

2019

RESTAURANT TECHNOLOGY TRENDS REPORT



On behalf of PAR Technology, I am proud to present our 2019 Restaurant Technology Trends Report.

In building this report, we reached out to top leaders from companies that provide critical technology and services to the restaurant industry. The breadth of participation in this report is unique and helps shape an outlook based on a variety of informed worldviews and practical learnings derived from working with both large and small restaurant operations on a daily basis.

In reading through this report, one thing stands out above all – restaurant operators can no longer afford to be technology laggards. In an increasingly competitive space, it is clear that restaurant concepts must evolve and master technology, or be lost to the ages.

As a reader, you will gain insights into what trends are coming and what you can do to navigate them successfully.

Best of luck in 2019!



Kevin Jaskolka
VP, Marketing
PAR

THE STATE OF POS IN THE MARKETPLACE

2019

RESTAURANT TECHNOLOGY
TRENDS REPORT

As we enter 2019, the single most influential factor to the **evolution** and innovation of restaurant point of sale technology is the consumer.

Guest experiences and customer expectations are shaping how restaurants are using their POS systems to most efficiently run their operations.

What was once a bulky, black box that sat ominously on a restaurant countertop, the point of sale has now become synonymous with the point of service. It is now expected to be the solution for any frustrations a guest could potentially encounter during their dining experience.

Hospitality Tech states,

“The next-generation point of sale is being shaped by the call for the POS to be all things for all people.”

With this type of demand heavily placed upon restaurant owners and technology providers alike, all parties must strategize and act quickly to prepare for the current state of the marketplace. Restaurant operators are taking the reins and becoming more involved in selecting their technology, as more than 50% of them are testing and researching new point of sale solutions for 2019 and beyond.

Since the point of sale is now heavily influenced by the need of consumers themselves, utilizing data to understand customer behaviors and habits, then building customized buyer's personas to base marketing initiatives off of is vital for operators. Restaurant technology providers must find a way to aggregate this data and offer innovative ways to present it to restaurants.

In 2019, the POS will act as the proverbial “center of the universe” for restaurants. Adapting to current trends will be essential for the survival of brands.



PAR Technology worked closely with fourteen of our valued partners and industry insiders to determine which trends we feel will most impact restaurants in 2019.

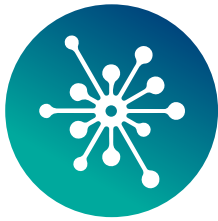


2019 TOP TRENDS IN THE RESTAURANT INDUSTRY

2019

RESTAURANT TECHNOLOGY
TRENDS REPORT

Industry Trends that will Influence Restaurant Owner/Operators in 2019:



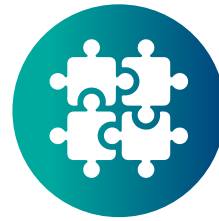
61%

**UTILIZING
BIG DATA**



53%

**MOBILE
WALLET**



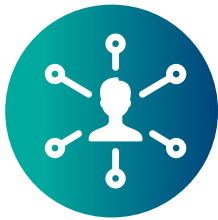
49%

**INTEGRATION
ECOSYSTEM**



42%

DELIVERY



36%

**OMNI-CHANNEL
APPROACH**



41%

**E-COMMERCE
VISIBILITY**



36%

**PCI
COMPLIANCE**



13%

KIOSKS

Consumer's Demand for Convenience

Restaurants must continue to adapt to remain relevant and competitive in the industry. Convenience was once an added luxury that could set apart the guest experience, but has now transformed into a demand and an outright expectation from consumers. How do restaurants embrace this trend and offer new ways to appear convenient?

“Convenience is the ‘flavor of the day’ to today’s consumer.

Being able to ensure a fast, painless experience, without sacrificing quality is the juggle most operators have today. Those that are doing it best focus on these key metrics to help them implement, track and improve over time. They are constantly looking for ways to improve and try new things. From mobile check out, customer calls directed off site, to adding additional employees at key times they are constantly measuring the outcomes and adjusting accordingly.”



