

22ND ANNUAL

MURTEC

2017 MULTI-UNIT RESTAURANT
TECHNOLOGY CONFERENCE

*In
Review*

RESTAURANTS FOCUS ON INNOVATING THE EXPERIENCE

IF YOU MISSED MURTEC OR JUST MISSED A SESSION, HT OFFERS A RECAP OF HIGHLIGHTS, TAKEAWAYS AND INSIGHTS.

It has been a decade of self-imposed emphasis on productivity for restaurants. Historically, leaders in the foodservice sector commonly put more emphasis on efficiency, often at the expense of service and innovation. However, times, they are a changing. For the first time in ten years, operators are placing improving digital customer engagement and loyalty at the top of strategic goals for technology. According to *HT's 2017 Restaurant Technology Study*, the majority of restaurateurs surveyed (61%), will be laser-focused on the experience and the second priority will be improving analytics to help drive and personalize those experiences.

HOSPITALITY
TECHNOLOGY
HT
SMARTER HOTELS
& RESTAURANTS

INSIDE:

- Highlights, Takeaways & Insights from MURTEC 2017
- Speaker Insights on IOT, Mobile-Focused Omni-Channel Strategies, and Leveraging the Cloud to Solve Business Challenges
- MURTEC Sponsors Discuss Top Trends & Tech

LET YOUR GUESTS ORDER AND PAY ON ANY DEVICE

Solution Type:
 Omni-channel order, pay and loyalty

Top 5 most innovative features:

• **A single interface for all back-end integrations.** Enjoy a simplified view of your back-end technologies regardless of device type and harness the power and combined intelligence of your disparate systems to power a genuinely omni-channel experience.

• **Oracle POS integration.** With deep and validated integration with Oracle Hospitality eCommerce Integration Cloud Services (OHeICS), we offer a wide range of powerful guest-facing functionality to your existing POS solution.

• **Payment integrations.** Let your customers pay when they want, how they want. Whether it's PayPal, credit or debit card, our gateways allow them to do it all.

• **Fully branded.** Customize our multi-channel apps with your logos and color schemes so your brand stays up-front and center.

• **Quick and easy deployment.** Enjoy comprehensive out-of-the-box functionality and seamless integration with our existing payment gateways and Oracle Hospitality POS systems.

Existing Customers for This Technology:

- HMSHost
- Kebaya
- Burger King

QikServe is the leading global provider of technology that enables restaurant customers to order and pay themselves, on mobile, tablet, the web and kiosk.

Deliver a seamless and consistent customer journey across all your guest touch-points and channels with full integration into your POS and other back-end systems. The QikServe platform is flexible, customizable, and can be rolled out as a single or multi-channel solution, scaling up as needed. Getting started with QikServe couldn't be simpler. With out-of-the-box functionality, you can be up and running in weeks with a fully branded, enterprise level, order and pay solution. And – even better – QikServe also gives you a unified interface and content management system for ALL your guest facing integrations, including payment and loyalty.



Reduce staff costs. Remove the need for extra staff and let existing employees focus on great customer service for high value guests who want or need additional attention.

Increase customer order value. Encourage guests to buy more and stay longer with built-in upsell prompts. A study of thousands of QikServe client transactions shows a 50-73% increase in average check value.

Boost profits with targeted marketing. Attract new guests and drive additional revenue with targeted marketing campaigns powered by customer insights.

Drive operational efficiency. Remove pressure from busy environments, improve order accuracy and speed and let staff concentrate on great service.

Keep guests loyal. Grow customer lifetime value with personalized incentives and a differentiated, highly convenient multi-channel experience.

Spread the word with social media. Amplify brand exposure and capture valuable guest feedback with integrated social media functionality.

“At Kebaya we have aimed to raise the guest experience to new heights and we are delighted to see that customers have wholeheartedly adopted our new approach to ordering. The feedback we have received from both guests and staff has been overwhelmingly positive, and the QikServe-based ordering has been a pleasure to work with, allowing us to seamlessly build the ordering component into our point of sale system.”

