

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

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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



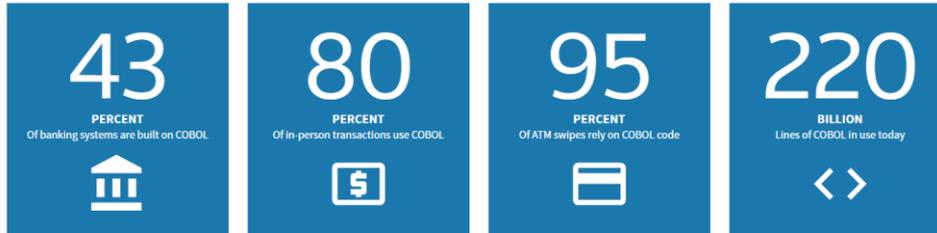
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Understanding Technology Adoption

REUTERS GRAPHICS

COBOL blues

An aging programming language known as COBOL underpins much of the U.S. financial industry, but it has fallen out of favor among coders. This sets up a problem when systems run into glitches or need updates, and companies no longer have COBOL experts on hand.



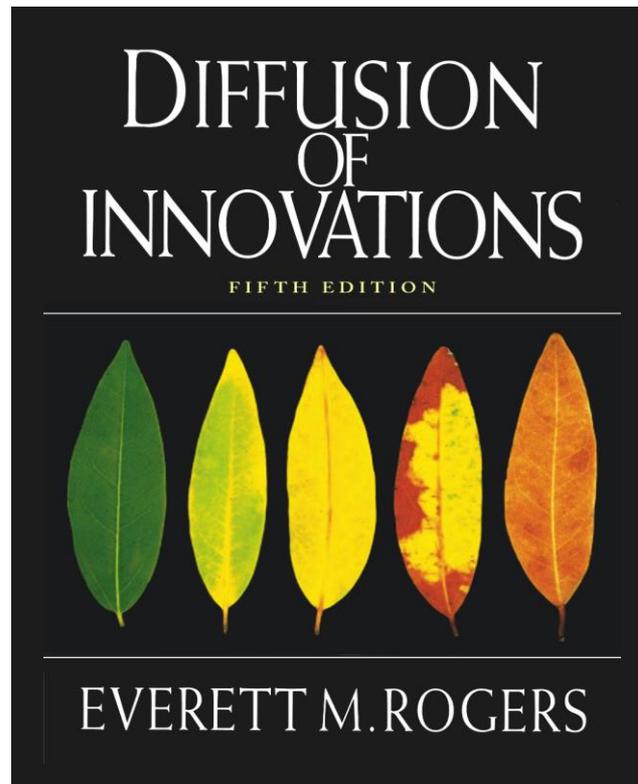
May 6, 2017 - Think COBOL is dead? About 95 percent of ATM swipes use COBOL code, Reuters reported in April, and the 58-year-old language even powers 80 percent of in-person transactions. In fact, Reuters calculates that there's still 220 *billion* lines of COBOL code currently being used in production today, and that every day, COBOL systems handle \$3 trillion in commerce.