“Frictionless interactions are key, as customers continue to demand convenience.

This includes getting in and out of the restaurant as quickly as they see fit. One way to achieve this is through mobile payment wallets like Google Pay and Apple Pay. In both situations, the payment is quicker, and the loyalty identifier is passed with a single tap of the phone. In 2019, we will see an uptick in the adoption rate of these two prolific payment/loyalty mechanisms.”



“Customers are fickle. Trends used to last much longer so investments weren’t as time sensitive or crucial.

Now – miss the mark or be late and you’ve popped the revenue bubble and are circling the drain.

Agility, speed and accuracy will ride herd over anything else out there. Getting to smarter answers faster to help drive profit positive loyal consumers will be the key. Chasing for the sake of chasing gets you nowhere quickly.”



“As consumers ourselves, we see a more tailored, customized, and personal dining experience as something that customers will not only have a higher demand for, but more and more inherently expect as part of their restaurant visit.”





Data

This term is buzzing around the restaurant industry with an intense ferocity, making its presence known as the subject of countless meetings, emails, publications, strategies and analyses around the globe. The concept itself has been personified- now resembling a valuable direct link from your consumer and market to your business itself. Data is more than just “data,” it is now an embodiment and representation of analytics used to deconstruct consumer trends and behavior. These analytics can be pulled directly from your cloud POS, and are quickly becoming the most effective and beneficial way to maximize operations.

“Most restaurant concepts are buried in an avalanche of information. From the POS, to the BOH, to every in-house and third-party system across the enterprise, massive amounts of data bury those trying to make sense of it. And while each individual source provides valuable data, identifying important information and understanding it is a burdensome task....

(Continued on next page)

...This “Big Data” scenario and the buzz around the term becomes a distraction. Restaurants should first focus on good data before big data, understand the data they consume, and establish a data foundation where all levels of the organization speak the same language. Built on that data foundation, concepts can then start to explore their data, ask questions of their data, and derive insightful metrics and correlations.

RAD consolidates, customizes, and correlates data from all restaurant systems, so that operators can manage their business instead of wrestling with data.”



“Data analytics is extremely important to all of our business partners because it allows them to predict trends and anticipate customer desires more effectively.

Staying agile to the customers’ needs is paramount to our restaurant partners and therefore to us.”



“Data is everything.

Restaurant owners need to fully decode the truth in menu mix – what items drive affinity to brand versus just being popular. If you can populate the menu order that reflects each trade area’s true palate preferences, guests will naturally be directed to items that satisfy. In every location a multitude of data is available, but only meaningful when you can accurately process answers at a speed that allows action while the question is still relevant. And when it comes to honest consumer communication - there is not a more honest way a guest can talk to you about your brand than how they buy your food. They put their money where their mouth is.” - Marketing Vitals



“Data analytics beyond standard, off-the shelf dashboards, help solve so many restaurant transaction challenges.

It helps the brand get to the bottom of why sales are down or up. And, when sales are up, it tells the story about how to pull the lever again for predictable, career enhancing sales.”



“We feel software companies are going to need to work seamlessly in an ecosystem of products for the customer, rather than a siloed solution.

The ability to seamlessly gather and aggregate data for measuring the effectiveness of different solutions and tools will be key to understanding the overall impact to the business.”



“Although data is extremely important to our business, we think the better question is how important data and analytics is for our customers.

Data, automation, and artificial intelligence all continue to show promise for the management of restaurants. Operators need to make sure that they have an immediate strategy for retaining their information. As new tools and technologies become available, this collection of data will become extremely valuable.”



Delivery

Delivery is currently one of the hottest topics in the restaurant industry; a feature that was once an optional way to receive your pizza has manifested rapidly alongside the cultural shift that now centers around the overzealous consumer need for convenience. Many consumers expect to enjoy their cuisine without leaving their home, all with the simple click of a button.