WALTER SEIB, CEO OF HMSHOST INTERNATIONAL



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The event officially opened with a rocket blast of a keynote speaker, Adam Steltzner team leader and chief engineer EDL for NASA'S Mars Rover Curiosity. With a rock musician meets rocket scientist persona, Steltzner regaled attendees with the exhilarating tale of landing the rover on Mars. The gripping real-life story resonated with attendees as Steltzner drew parallels to what operators must deal with when leading teams and fostering innovative workplaces. "Curiosity inspires innovation," Steltzner said. "When companies stop being curious, they stop being innovative."

He went on to stress that the quality of a product is a direct reflection of the quality of collaboration of the team behind it and that companies innovate best when people are separated from the ideas they create. When that separation happens, ideas can compete in unchecked, brutal combat where only the best survive. That's when true innovation occurs.

Moving into a general session, John Lukas, CIO, Pop-eyes Louisiana Kitchen, encouraged attendees to consider how the role of technology leaders in organizations is changing and be better prepared to help the company interact with consumers in a positive and appropriate way. "We no longer have the right to choose how consumers engage with us," Lukas said.

Captions: A) Jessica Groopman, independent industry analyst and IoT advisor, Tractica, discusses which important IoT emerging technologies restaurants should be watching; B) Erik Qualman, entrepreneur, technology and digital media expert, professor & author delivers MURTEC'S Thursday keynote on how to become a digital leader; C) Karen Bird, vice president of IT, Buffalo Wild Wings accepts her Lifetime Achievement Award at the inaugural Top Women in Foodservice Technology Awards; D) Attendees and vendors connect on topics of interest at a series of round-table discussions during the networking luncheon.



Top Women in Foodservice Technology Honored at MURTEC

MURTEC 2017 concluded with the presentation of the 2017 Top Women in Foodservice Technology Awards. Dorothy Creamer, editor of *Hospitality Technology* magazine honored 10 deserving women as Rising Stars, Innovators and Influencers: The Lifetime Achievement Award. The winners hailed from both restaurants and technology suppliers and demonstrated excellence in leadership, inventiveness and skill. The 2017 honorees were: Karen Bird, VP of IT, Buffalo Wild Wings; Pat Darling, VP of Operations, Ctuitt; Kristen House, Product Management Team Lead, Paytronix Systems; Mukta Joglekar, Senior Engineer, BlueCart; Sherrill Kaplan, VP of Digital Marketing & Innovation, Dunkin' Brands; Anita Klopfenstein, VP, eCommerce & Consumer Systems, Panera Bread; Stefania Mallett, Co-Founder & CEO, ezCater; Na'Ama Moran, Co-Founder & CEO, Sourcery; Stephanie Nardini, Sr. Director IT, Jersey Mike's Franchise Systems; Joy Ugi, Director of Marketing, Orderly.

To read more about the winners, please see *HT's* March 2017 cover story.



Now in its fourth year, MURTEC University sessions were open to operators only upon arrival day. Led by topic experts, this year's sessions included: leveraging cloud technologies; how to get system-wide buy-in from franchisees for new digital and tech initiatives; a deep-dive into SQL Server Reporting Services and mobile reporting; 10 mistakes to avoid when launching a mobile app; how to leverage data and analytics to drive growth; and how to navigate the experience of tech false-starts in areas such as security, integration, data, loyalty and POS continuity.

During the conference, attendees were able to choose from a variety of fast-paced concurrent "MURTALKS." Within a framework of 20-minutes, speakers offered attendees valuable perspective on a variety of topics. Among the highlights were: how to leverage virtual reality in practical ways; and insights into important emerging IoT technologies on which restaurants should be keeping an eye. One MURTALK, presented by Tripp Sessions, managing partner at EX|OP|SOL, focused on how restaurants can manufacture serendipity by using data. "Operators need to ask themselves, what data elements do I have that no one else does?" he said. "I don't have unique data, what can I ask or do to create that data for the future?"

