

# Self-Service Order Points

## Product Summary



# Self-Serve Order Points are ideal for in-venue food locations

## Self-Serve Order Points

*Convenience. Ease. Guided. Streamlined. Real time. Upsell.*



### FOOD FOR NOW

- ❑ Guests who want to dine-in or take away in the moment
- ❑ Retailers who own Mobile Ordering for fast pick-up
- ❑ 3<sup>rd</sup> party delivery (Uber Eats, Doordash, Grubhub)

### FOOD FOR LATER

- ❑ Guests who want to pick up pre-made options to cook at home later
- ❑ Guests who want to create their own options

### STREAMLINED OPERATIONS WITH END-TO-END VISIBILITY

- ❑ Connected: Menus - Inventory - Makeline - Order Status - Payment
- ❑ Signage: Real time promotions - Advertising - Sponsors
- ❑ Savings: Employee productivity (reduced staff time on order cycle + on managing content updates)
- ❑ New Sales: Promotion and signage-driven cues - POS upsells and additional throughput - New streams (e.g., advertising)

# Integrated Kiosks and Signage showcasing a complete set of Hospitality modules

● - - - - - FOLLOW AND ENABLE THE GUEST JOURNEY | CONNECT TO THE MAKELINE FLOW - - - - - ➔



**1. Intelligent Digital Signage / Menu Screens**

- Display menus, promotions and messaging to fans on digital screens throughout venue
- Fully schedulable content, including split-screen displays (real-time content updates)
- Menus integrated with the system's inventory control for the venue

**2. Self-Ordering**

- Self-service kiosks using the same database as the cash register systems
- Provides Chip & PIN and contactless payment options

**3. Mobile Ordering**

- An extension of the self-ordering service for mobile users
- Consistent data across platforms with various payment options including card, Apple Pay, and Google Pay

**4. Cash Registers / Payment**

- A register system with a hospitality-oriented interface
- Allows product customization and provides real-time product availability

**5. KitchenFlow Kitchen Screens**

- Kitchen management displays that track and manage orders from all input channels
- Aids in organized preparation and order fulfillments

**6. Delivery Partners Integration**

- Integration with delivery platforms including GrubHub, Doordash, and UberEats
- Orders from these platforms flow directly into our system

**7. Web-based Management Information (MI) & Control / Product Data**

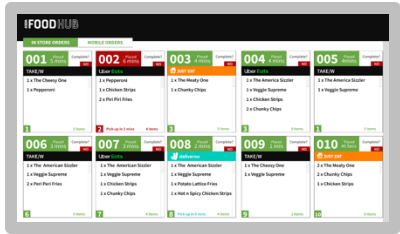
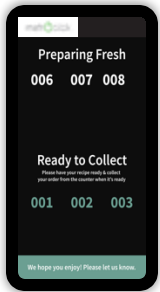
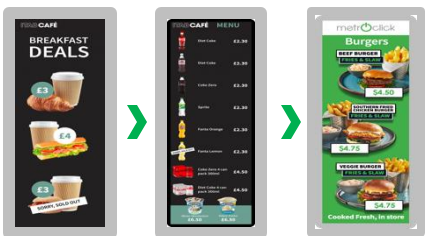
- A central management module for oversight and data-driven decision-making
- Complex promotions and up-sell engine with product and inventory management

**8. Intelligent Call Forward**

- An order status screen that presents whether the consumer's order is in progress or is ready to collect