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Diffusion of Innovations

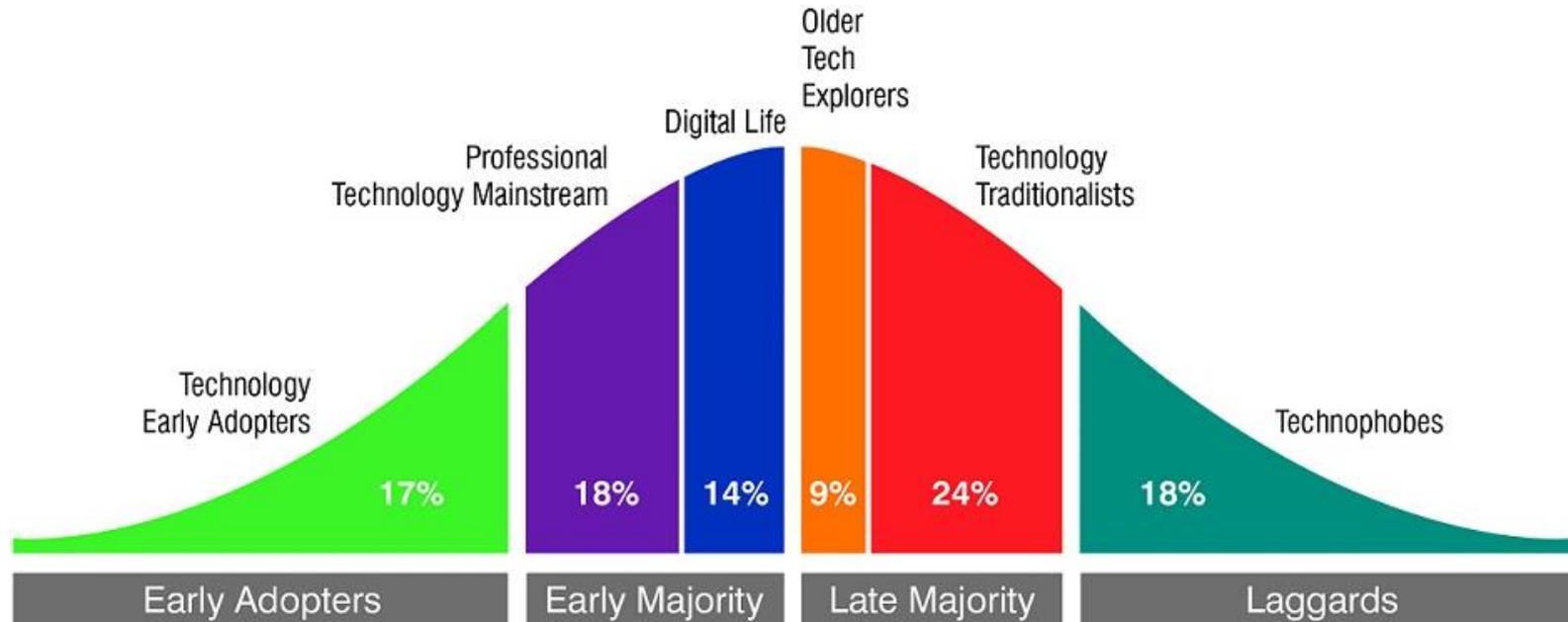
A theory that seeks to explain how, why, and at what new ideas and technology spread.

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.



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The Technology Adoption Curve



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Best-of-Breed or Single Platform?



The
restaurant
industry
presently
favors a
Best-of-Breed
approach.

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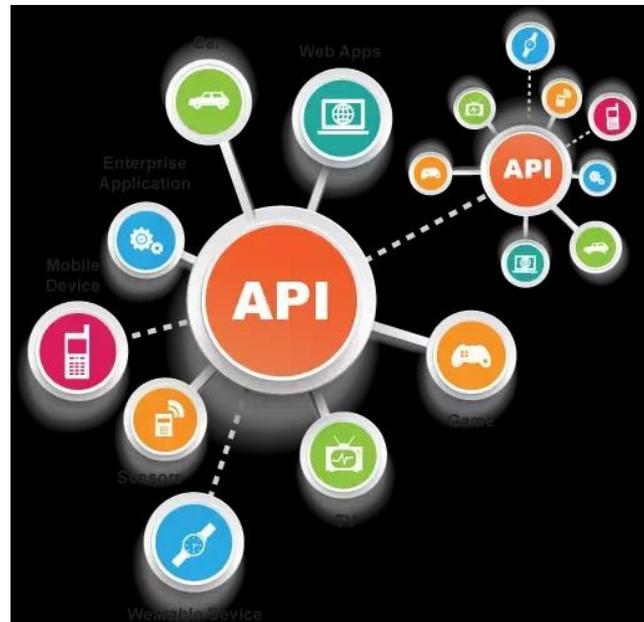
Modern APIs are Critical to the Future

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



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What are your Growth Plans?

Look for Enterprise Management Features

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



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Support for Innovation

- Steady Cadence of New Features
- Easily Deploy New Versions to Access New Features as the Market Changes
- Automatic Deployment



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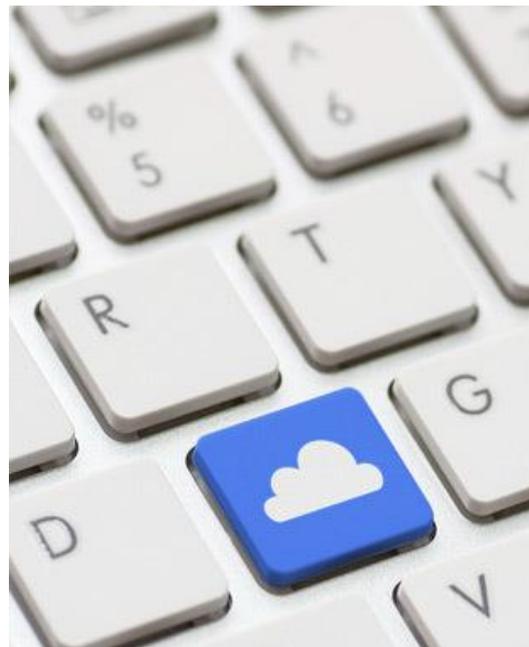
A Well Defined Customer Journey



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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



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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

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Thank you!

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