Systems provides the most secure iPad Point of Sale solution on the market.

In addition to his ongoing development of Revel's iPad Point of Sale, Ciabarra's list of inventions and designs includes the Revel Ethernet Connect, Revel Router, Interceptor.net, Scan-On-the-Go Secure, Adrenaline (app), and Nano-Stealth.

Chris holds an MBA from Alvernia College and a Computer Science degree from Kutztown University of Pennsylvania. Additionally, Chris is a member of the Forbes Technology Council, an invitation-only organization dedicated to the needs of leading technology executives.



AWARDS & RECOGNITION

CEO Lisa Falzone's achievements:

- Fortune's '40 Under 40'
- Forbes' '30 Under 30'
- Forbes' 'Women to Watch: Top 8 Rising Stars'
- Business Insiders '30 Most Important Women Under 30 In Tech'
- San Francisco Business Times' '40 Under 40'
- 'EY Entrepreneurial Winning Women™'
- San Francisco Business Times' 'Most Influential Women in Bay Area Business'
- San Francisco Business Times '40 Under 40'
- SFGate's '21 Most Powerful Women in Bay Area Tech'
- Business Journal's "Upstart 100"
- Inc.'s '8 Female Entrepreneurs to Watch In 2015'
- Tech Cocktail's '15 Female Entrepreneurs You Should Know About (But Probably Don't)'
- Paste Magazine's 'Top 10 Most Powerful Women in Technology Today'

Revel Systems has received a number of award recognitions, including:

- SFBT Tech Awards' 'Best Enterprise Technology'
- LTP's '50+ Young FinTech Startups To Watch Out For'
- DazeInfo's 'One of Top Rated Apps for Restaurant Managers'
- 2015 Engagement and Loyalty Awards' 'Best Use of Social Media'
- Business News Daily's 'Gold Award for Top iPad POS Systems'
- Direct Capital's 'Best 50 Apps for Restaurant Managers'
- Tabby Awards; 'Best Retail App'
- Yankee Group's first-rated cloud based POS solution

REVEL POS SYSTEMS & FEATURES

POS Systems:	Restaurant, Retail, Grocery, Bar, Quick Service (QSR), Fuel Retail, Cafe, Pizza, Frozen Yogurt, Stadium, Salon, Drive-Thru, Winery, Convenience Store, Deli, Liquor Store, Mobile, Movie, Event, Food Truck, Fuel Retail, Kiosk, Custom
Add-ons:	Digital Menu Boards, Kitchen Display Systems, Customer Facing Display, Customer Order Alert Screen, Revel Accessibility App, White Label Mobile App, Self-Service Kiosk
Key features:	Mobile Order Takers, Employee Management, Delivery Management, Always-On Mode, Inventory Control, Customer Relationship Management
Advanced Security:	PCI/2PE Compliance, EMV Support, User Access Control, Secure Servers, Mobile Device Management (MDM), Wi-Fi Management
Hardware Integrations:	Apple Ethernet, Wireless Routers & Access Points, Barcode Scanners, Printers, Credit Card Swipes, Scales, iPad Stands, Digital Menu Boards, Cash Drawer & Till, Coin Dispensers, Keyboards
Third Party Application Integrations:	Revel iPad Point of Sale users can now integrate directly into third-party enhancements, including QuickBooks, Avero Inc., CimpleBox, Ctuit, DigitalPour, QSR Online, Syrus, Xero, Davo Technologies, Open Dining, Zuppler, Bar Pass, PayPal, Shortcut, Kosmos Central, Shopify, Magento, X-Cart, SSMC, LoyalTree, Synergy World Inc., DTT, Paychex
Languages:	Customize and operate your POS system in any language
Product Support:	24/7 Phone Support, Remote Troubleshooting, Web Ticket Submission, 30 Day Money Back Guarantee



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