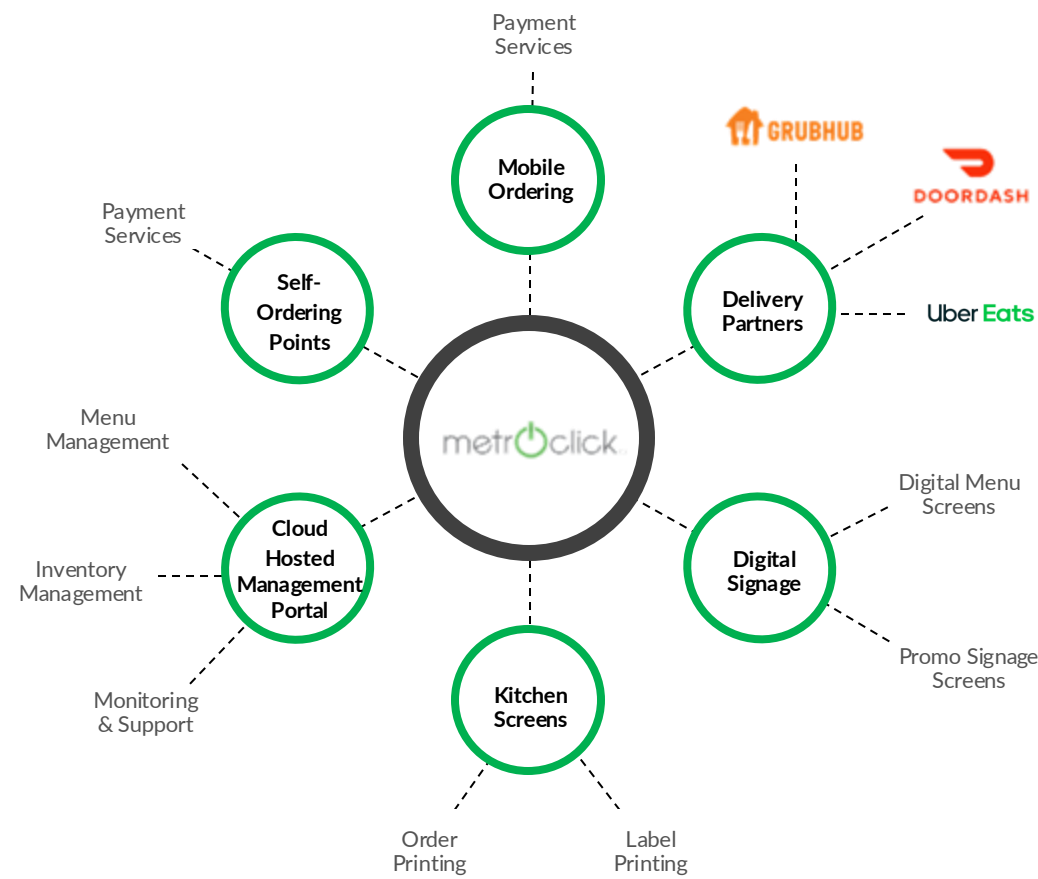
**9. Fully Managed Service**

- Ensuring that the platform is supported and maintained consistently





# Connected and Operated under one unified software platform



designed from the ground up with consumers in mind ... giving choice, control and flexibility

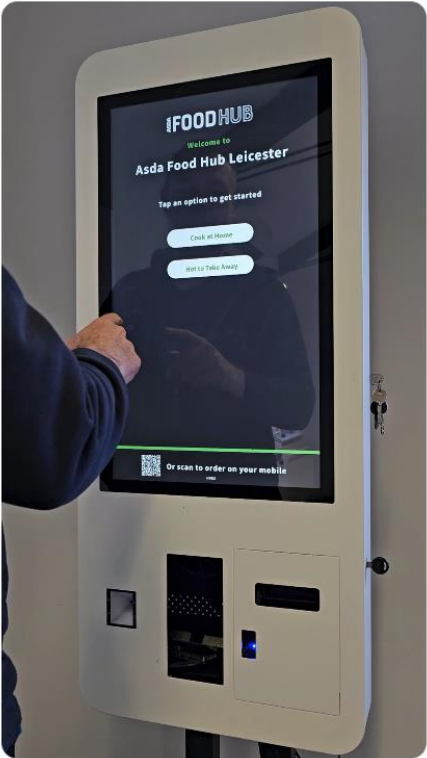
# Why just say when we can show an example

## Self-Ordering

The following video shows a typical guest journey of someone ordering multiple pizza choices for take away.

