How Bots Can Turn Your Restaurant Back-Office into a Profit Center

Reduce Your Accounting Costs by 50% in 30 Days or Less
Restaurant Industry Benchmarks

- **Sales**: $150 – 400/sqft = 0-10% EBITDA
- **Rent**: 6% of Sales or less
- **CAM, Insurance, Property Related Taxes**: 4% or less
- **Food**: 28-32%
- **Alcohol**: 18-20% Liquor, 15-18% Draft Beer, 4-5% Bar Consumables, 35-45% Wine, 24-28% Bottle Beer
- **Non Alcohol Beverages**: 10-15% Soft Drinks, 5-10% Iced Tea, 12-18% Specialty Coffee, 15-20% Regular Coffee
- **Paper**: 3-4% for Limited Service and 1-2% for Full-Service
- **Payroll & Benefits**: 30-35% Full Service, 25-30% Limited Service
  - **Hourly**: 18-20% Full Service, 15-18% Limited Service
  - **Employee Benefits**: 20-23% gross payroll
  - **Bookkeeping & Finance**: 2-2.5%
Optimize Prime Costs

Full Service: 65% or Less
Limited Service: 60% or Less
Bots Are Here to Help Your Restaurant Reduce Prime Costs
Let’s Talk Bots
Two Kinds of bots

Mechanical Robots

Software bots (code)
Software Bots - Lightyears Ahead of Where You Think

Mechanical Robots give software bots a bad name

Software bots are far more capable than people realize
How does AI work?

Continuous Improvement

Perception
- What’s happening now?

Notification
- What do I need to know?

Suggestion
- What do you recommend?

Automation
- What should I always do?

Prediction
- What can I expect to happen?

Prevention
- What can I avoid?

Situational Awareness
- What do I need to do right now?

What do you recommend?
What does it look like for Categorizations

Learn how company has previously classified transactions and store learnings in DB

Skilled accountants tag anonymous transactions with abstract category and store in DB

Query ML2 for wisdom

What is this transaction?

Classify transaction based on learned relationship between categorization and classification.

Take action on wisdom
Client puts: Northeast Industries debits of $20-$500 charged on the 1st Monday of each week in account Direct Operating Expense; Sub Tableware.

Northeast Industries debits of $20-$500: Cutlery/Knives/Utensils/Silverware.

What is this transaction?

This transaction is a Cutlery/Knives/Utensils/Silverware.

Client classifies Cutlery/Knives/Utensils/Silverware as Direct Operating Expense; Sub Tableware. Classify all future Cutlery/Knives/Utensils/Silverware regardless of vendor as Direct Operating Expense; Sub Tableware.

What does it look like for Categorizations?
Let's Talk AI for Restaurants
What are ML & AI Good For?

- Consolidating data from many systems into ONE Unified System
- Entering data digitally from analog images
- Performing actions based on if-this then-that
- Continuous incremental improvement FOREVER
- Better reporting, analytics, budgets, and forecasting
- Seeing patterns in large data sets
- Scale – speed, accuracy, reliability
Let’s Automate Your Back Office

Resources You’ll Need:

With botkeeper: OR Do it Yourself:

- QuickBooks Online
- Scanner – for paper receipts and bills
- Scanner
- Bookkeeper
- Engineers
- Several Years
- $Millions to build ML & AI
Automation in Action

- Centralized Financial Hub to manage the financial health and well-being of your firm
- Multi-Entity consolidated financial reporting and dashboards
- Vendors send bills to AP@restaurant.com and watch as they automatically get cued up for payment approval
- Cloud-Based Payroll automatically managed and administered for you
- Connect your bank and credit card accounts for automated expense and revenue tracking
- Dashboards and Financial Reports to show utilization rates, industry benchmarking, and financial health of your practice as well as non-financial metrics such as website traffic, social media etc.
- Monitor monthly operating costs, inventory, fixed assets, prepaids and equipment depreciation
- Superior Software & AI + Expert Team of Accountants
The bots are not coming . . . they are HERE!

• Embrace & benefit from them

• Don’t avoid or ignore them

Let bots be Your Competitive Edge
What to expect from the bots?

- They are not perfect
- Take time to train – but train faster and remember longer than humans
- Still early but getting better rapidly
- Work with the bots not against them...patience
Case Study #1

High End Full-Service Restaurant Group (East Coast)

**Before Botkeeper**

- Team: Finance Director + RAS (Restaurant Accounting Services)

- Challenges with speed of data entry, human error and constant mistakes, high costs, not scalable and lack of technology.

- Wanted a streamlined solution that could scale with a high level of accuracy and flexible to changes as they grew.

**After**

- Accounting Department of 1

- **Savings of $100K+/year**

- AP, Payroll, POS Reporting and other accounting tasks are handled consistently and timely across all restaurants, ensuring all deadlines are met.

- Proactive follow up on vendors and check in calls with COJE team

- Continuous suggestions for process improvement and streamlining tasks across all locations

- Grew from 2 locations to 4 locations

- Plans to expand to 2 more locations
Case Study #2

**Before Botkeeper**

- Team: COO, Sr. Accountant + AMP Services (Restaurant Bookkeeping)
- Challenges: Their Sr. Accountant unexpectedly transitioned, human error and consistently seeing the same mistakes, catch up and cleanup needed
- Wanted a streamlined solution that could scale with more locations while providing a high level of accuracy. Wanted to trade manual process for automation.

**After**

- Accounting department of 1
- **Savings of $50K+/year**
- Cleanup and catch up finished in a few weeks
- “botkeeper significantly impacted our ability to grow and scale” - they are adding more locations and a catering arm soon
- “we saved money and saved our COO a ton of time” due to increased accuracy, consistency and reliability
- “ability to work with our unique process and the team’s attention to detail had a big impact”
- 5 Locations
Hi,
The MS Walker rep was in our office today and he asked about you. He said you do a great job at taking care of COJE. In fact, he said he gets compliments at his office by the accounting team in terms of how well managed the COJE group is.

Thanks. I know you’ve put a lot of work into tweaking the liquor beverages, handling of credits, etc. And, it seems vendors see this as well.

THANK YOU both so much for your help and patience with me, I definitely appreciate it.

If you have any questions, please let me know.

Thx!

-Allan
botkeeper by The Numbers

- 1000+ Customers to date!
- 100+ Combined years of leadership experience
- 14M+ Automated transactions we’ve made to date
- 100+ Accounting Firms that White-Label botkeeper
- Named Best Tech/Accounting Company: 10+ Times
- As Seen On: 60+
- People Eager to Support You
- Money Raised to date: $22.5M

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Questions?