

The restaurant of tomorrow

5 technology trends that will
reshape the dining experience



ARCHERPOINT
by  Cherry Bekaert

 **LS Retail**
an aptos company

With more transformation ahead in the industry, and in the way people order and consume food, restaurants urgently need to gain the agility to transform operations as needed to continue responding to their guests' needs.

However, not all restaurants have the same ability to pivot. During the crisis, restaurants that had invested in innovative technology were better able to cope with the sudden and continuous shifts in habits and demands. They constantly transformed their business model, kept guests and employees safe, and kept their businesses open through constant twists and turns.

With more uncertainty ahead, technology will continue to define the future of dining – both in terms of what a dining experience looks like, and as a key factor for success in the industry. We have identified **5 key trends** that food service operators should watch to get an indication of what the restaurant of tomorrow might look like.

- 1 Off-premises dining
- 2 Contactless
- 3 Fresh, exciting, shared
- 4 Building loyalty in a changed world
- 5 A resilient, cost-effective business



1. Off-premises dining

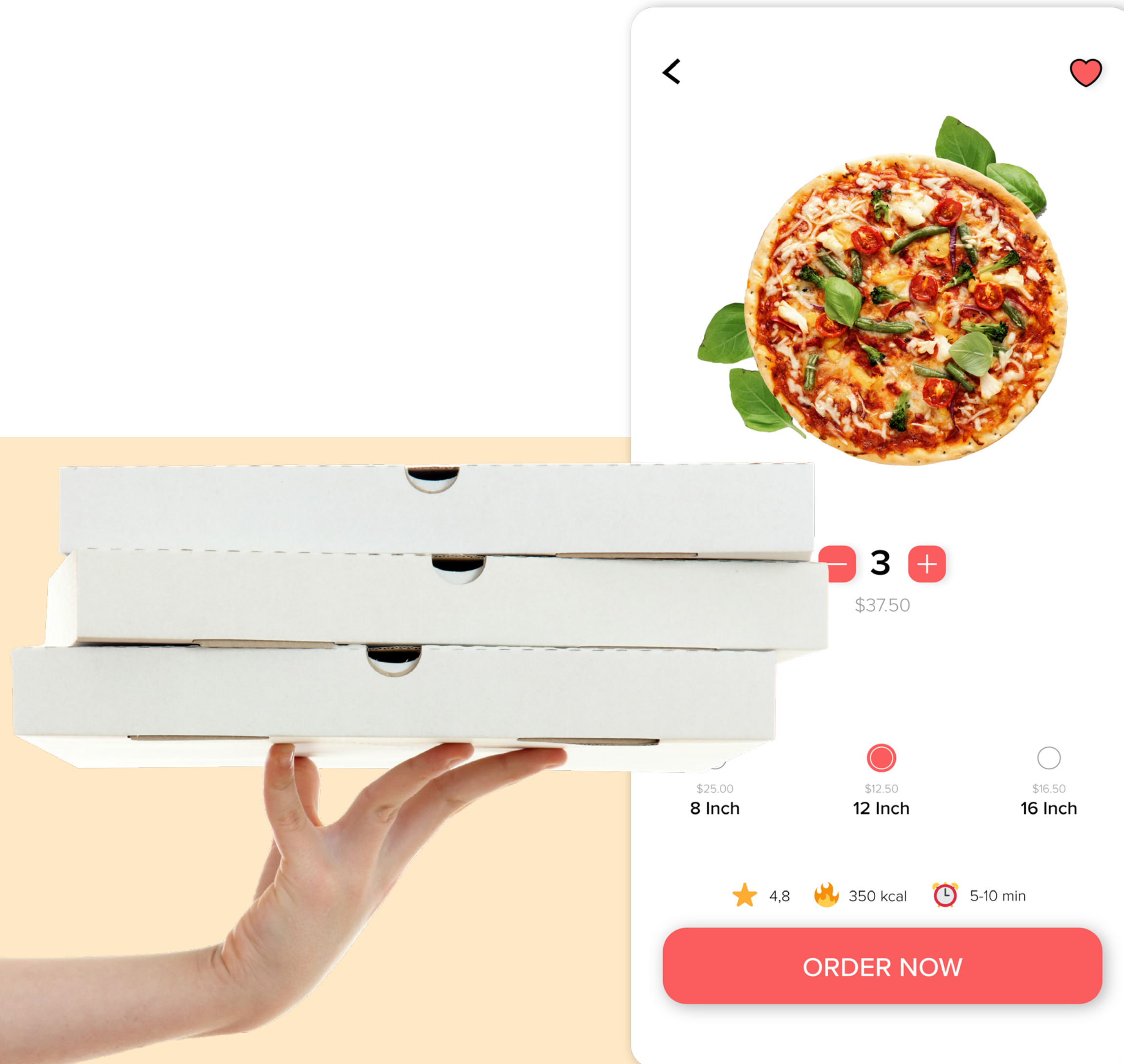
For the past few years, diners' habits have been shifting towards take away and home delivery.