As they near completion of their order, they are then upsold a drink and ice cream to add to their basket.

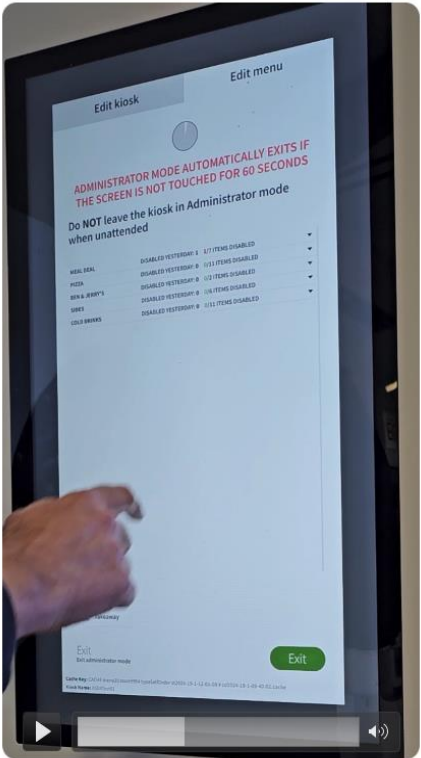
Peripherals, such as payment systems, QR readers and printers, can all be added.



Consumer Food Hub Demo

## Admin Mode

The following video shows the admin mode accessible through any digital touch point.



Admin Food Hub Demo

# Pick options that best match your brand



## ATTRACTIVE FEATURES

Integrated Order to Makeline to Fulfillment

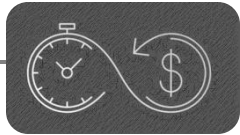
### Reliable, Robust Hardware

- Sleek, modern design | aesthetics match location
- Upright, Table-Top, Wall Mounted
- Indoor and Outdoor rated
- Available in sizes: 22", 32", 43", 55", 65" and custom
- Ruggedized, secure, highly durable & anti-glare (optically bonded)
- Peripherals (POS, QR readers, cameras, etc.)

### Enterprise Grade, Flexible Software

- Simple, convenient & intuitive | mobile integration
- Inventory level hospitality, menus, kitchen mgmt
- Real time promotions supported (signage + engine)
- 3<sup>rd</sup> party integration (uber eats, etc.)

