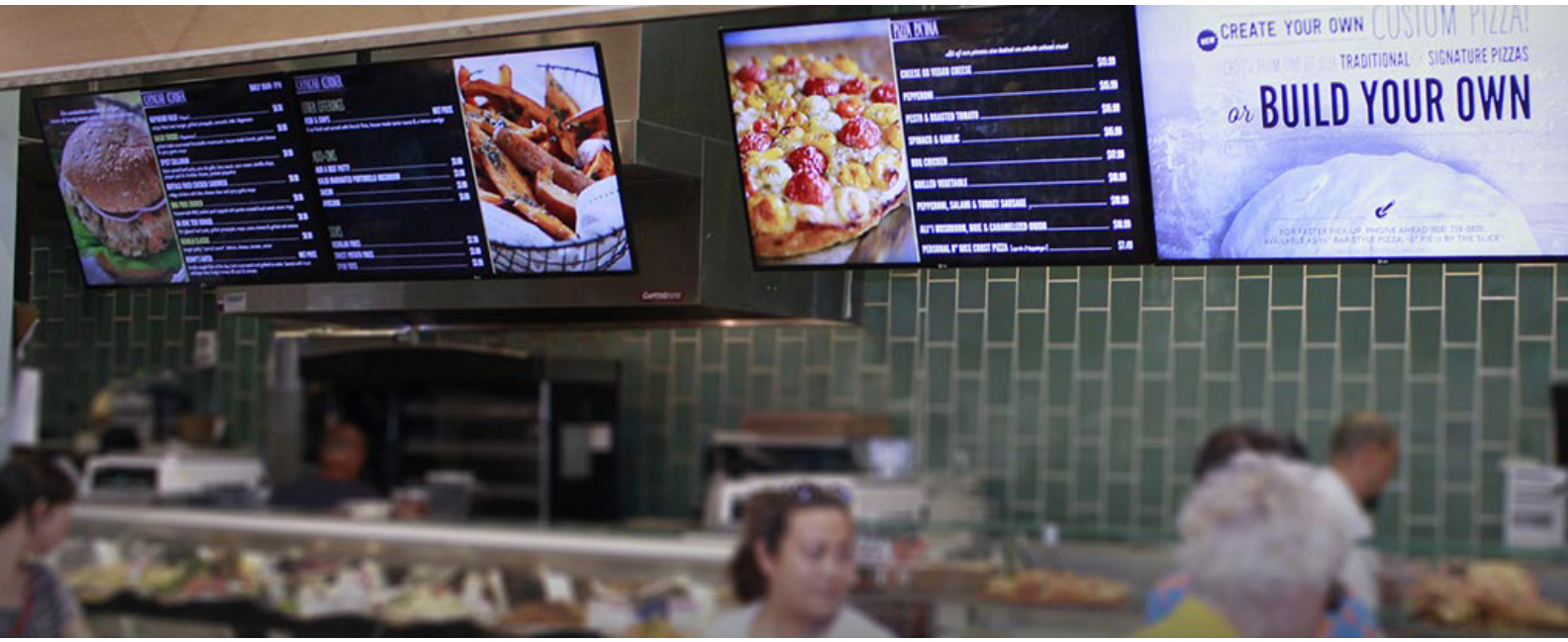
CASE STUDY



BRINGING MORE FLAVOR AND TASTE TO DIGITAL MENU BOARDS

WAND Corporation* uses the Intel® NUC to drive digital menus for limited service restaurants, improving efficiency 12 percent and extending marketing spend

From Smash Burger* to Applebee's*, Wendy's* to Dairy Queen*, Whole Foods* to Haagen Dazs*, WAND provides the digital menu boards that make positioning, promoting, and ordering food easy and help Quick Serve Restaurants (QSR), Fast Casual restaurants, and grocery stores meet sales goals and achieve lasting results.

