



College Food System Manager College FSM

Morsum College Food System Manager is dedicated to radical leaps in innovation, engagement, cost and wellbeing management in college food service environments.

The provision of accessible, fast and nutritious food offerings that optimize the meal plan and retail services programs and breaks the mostly negative connotations around college food demands a complete separation of food service and food system.

Morsum fOS supports college systems and individual college and university food service objectives by removing the system management requirements from current or prospective food service providers. It is, in our view, simply not reasonable to expect managed food service partners to also be expert in the systems and data management to support optimal and engaging food services. The multichannel integration requirements in PoS, the waste, food product and preference demands and the complexity of the food management and sourcing integrity are simply too much to ask of the production partners. Morsum College Food Systems Manager delivers unrivalled visibility, flexibility and service control for college/college system administrators whilst freeing up your food service providers to focus on the all important food production tasks.

MENU OPTIMIZATION / MENU INNOVATION

VENDOR MANAGEMENT INTERFACE

- FULL SPEND, STAFF, AND WASTE TRANSPARENCY

THROUGHPUT OPTIMIZATION/ OMNICHANNEL

POS/POS INTEGRATION

REWARDS AND COMMUNICATIONS MANAGEMENT

Morsell™

Morsell is Morsum's omnichannel consumer transactional and communications interface. Morsell ordering technology is available in smartphone applications, desktop, kiosk and wearable devices. Morsell consumer platforms are available for white label.

Alimean™

Alimean is Morsum's food analysis engine. Using a series of proprietary machine learning models, Alimean produces and automates decisions on what food product to make, for whom, when and what time/time period providing unrivalled accuracy and efficiency in the food operation process.

Taskmaster™

Taskmaster is Morsum's core expedite and production workflow manager tracking and logging every expedite and production activity associated with the production and distribution (including delivery) of all food product. Taskmaster workflows are automatically generated from Bodie production plans (item matching and volumetric). Taskmaster provides unrivalled personnel performance and productivity data and real labor cost-to-produce for any food item. Production decisions and optimal production are fully automated. Taskmaster is available in web, native mobile and AR modules.

Juju™

Juju is Morsum's reward and loyalty system. Using FACs scoring, Juju provides an open rewards architecture and hierarchy that can support client configured and specific food, engagement, transactional or behavioral conditions.

Pom™

POM is Morsum's PoS importer application allowing any point of sale source data to be mapped to underlying food data for effective production planning, product innovation and consumer recommendation and offer personalization.

Nutrait™

Nutrait is Morsum's central multivariate food preference mark. A Nutrait can be applied to any food to define the flavor, macronutrient and chemical properties and; to any individual or group to define flavor preference and macronutrient needs. The Nutrait mapping between consumer and food product will become the central decision basis for food consumption.

FACs™

FACs is Morsum's "FICO for Food" application, based on 32 key consumer metrics, providing dynamic core consumer segmentation and valuation and creating the basis for timely, relevant and valued communications, promotions and rewards.

Morsum technologies can be secured via:

Full fOS suite license

Individual module or product licences

Open access and API call charge