Several concurrent sessions were offered including: a deep dive into *HT's 2017 Restaurant Technology Study*; cyber security and what restaurants can learn from other industries that have been subjected to data attacks; and a panel of restaurant executives discussing what the restaurant of the future may look like. During

Captions: E) During a series of 10-minute wins, Matthew Son, vice president of information systems at Charley's Philly Steaks explains how his company improved performance and communications by assessing its disconnected departmental data and merged everything into a unified schema with an in-house data management solution; F) Attendees enjoy the annual MURTEC golf outing; G) Adam Steltzner, team leader and chief engineer EDL, NASA'S Mars Rover Curiosity delivers MURTEC's opening keynote on the importance of collaboration; H) Steltzner talks with attendees after his keynote; I) During the MURTEC cocktail reception, attendees had fun with Hughes-sponsored traveling casino tables.

the Restaurant of the Future session, Brian Best, director of interactive engagement for P.F. Chang's, mentioned WeChat, that contains millions of third-party apps which allows users to have app-within-an-app functionality. Consumers can use WeChat for direct messaging, voice messaging, and can buy products or services from any official account in WeChat's app. What does this mean for restaurants here in the United States? "We need to be device and medium agnostic," said Best.

The last day of the conference featured a keynote from best-selling author Erik Qualman. He discussed how this is the golden age of data and disruption and that the key to winning is grasping the behaviors that define successful leaders in this digital age. He shared that one habit digital leaders should practice is to "strive for pushback." Pushback is a signal of innovation and according to Qualman, "If you aren't getting pushback, you aren't pioneering." **HT**

PAUL RUBIN,
Chief Strategy Officer
ParTech, Inc.



THE FUTURE OF RESTAURANTS: MOBILE, CONNECTED & SEAMLESS

Q The 2017 Restaurant Technology Study identifies that operators believe mobility is a technology with the greatest future impact. Looking ahead, what do you think is going to be table stakes for restaurants concerning mobility, and what will become a way to differentiate from competition?

RUBIN: Getting orders into a restaurant is table stakes. Effectively scaling mobile business operations, through point-of-sale technology will be how restaurants gain competitive advantage. Electronically transferring all mobile orders to the point-of-sale software is important. Manual entry can result in late or missed orders and data accuracy can be an issue as well. It is also important that the point-of-sale and mobile ordering applications have a single version of the truth in regards to items for sale and their prices, discounts, taxes, etc. Even small discrepancies can result in operations and accounting nightmares.

Q Security remains a concern and a top strategic goal for 38% of restaurants in 2017. What would you say are the main areas where restaurants are lagging in payment security and what can be done to improve?

RUBIN: The largest opportunity we see are those merchants that have not begun using external payment entry devices. These devices offer important protection for merchants and their customers. Cards swiped through these devices are encrypted using a process referred to as Point-to-Point Encryption, or P2PE. Since card data is encrypted at swipe there is a greatly reduced possibility for card data theft. External payment entry devices also allow merchants to accept cards with chips, further reducing the opportunity for fraudulent transactions.

Q Systems integration is vital for restaurants moving into 2017. What strategic steps will be necessary in order to achieve this? How do you enable integration?

RUBIN: Systems integration is critical in today's connected world. Systems that offer an open API, allow customers to access data without having to pay. Cloud-based solutions can offer many integrations that can be performed via the web and not require work within the restaurant. This means that third parties do not need to install software in the restaurant and that has a long list of benefits including reduced computer power and storage in-store. This also means that third parties do not need to be granted access to your in-store environment, which can increase the complexity of PCI compliance.

Q Enabling seamless orders across all channels is a top strategic focus for restaurants. As omni-channel becomes more prevalent, what precautions must restaurants take?

RUBIN: We have all seen that multi-channel commerce is the future. The most significant precaution in our view is to ensure that point-of-sale software can operationally facilitate the different workflows often required for orders accepted from channels outside of the restaurant. Some examples of this include: queuing orders received until it is time to send them to the kitchen; and allowing the staff to have visibility to future orders and access to them should updates be required. It is also important that the system can support your business rules, including advanced notice and capacity. Precaution must be taken concerning payments; restaurants should ensure their omni-channel partners are PCI compliant (you can find out if they are using the PCI Security Council's website).