"We know that every restaurant is unique, but without digital menu boards, restaurants have to rely on printed menus—and then distribute them to all their locations. Many of our customers have 50 or 60 restaurants, so this is an ordeal. And, once you add in regional variations to the menu, it gets expensive. Also, if there's a mistake or ingredients change, it's becomes impossible to manage," says Chuck Gehman, vice president of product management for WAND.

The digital menus that WAND delivers help restaurants enable an omni-channel marketing strategy. "Traditional restaurant marketing is about generating excitement for a sandwich. Our customers, including Wendy's, do a good job of that on TV and Internet right now," says Gehman. "But, typically, when a customer walks into restaurant, there's just a static picture of a sandwich on the menu board."

www.intel.com/nuc
www.wandcorp.com

Enter the Intel® NUC. Built with Intel® Core™ processors and solid-state drives running Windows 8* embedded, the Intel NUC and Wand's software extend a company's advertising dollar right into the restaurant. "With the Intel NUC powering the digital menus in a Wendy's, for instance, you can show Wendy taking a bite out of a burger just like you see on TV and the Internet," Gehman says.

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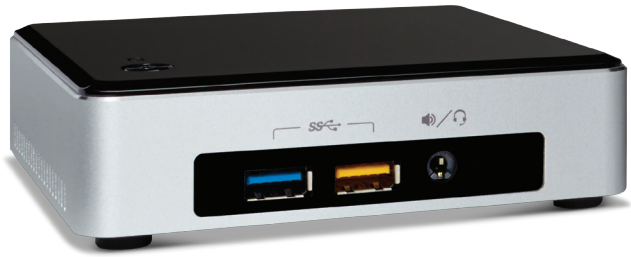
—Chuck Gehman, Vice President of Product Management

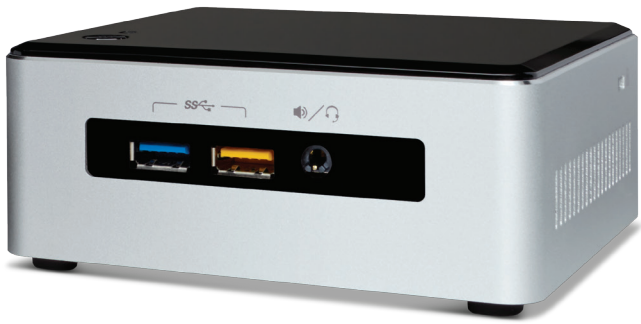
Delivering rich content and improving efficiency 12 percent

The QSR and Fast Casual restaurant industry is incredibly competitive with average net profits of only 6 percent in 2014.[1] Any way businesses can innovate and improve margins helps and WAND statistics show that digital menu boards can help improve operational efficiency more than 12 percent.[2]

"These restaurants serve breakfast, lunch, dinner, snacks, and late night food; and their goal is to serve customers quickly. But the more items you have on the menu, the longer the customer will stand there. With digital signs you can change out the day quickly, moving the menu board from breakfast to lunch to dinner to snacks—and move the customers through quickly," says Gehman.

He continues. "Our digital menus are very large, bright commercial-grade HD and 4K displays that feature rich content with animation, motion graphics, and video. We need devices that can deliver our beautiful content without "hiccups," and the Intel NUC delivers. The NUC gives us high performance with a fast processor and great graphics performance."