Incorporating proprietary delivery into your restaurant can be a costly and daunting task, and it isn't an option for every business owner. Some are able to utilize their cloud POS software or restaurant management software to accomplish this feat, by means of integration partners. While keeping up with competitors to maximize profit is a primary goal of any restaurant operator, many restaurants seek other avenues to incorporate this consumer demand.

WE ASKED OUR PARTNERS,

“How do you see
the growth of
delivery affecting
restaurants?”



“As restaurants implement and increase delivery capabilities, we are starting to see companies adapt kitchens and prep space to maximize productivity and account for the influx of new orders.

The introduction of separate prep lines, space for online ordering equipment like tablets and kiosks, pick-up shelves, and even separate entrances for delivery couriers are just some of the adaptations we've seen thus far. Many restaurants have already started designing their new stores keeping in mind a separate section for delivery & pickup bags. This makes sure that their in-store customers are not obstructed or inconvenienced by the constant coming and going of delivery drivers, or people just walking in to pick up their food and walking out.

If not managed properly, it could adversely affect the restaurants. I think all the restaurants should accept all the [delivery services and be present on all the platforms](#). Customers are loyal to their respective platforms, so the restaurants should be present where the customers are.

However, they should also have an effective solution for automating their in-store operations and making sure all of their delivery orders are going straight to their POS and kitchen printer. If the operations and accounting is not managed properly, and the restaurants are only drive by top line growth, it could lead to huge losses.

Restaurants will also now need to start designing their menu and dishes keeping in mind food that travels well.”



“As consumers continue to capitalize on the convenience of delivery, restaurants are adapting their capabilities in order to accommodate the influx of digital orders.

Restaurants are steering away from traditionally designed kitchen and prep areas, and instead, opting for setup with dedicated areas for digital orders. Some are even shrinking their dining area to account for space needed to streamline delivery.

We also see great opportunity for restaurants to grow same store sales, which have remained relatively flat for some time industry-wide, through the growth of delivery. In surveying our restaurant partners, we have found delivery sales to be incremental and adding benefit to the business overall. In addition, the average delivery ticket size (excluding fees) is double that of pickup average ticket on our platform- note that average digital ticket size for pickup is already 25% higher than in-store ticket size.”

“Delivery is huge - it’s changing everything for restaurants, from technology through operations.

Restaurants have to strike a careful balance between what their customers expect and what they’re able to provide in terms of delivering on those expectations. Restaurants have to set up systems and processes that accommodate food delivery, for which they may have to rely on partners’ tools (i.e. online ordering and delivery services) before developing their own. This isn’t always easy and is usually an iterative process but, in many markets, it’s becoming a competitive necessity.”



“The growth of Delivery has caught restaurant operators on their heels. But many are realizing the importance of delivery services and are either owning the experience or partnering for the logistics. Besides the operational challenges to be solved, they are realizing that unless they engage directly with their customers wishing for delivery, they will lose the guest experience to 3rd party marketplaces.

Guests are now demanding delivery services for convenience, which they are willing to pay for. If restaurant operators are not willing or able to provide delivery, their guests will engage elsewhere to get the convenience of delivery.”



"It will continue to grow in popularity and operators need to work diligently to ensure that their brand and experience is tied across all service channels. Because of the different dynamics of delivery, measuring margin and customer satisfaction will need to be first and foremost for the organization. It can be very easy to get caught up in the increase of revenue, but the combined cost of packaging and third-party services can wipe out any margin on these transactions. Innovative restaurants will manage these transactions as a marketing effort and look for ways to encourage repeat orders.

Regardless of the approach, we encourage all our customers to have a well thought out delivery strategy."



"Delivery as well as online and mobile ordering are the most obvious consumer trends impacting just about every single segment - from independents to fast casual, full as well as limited service chains.

What's been interesting to watch is how restaurant leaders are adapting their operating and staffing models to deliver on this growing demand. Restaurants need to be thinking about how these trends impact staffing and labor. Brands new to off-premise and delivery won't be able to manage the volume and staffing needs without more advanced forecasting tools that take into consideration more than just the days' sales."