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JESSICA GROOPMAN

Independent Industry Analyst & IoT Advisor, Tractica

3 TRENDS IMPACTING RESTAURANTS' IOT ADOPTION & SUCCESS

HOW A BRAVE NEW CONNECTED WORLD IS CONVERGING TECH FOR SMARTER RESTAURANTS

For years, restaurants and businesses across industries have been applying sensors and networked services to their equipment, infrastructure, and processes. Yet, despite more connected fryers, refrigerators, and all manner of mobile apps, many companies are struggling to capture real value — particularly at the level and scale of ROI needed to justify “going digital” in the first place.

The digitization of objects, machines, processes, and services, sometimes called the “Internet of Things” or IoT, is a significant shift in technological capability, but to really understand its potential is to consider IoT as a foundation for convergence.

Three major trends will influence IoT application, utility, and adoption for restaurant operators' ecosystems:

1. Advancements in Machine Learning

Thanks to recent advancements in hardware speed and algorithms, artificial intelligence (AI) will soon power many capabilities previously reserved for humans or science fiction. Machine vision, voice recognition, language processing, advanced robotics, and many others are already beginning to shape restaurant operations. Certain AI technologies will also play an increasing role in managing, learning from, and applying so-called “big” (or multi-modal) data for decision-making, efficiency, personalization, and new services. This is not to mention the cascading effects from other AI-enabled industry transformations such as self-driving cars, delivery drones, virtual assistants, and so on.

Examples to consider:

- Robots performing restaurant tasks such as cooking, serving, delivering or re-stocking.
- AI systems analyzing thousands of data sources for strategic recommendations
- Fully automated restaurant experiences

2. A Redefinition of User Interface

Software and hardware are re-defining what constitutes user interface, as once fixed user experiences are now constantly evolving, growing more personalized, and receiving updates, patches, and new features over time.

Furthermore, the range of potential customer experiences is expanding rapidly. New interaction modalities such as voice, gesture, facial recognition, AR, VR, biometrics, among many others, are unlocking new brand opportunities (and obligations) when developing customer experience roadmaps and strategies.

Examples to consider:

- Customers asking Alexa to order dinner for them
- Domino's enabling customers to order “anyware” – via any hardware
- Connected menus for algorithmically-enhanced pairing.

3. Disruption Across the Supply Chain

From sourcing to inventory tracking to distribution to transaction processing, automation is occurring along every phase of the supply chain. In addition to diverse technological innovations (e.g. predictive inventory, autonomous vehicles, blockchain), social and economic forces place pressures on every constituency on the chain. Never mind the shifting consumer expectations towards transparency, real-time, local, etc.

Examples to consider:

- Amazon's autonomous warehouses combine robotic shelves with human labor
- A Silicon Valley plant “burger that sizzles, tastes and even bleeds like the real thing
- Blockchain is impacting the entire supply chain, yes restaurants too.

These trends are not some far-fetched sci-fi notion; they are already well underway. More than \$4 billion was invested in 2016 in AI alone, world over. As technologies converge, new interactions become possible: new user experiences, new machine capabilities, and new business models and collaborations. What's key for restaurants, and companies in all industries, is to think beyond today's digital demands and limitations, and look for where current capabilities are ingredients combined to serve up new opportunities, that are greater than the sum of their parts. **HT**

When did the company first offer products for the restaurant industry?

ENS was founded in 2000 when we first introduced payment terminal stands to the retail industry. As the restaurant industry grows, there is an increasing demand for technology investments; so has the need for securing and protecting those devices. ENS is leading the way in secure technology mounting solutions for the restaurant industry.