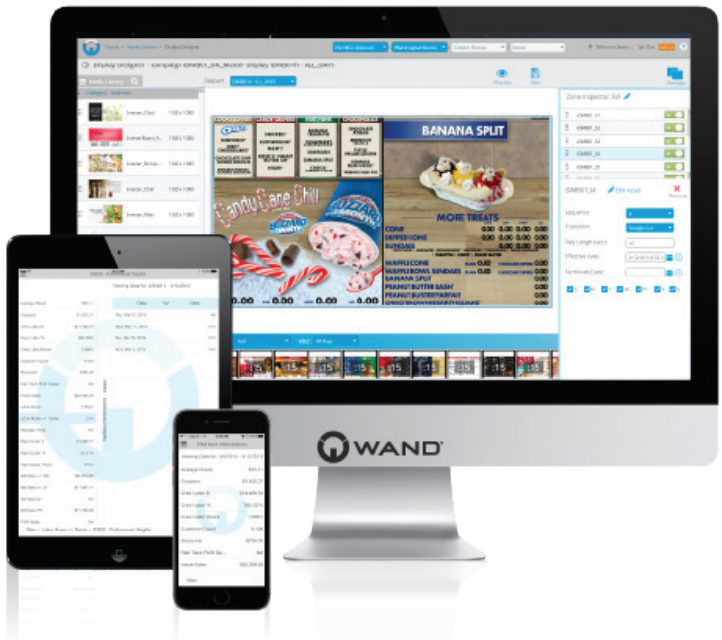


The restaurant stops if the customer can't choose what they want to eat

WAND has tried other small form factor systems, but none had the capabilities and performance of the Intel NUC.

"Periodically, someone brings up Raspberry Pi, but they don't have any power. We also looked at other Mini PCs. There are some that have good performance, but we were absolutely sold on Intel's supply chain and service. Both are crucial to us because we have thousands of NUCs installed. You don't want to have to go out and wholesale replace them because parts are no longer available."

The reliability of Intel components also played a big part in WAND's decision to use Intel NUCs in all their installations. "We have used competitors, but their systems are not as powerful and robust and we're replacing them because they just don't perform like the NUC. We had very specific requirements for the hardware, and the NUC performed very well in our testing process. It's extremely reliable, which is incredibly important for digital menu boards—the restaurant stops if the customer can't choose what they want to eat!"



The performance of the Intel NUC helps enable better decision making

Restaurant Point of Sale (POS) systems and other back office systems are loaded with both real-time and historical data about sales and staffing. But often, in the fast-paced environment of QSR and Fast Casual restaurants, managers don't have time to manually analyze data.

"With POS systems, managers have traditionally only looked at a few points. A good manager can look at the data and make decisions around staffing and stocking and pricing. But this is time consuming and difficult today," says Gehman.

Also, because managers tend to advance or move to different positions quickly, many owners don't want to spend time training. "It's a reality in the Fast Casual restaurant business that managers turn over often, so if you have an analytics program that helps, then you don't have to train a new manager to read the data or rely on the manager's intuition."

WAND has developed an analytics program in Apache Hadoop* that runs on Intel® Xeon® processor-based servers from Dell. "The data we analyze is pulled off the Intel NUC and, honestly, that's one of the reasons we chose the NUC—because it had the power and performance we need for these applications. With our data program, a manager can get a message on their smart phone that says, 'Hey, call these five people to come in because sales are trending up.'"

Reaching new markets

Gehman closes with a few final thoughts. "The market for Fast Casual restaurants is huge but only a small number of them have digital menus. The Intel NUC is going to let us continue to reach more restaurants because the value is clear. We have to justify each piece of technology that goes in—and it's easy to show the ROI of the NUC and our software.

"In addition, the gourmet grocery store is a new market for us and the Intel NUC is helping us wow customers such as Whole Foods. In their stores we typically have 13 displays and 13 NUCs—and what they're wowed by is the great graphics, the reliability, and that the NUC can grab content from our content management system."

In the end, it's the combo of performance and reliability that has sold both WAND and its customers. "You know, you get what you pay for. If you want to deliver real benefits, then you need the power of the NUC," says Gehman.

> "We had very specific requirements for the hardware, and the NUC performed very well in our testing process. It's extremely reliable, which is incredibly important for Digital Menu Boards—the restaurant stops if the customer can't choose what they want to eat!"
>
> —Chuck Gehman, Vice President of Product Management

[1] http://marketrealist.com/2014/12/concept-fast-casual-restaurants/

[2] Source: field testing by Wand, July 2015. Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests, such as SYSmark* and MobileMark*, are measured using specific computer systems, components, software, operations, and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. Configurations: All claims based on overall packaging of services provided by Wand. Results may vary. For more information go to http://www.intel.com/performance

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