



# — THE EVOLUTION OF — RESTAURANT TECH





## THE FUTURE IS HERE

Research shows that nearly three quarters (72%) of restaurant owners today are planning to upgrade their restaurant software to a mobile POS.... and for good reason!

We'll show you how the evolution of restaurant technology has improved every aspect of running a restaurant business and transformed the customer's experience.





# ORDER TAKING

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## Pen & Paper

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Manually taking & processing orders is time consuming and relies on your server's memory. Writing out orders and modifiers is not only inefficient, but often leads to mistakes.

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## Traditional POS

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Since the terminal is stationary, servers don't have the option to be mobile. Spending precious time moving from table to POS, makes for a very inefficient order taking process.

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## iPad POS

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Servers can quickly enter customer orders at the table, and send them wirelessly to the kitchen or bar, reducing the chance of error. Increase sales and upsell using the power of visuals. Is a customer unsure of an item? Show them a picture of it on the iPad!



# REPORTING



## Pen & Paper

There is no reporting at all with this method, so you need to rely solely on external software to create reports, or a bookkeeper to keep track of your venue's numbers. Nothing is automated, making everything complicated.



## Traditional POS

Reporting is complicated and convoluted. Not only are reports hard to customize, they are even hard to read.



## iPad POS

Real-time insights into your venue are available at your fingertips. Cloud reporting allows you to customize reports and see the minute-by-minute performance of your business from anywhere, at anytime.





# COST

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## Pen & Paper

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While pen and paper may seem like a great way to cut costs from the outset, you end up getting what you pay for. Such an archaic option doesn't set your restaurant up for success in the long run.

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## Traditional POS

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Not only does this legacy technology only serve one purpose, it also has significant upfront costs, along with unanticipated maintenance fees.

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## iPad POS

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Much less expensive than traditional POS systems and will pay for themselves in increased staff efficiency and reduced order errors. Along with affordable monthly software payments, the Apple hardware required is consumer friendly, reasonably priced, and can be used for a variety of purposes, rather than just as a POS.



# PAYMENT

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## Pen & Paper

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Servers are expected to split bills and keep track of bar tabs mentally. Doing the math manually can lead to mistakes and slow down the payment process.

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## Traditional POS

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During peak hours, servers are often left waiting in queue to access the POS in order to settle a bill, making the checkout timeframe even longer. Bill splitting is cumbersome, further delaying the payment process.

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## iPad POS

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Servers are able to quickly process payments at the table. Bill splitting can be done in seconds with the swipe of a finger; eliminating frustration, errors, and confusion over which diner has paid in full.



# DESIGN



## Pen & Paper

Seen as old-fashioned by customers, who could come to think the same about your business.



## Traditional POS

The bulky and stationary system is not only an eyesore for customers, but it takes up prime counter real estate.



## iPad POS

Mobile POS vendors have foregone the bulky appearance of older systems, opting for the sleek tablet-based design. Unique iPad stands and cases can extend the look and feel of a venue.



# SUPPORT

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## Pen & Paper

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Support is non-existent. You're on your own!

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## Traditional POS

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They have support, but it will cost you. Very few traditional POS companies offer free customer support. Instead, they opt to cash in on your time of need.

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## iPad POS

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Mobile POS companies are passionate about your success; support is often free to help you around the clock. Most iPad POS companies will also have an online resource library, where you can access up to date self-help manuals, guides, and tips





## THE EVOLUTION OF RESTAURANT TECHNOLOGY SPEAKS FOR ITSELF:

The increased functionality of an iPad POS can help your venue create a better experience for your customers, while helping you make more money.

### RESEARCH SHOWS...



of restaurant owners and managers cite the benefits of mobile devices as the top reason to upgrade their POS systems



of quick service & fast casual restaurants experienced significant improvements after upgrading their POS systems



of full service restaurants noticed dramatic improvement after upgrading their POS system

Source: [The 2015 Smart Decision Guide to Restaurant POS Systems](#)



TouchBistro is an iPad POS and integrated payments solution built for restaurant people, by restaurant people. It helps thousands of restaurateurs across the world run better businesses and makes managing a restaurant easier.

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