Online/Mobile Ordering

Today's consumer desires convenience from start to finish. They will continue to flock toward brands that eliminate the need to wait in line and allow them to choose their pickup time based on their scheduling needs, which can easily be accomplished through your POS software and technology platforms. This trend continues to gain traction and doesn't show any signs of slowing down.

"Without a doubt, online and mobile ordering will grow immensely. A 2018 study published by strategy firm Pentallact projected that the third-party delivery industry is slated to grow by 13.5% annually, compared to the predicted 3% growth rate for the restaurant industry overall. Additionally, Morgan Stanley predicted that by 2020, the food delivery industry could account for 11% of all restaurant sales - a \$32 billion opportunity."



"Online and mobile ordering will only continue to grow quickly, probably at faster speeds. Not only are consumers getting used to the idea, thanks to ecommerce at large, but they're beginning to see the benefits of ordering ahead. Online and mobile ordering is about convenience and getting your food in a satisfying, even fun and rewarding way. It's critical, though, for restaurants to introduce ordering functionality that's actually easy, frictionless, seamless, and results in the accuracy and timeliness of orders customers depend on and expect. Restaurants who want to profit from digital ordering will have to not only understand their customers' behaviors and preferences, they will also have to go the extra mile by tying ordering into their loyalty programs to provide a truly stellar experience and build customer lifetime value."



"We see this trend continue to gain popularity due to an increased adoption of voice ordering using platforms powered by digital assistants such as Siri, Google Home, and Amazon Alexa."



"As ecommerce experiences improve in the restaurant industry, more and more guests will engage with restaurants through online/mobile ordering interfaces."





"Nothing can total more than 100%. Mobile is here until something takes its place; and if it does it will surely be nothing more than a more effective means of mobile. Trend setters will be infatuated with brands that do special things with mobile, but they won't eat bad food to use it."



"Restaurants need to determine how to innovate for the food on-demand services. The customers are people that typically wouldn't come into the restaurant and are a new group of customers. Each restaurant wants to innovate to be certain they don't lose this potential market share and can increase their sales with this new customer base. The biggest trend we have seen impacting restaurants is the food on-demand service and how to appeal to this new customer base. With this change, more restaurants are needing additional checks and balances for inventory management to determine trends to find how much volume they need on hand for a given hour."



"Direct and indirect digital sales will continue to be a hot debate topic as restaurants decipher where their sales are coming from, and what avenues are most profitable. In 2019, we will likely see operators moving to own and operate their digital identity through their website or app, instead of receiving a majority of digital orders from a third-party provider like a GrubHub, UberEats, Postmates, etc. Moving to a more direct sales model will help restaurants regain or better maintain customer ownership, loyalty, and benefit from the attractive economics of this model."

Health, Wellness & Localization

Not all trends revolve around restaurant POS systems, cloud software or technology this year. In 2019, most consumers are focused on their state of being- mentally, physically, and emotionally. Health, wellness, and taking pride in one's local community have all become popular trends. The Farm to Table movement has taken the restaurant industry by storm, and traceability of ingredients has never been more important to guests.

"In the restaurant industry, health and wellness are only getting more relevant as customers demonstrate diverse preferences with respect to food and food prep ingredients, nutrient profiles, diet industry trends, and sourcing. This last point, sourcing, begs the "localization" question, as people want to know where their food is coming from. These themes are making their way into restaurant marketing campaigns for good reason: people care, and they want to know that their favorite restaurant brands care, too. Purchase patterns will help define an evolving menu, and in turn, inform customer acquisition and loyalty program strategies."



"With caloric information readily given to customers in chain restaurants and more education being delivered to help consumers make more healthful decisions, we see the future of consumption polarizing. Some people will make the healthy choices, others will disregard, and some will swing between the two groups dependent on the circumstance/setting/event. We see pressure being added on the industry to offer more healthful options and alternatives.

To stay relevant with their consumer base, some groups will need to revise current menu offerings and/or replace with new choices. We see more fresh, healthful chains emerging in the marketplace."