Online ordering

In 2018, about half of all U.S. pizza orders were already taking place through the internet. Today, that number is higher. Online food ordering has been growing steadily, and not just in the U.S: over the last decade, China's online food delivery market has grown nearly 30-fold, Statista reports. Today, offering online food ordering is a necessity for survival for many restaurants.

To deliver a high-quality online ordering guest experience, restaurants need to make sure that they:

- Let guests order using their favorite device, be it a computer, mobile, or tablet. A platform that does not work correctly on mobile will lose you customers.
- Give customers **total flexibility**. If they want to remove an ingredient or substitute the fries for a baked potato, they should be able to do so without having to call the restaurant.
- Include **ingredients and allergens** for each dish, and make it easy for customers to find dishes that don't include specific ingredients.
- Give customers specific information on **when their order will be ready**.
- **Personalize interactions**. This means storing the customer's preferences and using the information to send meaningful offers, reward loyalty, and let customers order "the usual" quickly.



Food to go

With takeaway set to remain strong in the near future, restaurants need to focus on how to deliver great experiences outside the restaurant premises. This means investing in the ability to

- Properly **communicate to the chefs which orders** are to eat in, and should be plated up in the kitchen, and which orders should be packed to go.
- Build a menu with dishes that will still be in **prime condition** when they reach the customer's home.
- Choose **packaging** that is sustainable, both in terms of costs and environmental impact, and which keeps the food at top quality.
- Create a new offering designed for take-away. For example, **meal kits** with ready-to-heat ingredients plus preparation instructions are increasingly popular, and they give restaurants better quality control over the dishes and more controlled costs.
- Let customers decide whether they want **home delivery, pick-up at the restaurant or curbside**, or even **drive-thru** (where the logistics allow).
- Keep consumers **loyal**. Now, more than ever, restaurants need to track guest interactions and bring in personalized offers and communications.

Digital sales will make up more than half of limited-service and quick-service business by 2025.

Incisiv, Limited Service Restaurant
Digital Maturity Benchmark Report



There's all this extra kitchen capacity right now. Whether you're in a shared kitchen space facility [...] or whether you're looking at your own restaurant to say, 'What can I do to generate some incremental orders?', this is a moment to evaluate the idea of running 5 to 10 brands out of your kitchen."

Alex Canter, CEO, Ordermark



Dark kitchens

Dark kitchens are a new restaurant concept that became popular alongside off-premises dining. With consumers shifting to getting their food to go or home delivered, many restaurants have decided to cut real estate and front-of-house costs, and open **dark kitchens**, delivery-only, online ordering-only restaurant that don't have a storefront. While the format had been around for a few years, it really took off during the pandemic, mostly because of their advantages. Compared to a traditional restaurant, with dark kitchens:

- There are **no property-related costs** like design, furnishing, appliance or property maintenance, and there is no need to employ front-of-house staff.
- Restaurants can try out new concepts and fail fast – and cheaply – with **limited risk**, using their current kitchen facilities, without needing to invest in extra equipment or real estate.
- By focusing on delivery only, restaurant can **expand to more geographies** at lower cost.

Today dark kitchens are a common phenomenon across the globe, from North America to India, to South Africa and beyond. According to RedSeer Management Consulting data, in India dark kitchens are predicted to become a \$2 billion industry by 2024.

Operators that are considering opening a dark kitchen – which means, opening a virtual restaurant, with no physical location guests can visit – also need to consider:

- **The higher costs coming from delivery** – especially if using a third-party service.
- **Risk of low brand recognition.** By completely removing the physical sit-in experience, it's much harder to create your own brand of hospitality.
- The importance of **selecting the right menu and packaging**, so that food reaches customers in pristine conditions, both in terms of temperature and looks.

Pick up and home delivery

Off-premises dining has never been so common.

- **Curbside pickup**, where customers pick up their meal in the restaurant's parking lot without entering the premises, became extremely popular during the pandemic. According to Technomic research, it's expected to remain a top choice for consumers in the foreseeable future. Restaurants that can **appoint parking spots** for curbside and which have a strong **technology infrastructure for take-away** will be best positioned to gain from this trend.
- **"Delivery has become a driving force in the restaurant industry"**, says John Glass, Morgan Stanley's U.S. restaurant analyst. The popularity of online food delivery has surpassed all expectations. **"Nearly three years of consumer spend is being pulled forward**, led by accelerated growth from delivery platforms," Glass adds. In Asia, market research firm dataSpring recorded a ten-year jump of home delivery compared to predictions. Restaurateurs have two main options: offer **their own delivery services** or partner up with **third-party meal delivery operators** like JustEat, UberEats, FoodPanda or Deliveroo. The first option is cheaper, but the second one can give greater brand visibility.

