

FOUR QUESTIONS TO ASK YOURSELF WHEN RESEARCHING A NEW POS SYSTEM



So you are looking for a new POS system.

In today's complex restaurant environment, innovation and technology are moving at a rapid pace, and determining how to grow in this ever-changing and competitive dynamic can be a daunting task.

To adapt to rapid innovations and changing customer expectations, you need a complete restaurant technology solution that meets your needs, both today and tomorrow.

NCR has put the following guide together to help you make the best decision and get started to find the solution that is right for you.

1 What is your long-term strategic plan?

This can be a difficult question to answer, because the world we live in is changing at a rapid pace. You need to grow your business, but how do you do it in a fast-moving environment?

To meet your plans, what do you have to do to make money and attract customers? If your growth plans include opening additional restaurants, what are the most important technology requirements that will make this as easy as possible?

New mobile and cloud-based restaurant technology is launched every day and will continue to evolve. When researching a new POS system, one of the most important capabilities your new system should have is **the ability to easily integrate new solutions as they become available to you** – whether from the same vendor or someone else.



2

How do you want to impact your guest's experience?

Changing your point-of-sale will have an impact on how you engage with your guests.

Naturally, everyone hopes that it will provide a richer and more meaningful experience.

Think about how your customers want to do business with you. Look around your dining room – are your guests taking pictures of their food and posting them to social media? Are you actively engaged on Twitter or Facebook? Do you want to be? Think about how you want to shape the

experience for your guests, and to what extent you want to build that relationship across digital and physical channels, outside of the few hours that they are in your restaurant. When researching a new system, look for vendors that are able to provide you with both POS and consumer engagement solutions like loyalty and mobile payment to provide a seamless experience to your customers.



3 What kind of owner are you?

Are you out of your restaurant a lot? Do you want to make decisions on the go?

Are you unable to leave your restaurant because you don't feel comfortable that your business can be run smoothly without you?

Perhaps you are not getting the type of data from your POS that enables you to make effective decisions. Or, maybe the data is not configured in such a way as to give you meaningful interpretations of the information. Maybe accessing the data is difficult. Regardless, capabilities exist to make you a smarter, more effective manager no matter where you are.

As the demands on your business increase, so do opportunities to address those demands with real-time analytics on sales, labor and more that enable you to make smart decisions in the moment that they need to be made.

In researching a new POS, take time to determine what types of management tools are offered and how you intend to use them.



4


Do you prefer to rent...or buy?

As a restaurant owner, subscription services also touch multiple aspects of your business. You probably rent, rather than purchase, major appliances such as refrigerators, dishwashers and ice machines. Routine knife replacement keeps your chefs on point, while utility services keep your restaurant's lights on – and the kitchen operational.

Point-of-sale systems are now also available on a subscription basis. Instead of making a large upfront investment to purchase and install your restaurant's

POS system, you can now access the same state-of-the-art POS technology and services for a low initial payment and a monthly fee. Whether you're seeking funds from investors or financing those POS capabilities yourself, the upfront savings could be considerable.

You also gain the ability to economically add on new applications that can help you with HR, restaurant management and more ... without having to hassle with extended installations, technology consultants or other costs.



We are all increasingly choosing subscription services over buying products because they offer greater convenience, lower costs and more options.

So... have you decided yet?

NCR offers a wide range of restaurant POS solutions to help you to grow your profits, including our industry-leading NCR Aloha POS System and NCR POS as a Service solution, where you gain virtually all the benefits of our Aloha POS system, in an economical and convenient monthly subscription.

To learn more, contact NCR at 1-877-794-7237 or visit us at www.ncr.com/hospitality



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NCR Corporation | 3097 Satellite Boulevard · Duluth, Georgia 30096 · USA

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