Technology/Solution Type:

Point of sale, mPOS, In-Store Advertising, Customer Loyalty, Customer Self-Service, Product Displays, Digital Signage, Line Busting

Target Market:

Quick-serve restaurants, hospitality – hotels, airlines, restaurants, c-store, retail, grocery store

Top Innovative Features:

- Flexibility to mount a tablet, monitor or payment terminal to provide you a single mounting solution for multiple technologies and applications throughout your restaurant.
- Clean, sleek, design with internal cable management including a cable raceway designed to provide an exit point for cables to connect to the device.
- Enhanced customer experience with a tilt range from 10° to 160°, swivel range of 300° of rotation and the ability to adjust the device screen from portrait to landscape display.
- Increased brand presence by customizing the color of your Genesis stand to blend it seamlessly into your interior.
- Added physical security to your technology investments when you choose between direct mount, locking, security screws, or quick release options.

Customers include:

85 of the Top 100 Retailers as recognized by the National Retail Federation



REVOLUTIONARY TECHNOLOGY MOUNTING SOLUTION WITH POWER AND COMMUNICATION



Genesis by ENS, is a revolutionary tablet and peripherals mount enabled with a USB power puck that provides communication and power.

Innovations in technology have no doubt changed the way restaurants operate. Genesis by ENS, is a revolutionary tablet and peripherals mount enabled with a USB power puck that provides communication and power. Genesis allows restaurant owners to put technology to use in their environments to enhance their customer's experience while growing their sales and bottom line profit.

The introduction of Genesis unleashes a new standard in technology mounting solutions. The mount includes a USB 3.0 power puck that offers one up stream USB connector and four downstream USB connectors to allow for connecting devices to communicate and charge while mounted.

In a world where brand recognition is of utmost importance, Genesis helps restaurants enhance their brand presence in their interior design with the option to customize the color of their Genesis stand. Additionally, Genesis is designed with cable management in mind to deliver a clean, sleek look wherever Genesis is mounted.

Technology is a major investment for restaurant owners. Making it easy to use and keeping it secure is key to maximizing the return on the investment. Genesis features a tilt range from 10° to 160°, a rotation range of 300° and the ability to adjust the device screen from portrait to landscape helping restaurant owners meet PCI and ADA compliance standards. Genesis also offers multiple physical security options to protect your technology and help minimize theft and tampering with data on the devices.

To learn more about how ENS can help put technology to use in your restaurant, contact us at sales@ens-co.com!

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SCOTT LANGDOC
Vice President, BRP

RESTAURANT MOBILE CAPABILITIES NO LONGER OPTIONAL

HOW MOBILE-FOCUSED OMNI-CHANNEL STRATEGIES ARE REQUIRED TO TRANSFORM THE DINER'S EXPERIENCE

The use of mobile devices, especially smartphones, has dramatically changed diners' habits before, during, and after the meal. Mobile technology's ubiquity has expanded the number of new opportunities for restaurant operators to effectively influence their engagement with, and behavior of, their customers.

At MURTEC 2017, BRP recently led an interactive workshop on *"Mobile-focused Omni-channel Strategies to Transform the Customer Experience."* Utilizing real-time polling to interact with and receive feedback from the attendees, this collaborative session gauged the "state of the state" of mobile usage and maturity among the audience members to understand customer engagement at all stages of the guest journey. BRP defines the restaurant journey as having eight contiguous stages: 1. Select, 2. Plan, 3. Arrive, 4. Order, 5. Entertain, 6. Pay, 7. Feedback and 8. Reward.

The evolution of dining consumer activity has shifted from a linear and singular flow to a more closed-loop and iterative process. No longer are visits to a restaurant brand or specific location made in a vacuum. Rather, each step of the dining experience is now part of an integrated "journey" — one that is increasingly influenced by mobile-oriented engagement.

The impact of mobile devices on the restaurant guest experience cannot be ignored, and restaurant operators must now think mobile first. Mobile devices, having exceeded desktop internet usage a few years ago, are now increasingly driving aggregate Internet usage in the United States. Restaurant operators agree that mobile technology, properly applied at each of the eight stages of the restaurant guest journey, can have a material and profitable effect on restaurant operations. The other key takeaway is that offering guests and servers mobile capabilities is now an imperative and is not optional.