### Full Services & Support Package



# Self-Serve Order Points generate a healthy, in-year ROI

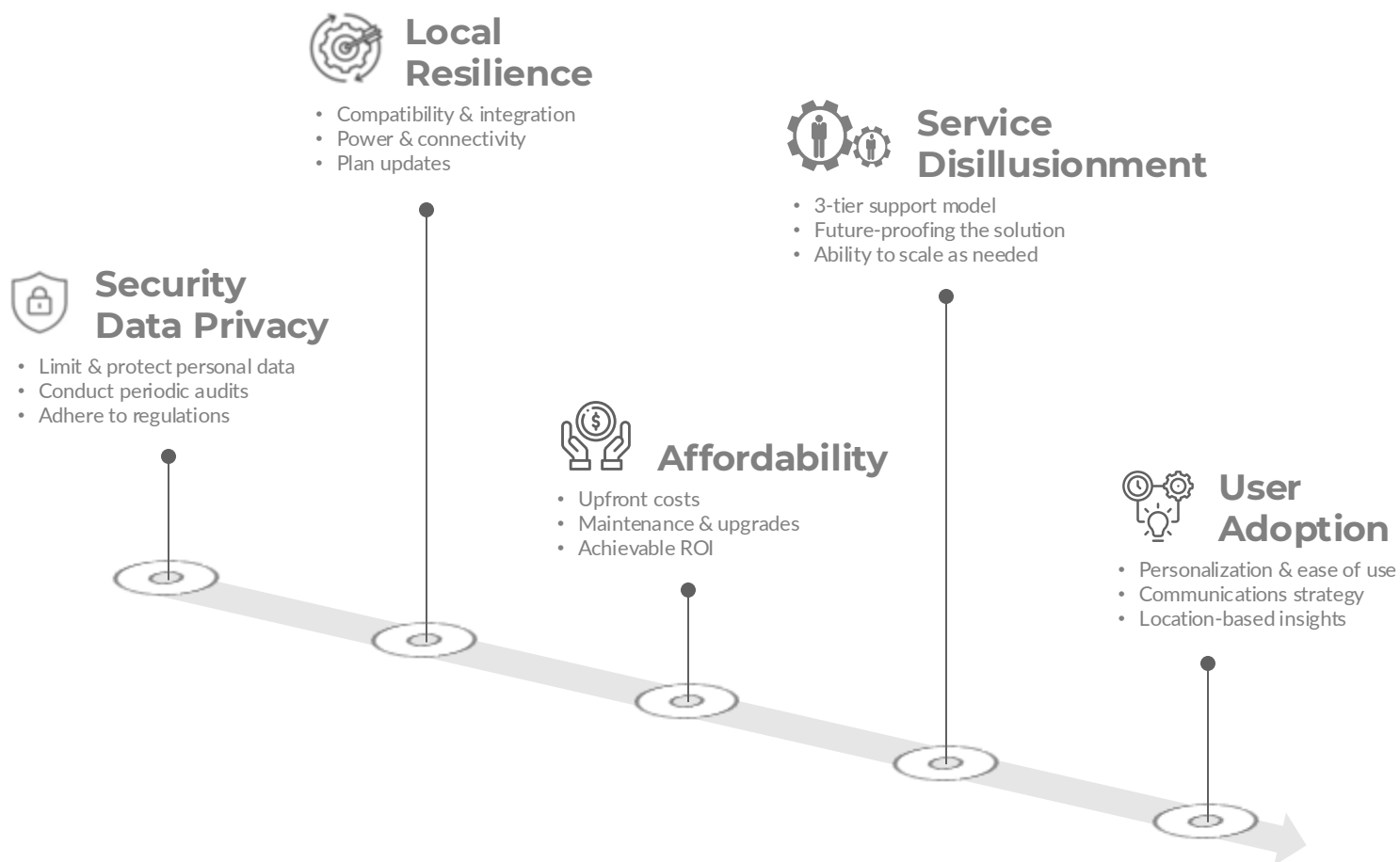


More Choice | More Control

Simple | Functional | Effective



# It's still a technology solution



Financial model needs to align to Operating model

- ☐ Address missed opportunities to cue greater spend levels
- ☐ Push real time promotions and messaging to yield additional sales
- ☐ Open the door to new and adjacent revenue opportunities
- ☐ Save numerous hours of staff time with real-time content updates and inventory synchronization
- ☐ Leverage existing and upgrade digital foundation for future flexibility and scalability



## Morrisons Food Court > Self-Serve Order Points with Digital Signage

### Case Study: Morrisons (Market Kitchen) Intelligent Digital Signage

#### WHAT WE DID:

- Consolidation of 6 suppliers into 1 partner
- Dynamic signage that reflects live availability, scheduling and promotions
- Signage connects live to inventory system, keeping available menu up to date
- Intelligent platform allows for dynamic menu and price changing to reflect time of day and location
- Design and manage all digital signage

### Case Study: Morrisons Self-Order & Mobile Order Point

#### WHAT WE DID:

- Increased adoption of self-serve technology
- Reduced operational overhead
- Removal of minimal manning
- Increased capacity through more self-serve tills

### THE RESULT

- 400+ stores deployed
- 36% increase in basket size per consumer
- 83% adoption in the new format store
- Overhead reduction savings