

# Dragontail Selected by Domino's Pizza Israel; Becomes Israel's de-facto Standard Platform for Food Delivery Optimisation

18 July 2017

## Highlights

- Domino's Pizza Israel has selected Dragontail's Algo Dispatching System to manage its drivers and deliveries across all of its more than 60 restaurants within Israel
- Dragontail's Algo platform is now the de-facto standard for food delivery optimisation in Israel, as selection of choice by THE largest pizza delivery companies
- Dragontail's Algo platform will provide Domino's Pizza Israel with complete visibility of and control over its delivery processes, improving management of its drivers and deliveries, and generating efficiencies that will reduce delivery times and overall operating costs within their restaurants
- Dragontail's Algo platform will further enhance Domino's Pizza Israel customer experience with this addition to Domino's state-of-the-art tracking solutions

**Dragontail Systems Limited** (ASX: DTS, the "Company") is pleased to announce that it has commenced a strategic cooperation with Domino's Pizza Israel to implement Dragontail's Algo drivers' management and enhanced tracker platform across more than 60 Domino's Pizza restaurants in Israel.

Dragontail's Algo platform will allow Domino's Pizza Israel customers to better track their orders, and provide Domino's Pizza Israel with enhanced control and tracking over its delivery process. The Algo platform allows Quick Service Restaurants (QSRs) to best manage their drivers to shorten delivery times, and save on labor and gas costs.

This win makes Dragontail's Algo Dispatching System the de-facto platform to manage food deliveries in Israel, with the two largest pizza delivery companies now using the platform throughout all their Israeli restaurants. Dragontail also continues to expand globally with its Algo platform in operation in the US, Canada and Israel, and pilots commencing in Malaysia and Singapore.

"The new system enables us to enhance the customer experience while ordering a pizza, using a technology that allows the customer to track the driver and the exact time of the pizza's arrival. These possibilities, which join the other familiar Domino's features such as Domino's

and more convenient than ever before”, said Yossi Elbaz, CEO of Domino's Pizza Israel.

Dragontail Systems' CEO, Ido Levanon, commented: "We are thrilled to be working with Domino's Pizza Israel to implement parts of our Algo Dispatching platform across all of their restaurants. We are delighted to have Domino's Pizza Israel on board. This is an exciting win for Dragontail, and supports Dragontail's position as the preferred optimisation solution for the QSR industry. This is a strong validation of Dragontail's technology solution."

"Being the Google Next use case of a business disruptive technology, as well as recently receiving our first customer referral from Google in the fleet and fuel management segment, we are very excited by the growth prospects we see for Dragontail Systems globally. Our algo platform is now the de-facto delivery platform for the food industry in Israel, and with operations expanding across the US, Canada and now into Asia, we have a very attractive growth runway ahead," added Mr Levanon.

The Algo uses a sophisticated patented algorithm to optimise and manage the entire food preparation to customer delivery procedure, completely streamlining the entire process and delivering an immediate return on investment.

Dragontail's Algo platform is equivalent to a super smart manager that looks at every single order location, every driver location, every meal status in the kitchen and the pack station, and manages the order of the items that need to be prepared in the kitchen. It also makes dispatching recommendations to ensure Just-In-Time Baking™.

For further information, please contact:

#### **Corporate**

Ido Levanon, CEO P: +61-3 9088 0374  
[www.dragontailsystems.com](http://www.dragontailsystems.com)

#### **Investors**

Ronn Bechler / Adrian Mulcahy, Market Eye P: +61-3 9591 8900

#### **Media**

Georgie Morell, Market Eye P: +61-3 9591 8900

#### **About Dragontail Systems**

Dragontail is revolutionising the Quick Service Restaurant (QSR) industry with its Algo System, which uses a sophisticated patented algorithm to optimise and manage the entire food preparation process from order to delivery. The Algo is the first system in the world to fully automate and streamline the kitchen flow to deliver an immediate and significant return on investment to fast food and quick service restaurants.

#### **About Domino's Pizza**

Domino's Pizza is a leading and internationally reputed pizza delivery company with more than 11,400 stores spread across nearly 85 countries worldwide. Domino's is the eighth largest restaurant chain on the list of

international restaurant chains. Domino's Israel is the first nationwide pizza delivery network established in Israel. The company opened the first store in 1990 and today have more than 60 stores in Israel. The company offers home deliveries of fresh, tasty and hot pizzas within 30 minutes at most.