According to a 2016 Deloitte study on next-generation restaurant customer experiences, mobile ordering inside a restaurant is less prevalent (44%) than online or mobile ordering done before visiting a restaurant

(70%). In our poll, attendees noted slow adoption of consumer or server-based mobile ordering regardless of restaurant type, with more than half still not implementing mobile ordering solutions. When asked to name the best approach to providing ordering capability, the majority of operators said that dedicated mobile apps were better choices than mobile-optimized ordering websites. Attendees were quick to add that customers were interested in mobile app functions beyond just ordering — they want the ability to add items to an existing order (in the case of table service) and be able to pay an open check. This aligns with data from HT's 2016 Customer Engagement Technology Study that reveals that 74% of diners will choose a restaurant based on whether it has a feature-rich, useful mobile app.

The session attendees unanimously voted that understanding mobile-oriented engagement is a critical component of their go-forward restaurant operations strategy and requires careful planning across all business and operational workflows. Servers and customers need proper training on new mobile processes to avoid the well-publicized operational issues experienced by early adopters (e.g. Starbucks).

One of the most interesting takeaways from the session was how many of the workshop attendees were already offering online ordering — 70% of attendees indicated that they offer either online ordering or both online ordering and online reservations. Some participants noted that they do not see this capability as optional, but as a required function to "stay in the game." One restaurant operator indicated that they have experienced a 25% increase in transaction sizes created through online ordering, which aligns with BRP data.

There were some minor differences in what specific areas of mobile technology operators felt were most critical — mostly due to segment differences (e.g. QSR vs. fast casual vs. table service). All agreed that a mobile technology focus on the broader restaurant journey is imperative, realizing how intertwined the steps of the journey are in creating a satisfied customer experience. **HT**

In Review

INCUBATORS

When did the company first offer products for the restaurant industry? Since 2014.

Technology/Solution Type:

Cloud Accounts Payable Automation Solution

Target Market:

Any small to medium-size enterprise can profit from Yooz, no matter what industry or vertical they're in. As an end-to-end cloud service, Yooz enables Fortune 5,000,000 companies to achieve financial intelligence and unleash their innovative potential by re-deploying critical resources where it matters the most. All that with zero risk, no up-front costs like set-up fees, and a volume-based pricing model that's transparent and rightsized for the particular needs of a business.

Top Innovative Features:

- High performance Intelligent Document Capture
- Purchase to Pay business functions
- Business Process and Document Management
- Purchase requisition, workflow approval, purchase order import from ERP and automatic matching of invoice and PO for approval.
- Capture and management of expense reports with attached receipts, contracts and other documents.

Customers include:

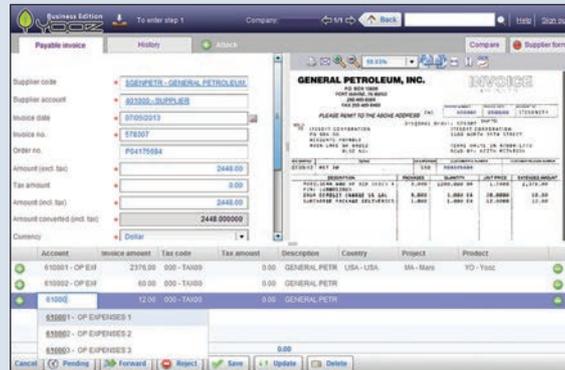
Falcon Holdings Management; Pollo Campero; LaSalle Investment Management; KUNI automotive; OnPointe

"AP Automation by Yooz has transformed how we do business and given us a competitive advantage. It means having relevant information when you want it and where you need it.

— GIOVANNA KONING, CHIEF FINANCIAL OFFICER, FALCON HOLDINGS



CLOUD AP AUTOMATION REINVENTED: JUST YOOZ IT!



Yooz brings intelligence to AP automation. It is designed and built for the era of cloud computing, empowering SMEs to streamline their financial workflow in order to save time and money. Yooz was initially developed and launched by ITESOFT (PARIS: ITE), a European company that has for more than 30 years been a leader in intelligent document capture and process automation. Yooz is now an independent company within ITESOFT-Yooz Group and has more than 1,800 customers.

