HT HOSPITALITY TECHNOLOGY

TRENDAGRAM
POS Innovator Quiz:
How Does Your Restaurant Measure Up?

Point-of-sale (POS) solutions account for the largest chunk — a full 33% — of all restaurant technology investments. HT's research shows that these three key trends are driving the next wave of POS upgrades:

70% Adding mobile capabilities

63% Enabling new payment options

46% Delivering personalized guest promotions

Take this quiz about your current and planned POS innovations. Are you currently using, or planning to implement some or all of these technologies by 2015? Add up your points up to see how your company measures up against industry trends, and find out if you're a POS innovator, follower or laggard.

Q Does your restaurant offer tableside/mobile POS?

Yes! Congrats, you're with 33% of full-service restaurants that currently do.
3 POINTS

Not yet, but we plan to by the end of 2015. BTW., 33% of full service restaurants are planning to.
2 POINTS

No, and we don't plan to.
1 POINT

Q Does your restaurant have the ability to process payments via mobile wallet?

Yes! This is currently available in 7% of restaurants.
3 POINTS

No, but we plan to by the end of 2015. If so, you're like 56% of restaurants.
2 POINTS

No, and we don't plan to.
1 POINT

Q Does your restaurant integrate social media content into its POS and/or loyalty platform?

Yes, we're social ninjas – 23% of the industry is in this group.
3 POINTS

Not yet, but we plan to, along with 50% of the industry.
2 POINTS

No, and we don't plan to.
1 POINT

Q Does your restaurant offer online ordering?

Yes, absolutely. We're a part of the 40% that does!
3 POINTS

Not yet, but we'll be with the 28% that are planning to add it by the end of 2015.
2 POINTS

Nope, we're strictly a brick-and-mortar sales operation right now.
1 POINT

Q Do you currently run your POS in the cloud?

Yes! We're part of the 15% that currently do!
3 POINTS

No, but we'll be moving our POS to the cloud by the end of 2015. 24% of restaurants are in this group.
2 POINTS

No, cloud POS isn't for us.
1 POINT

SCORECARD

13-15 POINTS
POS Innovator!
You're with an elite group of innovative restaurant companies – about 24% of the industry – that are on the leading-edge of point of sale innovation. Keep innovating, but look for partners who offer integration via published APIs.

9-12 POINTS
POS Follower
Your company prefers to let others lead, but once a technology is proven, is willing to invest. About 38% of restaurants are in this group. Change is coming rapidly, especially in mobility, so continue to look for opportunities to differentiate.

5-8 POINTS
POS Laggard
Your company, like 38% of restaurants, is slow to innovate at the POS. To keep from falling too far behind in service and operational efficiency, follow through with 2015 upgrade plans. Online ordering and social media integration are great places to start.

TOSHIBA Leading Innovation
TOGETHER COMMERCE