Future Proofing your Restaurant Technology

Presented by Paul Rubin

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Why is this Important?

• Technology evolves at an exponential rate
• After years of little change, the restaurant industry is now changing at an exponential rate
• Technology investments are expensive, so we have to choose a limited number of investments
• We need those technology decisions to be good ones
Paul Rubin  
Chief Strategy Officer, ParTech, Inc.

- Was Co-Founder and CEO of BRINK Software
- 22 Years of Experience with Point-of-Sale
  - Kinko’s – 1,200 stores
  - Jenny Craig – 1,100 stores
  - Starbucks – 5,000 stores
  - Jack in the Box – 2,200 stores
- Founded BRINK in 2008 with the belief that server-less architecture (Cloud POS) was the future
- Sold BRINK to PAR in 2014 – Stayed on to grow the business
May 6, 2017 - Think COBOL is dead? About 95 percent of ATM swipes use COBOL code, Reuters reported in April, and the 58-year-old language even powers 80 percent of in-person transactions. In fact, Reuters calculates that there’s still 220 billion lines of COBOL code currently being used in production today, and that every day, COBOL systems handle $3 trillion in commerce.
Diffusion of Innovations

A theory that seeks to explain how, why, and at what new ideas and technology spread.

Everett Rogers, a professor of communication studies, popularized the theory in his book *Diffusion of Innovations*; which was first published in 1962. Rogers argues that diffusion is the process by which an innovation is communicated over time among the participants in a social system. The origins of the diffusion of innovations theory are varied and span multiple disciplines.
The Technology Adoption Curve

- Early Adopters: 17%
- Early Majority: 18%
- Late Majority: 24%
- Late Majority: 9%
- Professional Technology Mainstream: 14%
- Older Tech Explorers: 9%
- Technology Traditionalists: 24%
- Technophobes: 18%
Best-of-Breed or Single Platform?

The restaurant industry presently favors a Best-of-Breed approach.
Best-of-Breed Requires a Supportive Platform
Modern APIs are Critical to the Future

Open architectures can:
• Move a variety of types of data
• Move data bi-directionally
• Move data in near real time

Important for:
• Home Grown Innovation
• Accessing expertise in a larger Ecosystem
• Enterprise Integration
What are your Growth Plans?

Look for Enterprise Management Features

- Multi-Store Reports
- Enterprise Configuration Management
- Hierarchical Security Levels
- Franchise Segregation
Support for Innovation

• Steady Cadence of New Features
• Easily Deploy New Versions to Access New Features as the Market Changes
• Automatic Deployment
A Well Defined Customer Journey

**Discover**
- **Scope**
  - Demo
  - Tech Evaluation
  - High Level Solution
  - Customer Needs Profile confirms needed features and functionality
- **Assess**
  - Menu Creation
  - Training Requirements
  - Decision Makers
  - Onboarding package with confirmation of required resources for success
- **Solution**
  - POS Workflow
  - Desired Integrations
  - Data Connection
  - Updated profile confirms technology solution and ecosystem
- **Schedule**
  - Full Tech Roadmap
  - Support Plan
  - UAT & Tenancy
  - Proposed schedule to align elements of success in desired timeframe
- **Onboard**
  - Final Onboarding SOW
  - Statement of Work for onboarding plan to complete menu

**Build**
- **Kickoff**
  - Teams + Roles
  - Define Schedule
  - Mutual understanding of draft project plan
- **Design**
  - Menu Design
  - System Training
  - Match solution design to desired outcomes and begin training
- **Menu Review**
  - Review Sessions
  - Review Project Plan
  - Finalize menu solution and outcome alignment; identify gaps
- **Lab Review**
  - Test Solution
  - Test hardware, software, integrations and payments in non-live tao environment
- **Pilot**
  - Pilot Plan
  - Sign SOW
  - Final Decision on Pilot timing
Consider moving to the Cloud

- Data in one location (Data Center)
- Sales history not stored in the restaurant!
- Enterprise Reporting from Native Data
- Off-Site Backups
- Centralized API
- Disaster Recovery
Summary

- Technology is Evolving Quickly
- The Industry is moving toward Best-of-Breed
- The Breadth and Size of Ecosystem is Significant
- Innovation continues, ensure your partner is on your side
- Consider moving to the Cloud
Thank you!

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