"One of the ways we think restaurants can embrace wellness is to take a step back and think about their employees as the most important customer.

Employees are the face of the business, so catering to the employees' needs will pay in spades and they will take care of the customer. This may mean creating a culture of learning and development, incentivizing high performing employees and thinking of new ways they can engage with the customer."





“Customers are more conscious of where their food is coming from than ever before.

If restaurants are better able to predict what items are wanted by customers, they are better able to source it locally. Today's consumers appreciate restaurants identifying and highlighting gluten-free, vegetarian, vegan and organic choices or even allergen triggers. If we can track these factors, then market those items to customers in the future, customers will continue to order repeatedly, because the ordering is easy and efficient.”

“Today, consumers engage with brands that are relevant to them on a personal communication level as well as on a macro lifestyle level.

When brands send the same messages and offers to all customers, opt out rates skyrocket. eCommerce has taught consumers to expect relevant messages – that includes messages covering health, wellness, and localization. With customer data, localization of messages, events, and philanthropic activities is easy. Some of our customers donate a percentage of every loyalty member check to a local charitable cause that is selected by the guest. Dining decisions swing toward brands that are immersed in local events and cater to the customer's desire for personalized, relevant communications.”

PAYTRONIX

“Consumers have become increasingly more focused on health, wellness, and the benefits of locally grown foods. Purchasing decisions are based on consumer values, the perceived experience, and an option for choice. These trends can be beneficial to some restaurants but can pose dilemmas for others.

We encourage our customers to stay true to their brand and leverage data to make decisions. With Restaurant Magic, operators can predict local market demand and engineer menus to optimize revenue and customer preference. By using available data, operators can avoid hype and make informed decisions that will benefit their customers.”



Universal API

In 2019, more than ever before, restaurant point of sale systems will be an integral component to a brand's success and profitability.

The restaurant POS system is the central element that owner/operators can use as the single source of truth to integrate other areas of functionality like back office, loyalty, delivery, online ordering, etc.

PAR's Brink POS software helps restaurant operators achieve this with our Universal API.

"We use a Universal API to allow our customers to use our services as the eyes behind their data. We integrate with the various data tools they utilize at their sites to provide them video with the data they are gathering from their POS or BI tools, for example."

Envysion®



"We think a Universal API is key to building a good ecosystem for a POS system. It helps partners such as us build solutions that are beneficial to restaurant operators and help them get answers to questions."



"As speed has become one of the most critical drivers of business success, the concept of Universal API is crucial to allow clients to succeed. The traditional model of search, purchase, integrate and roll out that can take months, or even years must be compressed dramatically to adhere to consumers rapidly changing preferences in today's digital world. Utilizing vendors offering a Universal API gives clients a tremendous benefit as it helps them to rapidly evaluate, build, test, and deploy new technology packages to their environment while keeping costs low."



"Restaurants are looking to integrate their existing technology into any and all pieces of new technology they're introducing, so a Universal API is critical. It's all about making the most of data collecting it from disparate sources and centralizing it for analysis and using insights for savvy marketing and ultimately, business growth."

"We allow our business partners to focus on their customers and food. Smarter Takeout focuses on the technology supporting our customers.

Universal APIs allow Smarter Takeout to provide restaurants with the ability to leverage a modern online user experience with many existing management and POS platforms.

We are able and willing to integrate all aspects of the purchasing experience for our client partners."



"APIs give brands the ability to connect multiple guest touch points to enable an exceptional guest experience that is fully customized to the brand."



"In the world whereby IP and intelligence development is widely distributed, organizations not supporting open,

Universal APIs, to interface with best of breed solutions/ services, will not adapt, be relevant, and thus, lose support from customers and partners."



Social Media

Social Media: The Secret Marketing Weapon for Restaurants. Social media platforms have become a driving force in the restaurant industry. A recent report in the New York Times shows that 72% of consumers use Facebook to make restaurant and food-related decisions based on comments and images shared by others.