Optimized for the cloud, Yooz delivers the highest level of automation and accuracy with touchless documents that are read, GL coded and approved, all without any manual work.

Yooz offers powerful functionalities right in the browser and keeps adding to them. Any document can be snapped with a smartphone, emailed or scanned directly to the cloud. Automatic text recognition and Google-like keyword search make document management transparent and traceable.

More than 50 connectors allow seamless integration with almost all standard finance and ERP systems. Other key features are document review and approval on a mobile device and real-time, interactive dashboards for KPIs which bring more intelligence to AP automation for everyone.

Top 5 customer benefits:

- Reduce processing costs by more than 70%
 - Facilitate managers' approval anywhere anytime
 - Stop losing documents
 - Reduce cycle time from weeks to days
 - Avoid late payment penalties and supplier calls
 - Capture all possible discounts from suppliers
- Yooz is a unique cloud-based service combining:
- High performance Intelligent Document Capture
 - Purchase to Pay business functions
 - Business Process and Document Management
 - Yooz integrates seamlessly with any financial system.
 - It is so easy that customers can be up and running within minutes.

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VICTOR WOLTERS

Enterprise Cloud Strategist, Perficient

LEVERAGING CLOUD TO SOLVE BUSINESS CHALLENGES

IT EXECS ID CHALLENGES AND BENEFITS TO MOVING BUSINESS SOLUTIONS ABOVE PROPERTY

Cloud computing will become the de facto data center for most corporations. More importantly, it allows every business entity (from mom and pop to global corporation) to utilize above property strategies as a competitive advantage. During an interactive MURTEC University session, restaurant operators identified trends in the cloud technology space, as well as standard elements for all cloud environments. They discussed three topic areas: Food Inventory Management, Labor Management, and Guest/Customer Management.

Here is a quick recap of the results:

Food Inventory Management

Challenges

- Lack of accurate food inventory, timely reporting
- Inaccurate orders, which produce shortages or overages
- Incomplete data, especially sales data based on menu items connected with inventory

Benefits

- Reduces food cost, improves profit margin
- Increases sales by having all the correct inventory items to sell more meals
- Better decision making about inventory and menu design, which leads to more sales

Labor Management

Challenges

- Setting accurate schedules – proper resource loading
- Onboarding and off-boarding employees
- Capturing, storing and managing accurate personnel data
- Dealing with wage-related costs and adjustments
- Finding and hiring high quality personnel
- Tracking activity performance

Benefits

- Better scheduling using historical data, which leads to lower cost
- More accurate time tracking system, which leads to lower cost
- Higher productivity from all personnel, which leads to faster service and increased sales
- More satisfied personnel, which leads to longer term employment and better service for guests

Head in the Cloud: Things to Consider

Envisioning the potential that comes with moving systems above property

- Coupons sent directly to guests walking in the front door
- Menu delivery direct to guest phone
- Registered guest program with weekly coupons
- Reserve a specific table and specific meal (customize meals)
- Payment using guest phone and tabletop scanner
- Phone connection between guest and server phone to text message request
- Custom delivery service to home
- Automatic click logging for employee time tracking

Guest/Customer Management

Challenges

- Getting data from customers at any level
- Multiple POS that are not integrated
- Lack of data analytics or accurate analytics
- Gaining traction with loyalty programs
- Ability to attract new customers
- Lack of timely or accurate feedback

Benefits

- Increased sales from increased number of customers
- Better menu management based on feedback
- Improved customer feedback data
- Reduced labor cost from improved payment systems
- Quicker table turns; more frequent customer visits

Building a Solution

The restaurant operators then designed a cloud solution, involving some basic cloud components connected with current on- and off-property mechanisms. Operators outlined how data flowing from customers' mobile devices and the restaurant systems could be collected in the cloud to feed a data warehouse. The enterprise IT group could then build multiple dashboards off the data warehouse to help local management teams gain real-time visibility into all aspects of the restaurant. The enterprise marketing team could use the mobile device information to craft custom marketing campaigns tailored to a state, region, or individual store level to drive more business. **HT**

THE FASTEST SEATING AND RESERVATION SYSTEM – PERIOD.

