Success in the restaurant/food service industry is all about getting the basics right: food quality, great service, a convenient location and appropriate pricing. Technology has not been seen as a vital part of the restaurant/food service world. But this is changing. Today’s owners and operators are leveraging technology to better manage and market their operations, increase inventory efficiencies, improve cash flow and revenues and improve their customer experiences.

How Today’s Digital Technologies Are Being Used

Investments in traditional point-of-sale (POS) systems lead the way, but restaurants also rely on back-office systems, networking, security, and are increasing their investments in the new digital touchpoints that are shaping the “intelligent restaurant” of tomorrow: mobile POS, digital signs, digital security and more.

What the solution does:

- **Increases Revenues:** Restaurants continually battle erosion of the customer base due to competition, changes in customer demand/demographics, lack of investment in maintaining menu offerings, service levels, décor, etc. This erosion can take the form of outright loss of patrons and/or reduced re-visit frequency. Solutions such as mobile POS (for taking orders at tableside), digital signs (to promote offerings) and better management of customer loyalty options are all seen as ways to increase revenue.

- **Enhances Operational Efficiency:** Restaurants typically have tight operating margins and constantly seek ways to maximize “total revenue per patron visit”, reduce staff turnover (to limit hiring/training costs and potential quality of service issues) and also manage the variable demand for staff—to keep costly overtime under control and prevent staff shortages from impacting service levels. More effective use of specialized modules in today’s POS systems can help address these issues as can overall integration of systems, from the POS to the kitchen, the back office and beyond.

- **Minimizes Losses:** Limiting losses due to food spoilage, returned foods, employee error and employee theft are a constant battle for restaurants. POS systems help address spoilage and other inventory related issues. And today’s video surveillance solutions make it possible to monitor and verify instances of theft or fraudulent safety claims. This footage can also be used in training, to help eliminate errors and inefficient practices.

The Market

According to the US Dept. of Commerce, total spending by all food services companies in 2011 was $1.9 Billion, a 44% increase over the year before. Point-of-sale accounts for the largest portion of technology spending (at 35%), followed by back-office solutions (25%). Networking, security, mobile/web and kitchen technologies account for the rest.
The typical lifecycle of a POS system is 4 years. The biggest driver for replacement is the desire to take advantage of new features.1

The National Restaurant Association’s (NRA) 2013 Restaurant Industry Forecast indicates 54% of restaurants are planning to invest more resources in consumer-facing technology, including smartphone apps for ordering and viewing menus, and mobile payment options. Various surveys by the NRA have shown that customer interest in these and similar capabilities is high.

The Services Opportunity
As you explore sales of solutions, keep in mind that there are numerous opportunities for taking advantage of Intel technologies to deliver ongoing services in the areas of content development and management (via Intel® Retail Client Manager) with the ability to gather analytics on customer demographics and business patterns (via Intel® Audience Impression Metric (Intel® AIM Suite)) and remote management and maintenance (via Intel® Active Management Technology).

Use Case Scenarios
No two businesses are ever exactly the same—and that’s as true in the world of restaurants/food service companies as it is in any other industry. Still, there are certain patterns and commonalities you will see over and over in the dynamics of customer engagement, efficiency needs, security, workforce management, etc.

Here are some typical use-case scenarios that may help you prepare for your customer sales meetings.

Entry-level
Profile: Typically getting started with a small system or upgrading an existing system. An entry level user is likely to be completely new to digital signage and/or digital security with a neutral, indifferent or possibly negative perception of its value in their establishment. With this customer, it is important to probe to understand the different ways these solutions can deliver value and educate the customer on the different roles it can play in his/her business.

Approach: POS systems are their entry into technology applications. They may need more education about why to use a POS versus a basic, standalone electronic cash register. Mobile POS should be discussed, if for no other reason than mobile POS can offer cost and flexibility advantages.

Driving Factors: Simplicity, reliability and cost.

Mainstream
Profile: Mainstream users will typically have more familiarity with the value of a POS system and may already be utilizing digital signage/digital security (with content management capabilities) but may be unsure as to how to make it all work together. Possibility of dissatisfaction with existing DS solutions, perhaps because the customer may not have achieved the increase in sales or customer engagement that was expected, or is frustrated over ongoing maintenance or content management issues.

Approach: In contrast to an entry-level user, a mainstream sales prospect is likely to get more quickly focused on how to take advantage of specific features and capabilities to streamline processes that
Restaurants & Food Service Establishments
At-a-Glance Selling Guide

are unique to their business, such as inventory management and purchasing. With this customer it is important to probe to understand the underlying cause of the problems as to why the customer is not achieving his/her goals.

Driving Factors: Cost-benefit analysis, reliable performance and simplicity.

High-end/Advanced Users
Profile: High-end or advanced users will adopt a more strategic view of the role that today's digital solutions can play in their restaurant. This business will look beyond the POS and its role in building a business and will want to take a comprehensive look at issues such as back office integration, multi-location networking, support for enhanced personalized customer service, integration with advanced systems such as digital signage and security and, of course, mobility.

Approach: This customer will likely be looking to expand or evolve their digital signage (with CMS) and digital security and surveillance solutions. This could be the result of a needed upgrade/update, a business change or expansion or the customer may be interested in some specific feature or capability.

As this is potentially an up-sell situation, you will also want to take the opportunity to position the new capabilities that the customer may not be aware of, such as the easy and effective campaign management tools in Intel® RCM with Intel® AIM Suite for audience metrics and analytics as well as out-of-band remote management capabilities via Intel® AMT.

Driving Factors: Advanced users will want to know that they are investing in a flexible, scalable solution that can grow as they grow.