3.1B

People using social media



1M

11 new people start using social media every second, (1 million people every day)



2 Hours

The average American spends just over two hours per day on social media



90%

90% of brands use social media to increase brand awareness



60M

There are 60 million active business pages on Facebook



74%

74% of Facebook users access the platform daily

The desire for customers to connect with each other through social networks is more popular than ever, and it's time for restaurants to take advantage of the numerous benefits social platforms can offer and bring to brands.

Selling food isn't enough in this day in age - restaurants need to [sell experiences](#) instead. For many consumers, social media platforms are a way to share their dining experience with their friends and broader online community. Each time a guest posts a photo of a dining experience or dish, society and the "digital world" can convert to followers, potentially leading to new customers!

"We find it's necessary to be on Facebook to build awareness largely because of its massive audience. It's a great place to establish our market expertise as well as share other aspects of the Decision Logic company."



"Instagram is delivering 58 times the engagement per follower than Facebook and 120 times more than Twitter. Snapchat is currently the fastest growing social media platform with 100 million daily active users and 400 million snaps per day."





"Rewarding social advocacy through all social media enriches the guest experience while extending the social reach for the brand."

"Social media has become an increasingly important tool for our team to interact with our customers."

Our strategy has been developed on three distinct tiers – information, engagement, and service."

"Social media has permeated much more than just the customer facing side of the business."

Social has proven to be a great channel for recruiting top talent that are also customers of the business.

It creates an organic recruitment strategy and employing target demographic can lead to reduced turnover."



Evolving Technology

The success of restaurants is becoming increasingly dependent upon the technology platform and types of POS software, restaurant management software, and partner ecosystems offered. The restaurant industry itself has shifted to a “Digital Era” and manual processes and legacy systems are becoming less prevalent.

“Adoption of consumer-facing marketing technology that provides a seamless experience between the in-store and online experience is going to go mainstream. Big buzzwords like ‘customer experience’ and ‘big data’ are no longer pie in the sky concepts. They have finally become things that restaurant technology decision makers can sink their teeth into and afford - thanks to cloud computing. They’ve bought in to the idea that technology drives operational efficiencies and can save bottom-line costs, and now they’re seeing the top-line value of customer-facing software that leverages analytics and “experience tech.” The industry is becoming more digitally mature, and in many cases, catching up with guests’ readiness for tools like mobile apps, digital offers, and online ordering. These will pick up speed and become more ubiquitous in the restaurant tech stack.”





“Restaurants need to tool up in their technology stack so they can gain control over their off-premise services (takeout, delivery, catering), to better serve their on-demand consumer. Restaurant operators need to transition their thinking from the traditional transaction-oriented mindset and become more customer-centric, owning the key touch points they are having with their guests. 2019 will bring more and more disruption from marketplace type services, ala Grubhub, Doordash, Uber, ezCater, who will attempt to disengage restaurants from their loyal customers.”

“There are two major trends we’re seeing. A consolidation of the tech stack and a refocus on technology that improves managers’ and employees’ ability to drive business performance.

While it’s been incredible to witness the speed of innovation, restaurants are experiencing major tech bloat. In some cases, we’ve heard of brands maintaining between as few as 8 and as many as 30 different systems. A lot of the new software was necessary to modernize the customer experience and drive top-line growth against consistently flat sales trends.

We’ve seen incredible modernization in kiosks, mobile loyalty apps, marketing analytics, and even robotics. This next year, however, we will see brands rebuilding their manager and employee programs and supporting them with more mobile, modern and integrated technology.

We also predict the wave of consolidated cloud-based back office systems will disrupt old, monolithic systems that still plague many managers’ offices and don’t provide centralized visibility to corporate teams. Restaurants would be wise to look at how these more modern, consolidated back-office platforms drive operational efficiencies and free up managers for the more high-value priorities, like employee hiring and development and of course, driving great guest experiences.”