When did the company first offer products for the restaurant industry?

SeatNinja first started offering products for the restaurant industry in 2016.

Technology/Solution Type:

Restaurant-driven, cloud-based reservations and seating solution connected to a mobile network.

Target Market:

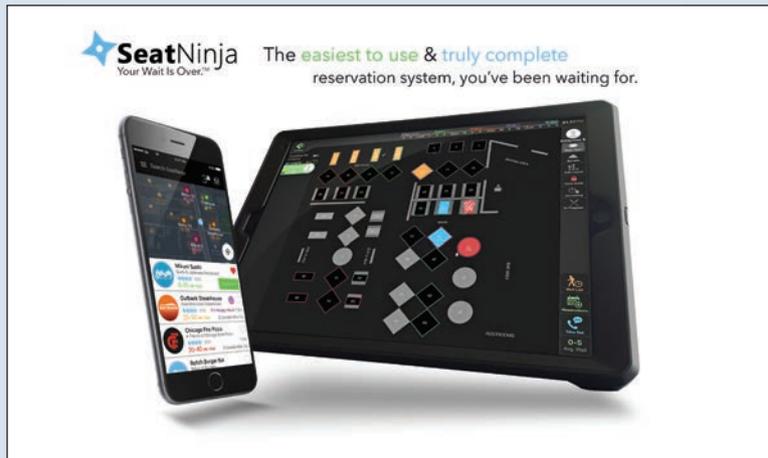
Full-service restaurants, casual dining, fine dining.

Top Innovative Features:

- Manage walk-ins, waitlists and reservations without overbooking – SeatNinja keeps track of your table availability and calculates your dine times to maximize seating and table turns.
- Mobile Guest App with self-managing content – Load your menu, pictures, reviews and manage your profile through our easy to use portal.
- Automated text confirmations and text notifications – Your reservations are automatically confirmed with texts the day before – your waitlist parties receive a text message that their table is ready.
- Advanced front-of-house analytics – Get to know your traffic flows of new/returning guests and walkins vs reservations, stack rank servers by table turn efficiency, and measure your capacity hour by hour.
- Integrated loyalty/VIP recognition – Make sure all of your VIPs are recognized automatically when they make a reservation or get on your waitlist.

Customers include:

Outback Steakhouse (Tbird Restaurant Group), Claim Jumper (Landry's), Chicago Fire



The SeatNinja Host v2 seating system is creating fans in the industry because of its speed and ease of use. Created to emulate the paper tools that 90% of restaurants still use, SeatNinja manages your walkins, waitlist parties and reservations all in one easy to understand view. In under an hour, SeatNinja can be setup and your host staff trained.

A complete front-of-house system, SeatNinja enables your staff to: (1) interact with guests using the mobile app, (2) see where all seated guests are in the dining cycle, (3) identify tables with VIPs and special occasions, (4) quote an accurate wait time by party size, (5) manage and follow a server rotation, (6) quickly look up guest's dining history, and much more.

In addition to Host v2, restaurant operators now have the ability to manage their content on a mobile network through a web portal, without having to ask permission or request the change.

SeatNinja offers a management portal that shows detailed analytics on customer traffic patterns, server productivity and more. Our data has shown that using SeatNinja can reduce walkouts by up to 50%, and move an average of 25%-50% of your reservations to online/mobile, which means your phone rings less. By the way, SeatNinja costs 50% to 95% less than our competitors.

Here is what some of our loyal users are saying:

"My whole staff loves using SeatNinja!"

"Before SeatNinja, we tried 6 other systems without success. Only SeatNinja provided us with the speed and simplicity we needed for our stores. We are now taking reservations for the first time, with confidence."

"As a GM on OpenTable for over 10 years, I can say the competition has nothing on SeatNinja. They have created software that I can use in a way that best suits my business."



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