Rising Wages

The restaurant industry is highly impacted by the consumer's desire to socialize and interact with each other. In times of economic stresses, hardships, or pressures, consumers often times need to decompress by dining out with friends or family. Changes in labor laws and rising labor costs are challenging for restaurant owners, but the level of service and customer satisfaction simply cannot be compromised. Restaurant owners are turning to technology and point of sale solutions to offset this challenge and maintain an optimal guest experience.

"We see minimum wage as a large contributing factor to restaurant groups looking more seriously than ever about increasing efficiencies in the restaurants. With labor cost being the largest variable expense, even a marginal increase in efficiency can have a significant ROI. With the highest levels of employee turnover of any industry, employers are turning to solutions that evoke the employee value propositions and are focused on using tools to retain top talent.

harri



“Minimum wage increases and changes to labor laws make managing labor even more critical to successful profit margins. Additional saturation of markets that will continue to thin out the talent pool and put pressure on brands to come up with new ways to train and retain their workforce as well as look for technology to drive efficiency or perform operational functions. Managing the bottom line will become even more crucial as 3rd party delivery, catering, and to-go order mode sales draw revenue from the top line sales and shrink the already tight margins.”

HOW TO PREPARE FOR 2019

2019

RESTAURANT TECHNOLOGY
TRENDS REPORT



With an abundance of trends impacting the restaurant industry this year, we asked our industry insiders,

“What innovations are your company making in 2019 to prepare for these industry trends?”



"We see online ordering and delivery becoming a huge part of a restaurant's business, but with this growth comes additional problems like menu management and accounting reconciliation. We are working on automating these aspects as well so the operators can grow their online and delivery business without increasing operational costs."



"We are implementing tools that leverage AI to enable customers to filter through the rows of data to find the most relevant indicators and trends in their restaurants that are actionable and will directly impact their overall profitability."



"The biggest areas we're exploring and have already begun integrating into our solution are machine learning and artificial intelligence- technologies that enable customers to predict customer behavior. When combined with customer profile data, which includes in-store and online behavioral as well as demographic and psychographic data, predictive insights take restaurants' marketing to the next level.

This means restaurants can develop and promote offers that actually drive a desired behavior that can be tied to business results.

We're focused on keeping customers ahead of the curve, making value-add emerging technologies like ML and AI accessible to customers who wouldn't necessarily be taking advantage of it in other areas of their business."



"Labor Management. We released an enhanced Labor module mid-2018 providing our partners with a platform that exemplifies the ease of use they depend on. Our Labor Management module encompasses the new hire process in a centralized information center, synchronizing data across payroll sources, and feeding information to all systems, from POS to payroll. For 2019, we are continuing to build on this labor scheduling feature.

With rising labor costs and increased labor laws, enforcing the schedule on multiple POS systems helps groups ensure staff is adhering to the scheduled plan."



"We are creating enhancements to our current tools that enable both our merchants, as well as integrated partners to interact with their customers more effectively.

With our enhanced reporting tools and granular analytics, our goal is to leverage these new real-time insights and provide our merchants transparent access to monitor their customers' purchasing habits."

"Paytronix is working on three innovations that will help marketers be more agile, know more of their guests, and give them more tools to drive traffic into their stores. First, we have built a platform that enables restaurants to get to know 100 percent of their guests.

As the ability to understand a greater share of their guest base expands, so does the impact on brand success.

Next, the combination of machine learning and one-to-one marketing has proven to be profitable and effective. The Paytronix platform enables automated 1:1SM marketing by delivering the right offer, at the right time for everyone in the data set. For today's promotions, Paytronix has made it easier than ever to create a new promotion by giving the marketer access to set promotions without adjustments needed at the point of sale."

"In 2019 our team will focus on improving our customers experience and creating automation to protect them from the changing regulatory requirements. Our upcoming interface changes will provide a seamless experience for our customers across the multitude of screens they have available including mobile, tablet, and desktop. Our automation enhancements will leverage artificial intelligence to provide predictive reporting and automated compliance for regulatory issues.

We believe labor management and compliance will become more difficult because of federal, state and provincial variances.

Our goal is to provide a solution that will protect our customers from the effect of increased wages and avoid regulatory issues that could result in potential legal class action."

"Harri remains focused on building tools to increase employee engagement, performance, and retention. Engagement can be broken out into different stages of the employee lifecycle. With recruitment, we are building text to apply and chatbots to keep candidates engaged along the recruitment and hiring funnel. In the restaurant industry, speed to hire wins, so we are focused on providing a seamless candidate journey that also lends well to increased retention.

We are also engaging employees before and after their shift through the use of surveys and gathering sentiment data to deliver operators increased visibility into their employees."

"HotSchedules is focused on maintaining a market-leading restaurant labor management solution through research and customer communications.

Our mission is to build features that drive higher levels of labor efficiency, increase staff effectiveness & engagement and enable managers to maintain compliant schedules.

We will continue to expand on the capabilities of Clarifi, our cloud-based, back office platform built to enable operator success through intuitive, mobile applications that forecast demand, control food and labor costs, maintain compliance, and drive consistent operations. As the industry deals with new competitors, changing consumer preferences and varied labor compliance laws, we are focused on our customer's needs with this next generation platform that delivers advanced forecasting capabilities, operational Insights, and a unified view of food and labor costs."

"In 2019, RAD is focusing on two strategic differentiators for our customers.

The first is our machine learning (ML) platform. Building on RAD's core data integration and analytics offering, our ML engine will deliver increased predictive capabilities for our customers, tailored on a concept by concept basis.

Rooted on a solid data foundation, we will enable our clients to further explore their data and move into the world of Big Data Analytics in order to ask questions on their data and understand things such as: catering customer segmentation, recency/frequency, ad churn; weather impact analysis; real-estate modeling; suggestive selling.

The second is a new enterprise budgeting and forecasting platform embedded in the core RAD offering. We've long supported our customers in this process, but the work often takes place in third-party tools. With the power of our predictive engine coupled with the RAD data warehouse will enable a one-stop-shop for reporting, analyzing, and forecasting."



The theme for 2019 appears to be adapting to and embracing change. If you are reading this report, your ultimate goal must be to attract new customers, and strengthen relationships with your current clientele, to keep them returning to your establishment.

Although some of these changes in restaurant technology may seem intimidating at first, they are all manageable if done the right way. However, major changes shouldn't be made overnight.

These changes do have a financial impact, so it's important to utilize your resources, conduct appropriate research, and turn to valued industry leaders, such as the 14 partners included in this report, to help guide you in making the best decision for your business.

THANK YOU

to our valued partners for their insight and expertise



Checkmate
Vishal Agarwal
Founder & CEO



Olo
Jackie Berg
Sr. Director of Marketing



Punchh
Sastry Penumarthy
Co-Founder
VP, Marketing & Partnerships



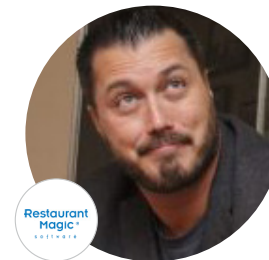
Decision Logic
Ted Carlson
Director of
Business Development



Smarter Takeout
Trevor Seemann
CEO



MonkeyMedia Software
Mo Asgari
President



Restaurant Magic
Michael Beck
Director of Sales

THANK YOU

to our valued partners for their insight and expertise



Savi
Brock Weeks
CEO & Founder



Envysion
Sarah Schoofs
Channel Manager



Paytronix
Michelle Tempesta
Head of Marketing



Harri
Miles Macleod
Manager of Partnerships



Marketing Vitals
Ward Olgreen
Chief Business
Development Officer



HotSchedules
David Cantu
Chief Customer Officer
and Co-Founder



Restaurant
Analytics Delivered
Ryan Burhorn
Founder & Managing Partner

Authored By:



Melanie Bradley
ParTech, Inc.
Product Marketing Specialist

Interested in participating
in next year's Trends Report?

Email Melanie_Bradley@partech.com to be featured.

Thank you for reading!



ParTech.com