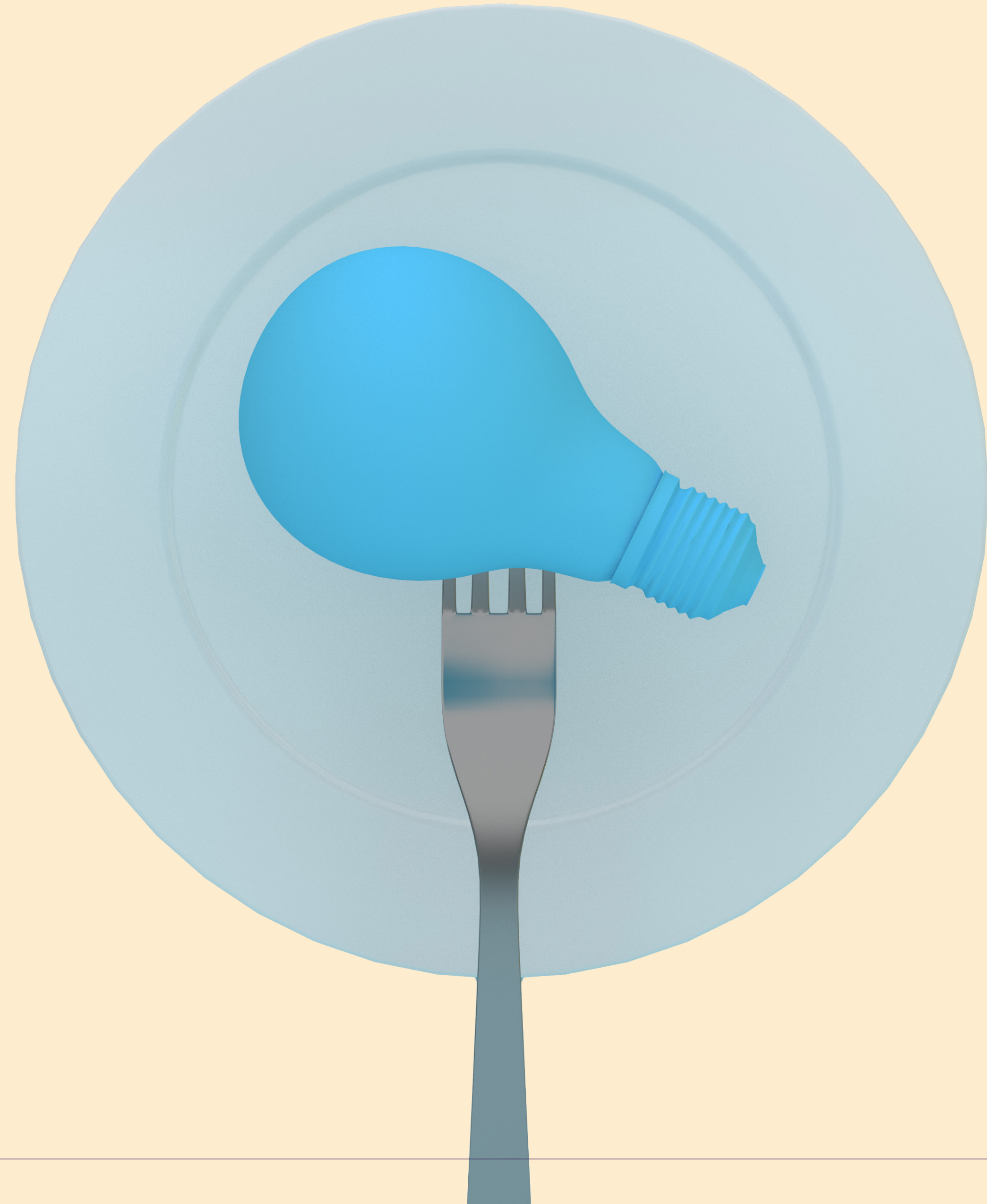
**Now more than ever, for restaurants,
digital readiness is core to success.**

Robbee Minicola, Senior Director, Global Partner
Strategy, WW Retail & Consumer Goods at Microsoft



Food for thought

- **Reach and engage customers online.** How strong are your online ordering capabilities? Do you need to partner up with a third-party aggregator to increase reach? Are you making potential customers aware of your brand on social media?
- **Make it convenient.** Offer any type of delivery and contactless pick-up you can. If you let people pick up their orders inside the restaurant, in the parking lot, through a window, do it.
- Should you open a **ghost kitchen**, temporarily or long term? Could this be an option to test new formats? Don't say no - seriously weigh the pros and cons.





43% of consumers want restaurants to provide mobile or kiosk/tabletop payment capabilities.

Technomic Ignite consumer brand metrics

2. Contactless

Contactless technologies are not just safer: they are bring greater speed and convenience to the dining experience. Which is they are going to be around for a long time, pandemic or not.

Contactless ordering

Ten years ago, it would have been nearly impossible to pull through **contactless ordering** in a restaurant environment. Today, restaurants can use several technologies to manage food ordering at a safe distance. Some of the tools we expect to grow in popularity include:

QR codes

Restaurants have been adding QR codes on tables to enable customers to **access the menu, and even order, on their phone** – a safe alternative to paper menus, which are notoriously hard to sanitize. Digital menus also have other benefits: they can be enhanced with high-quality photography and even videos, and they can be easily changed at the last minute, updating ingredients and removing unavailable dishes in a click.

Ordering kiosks

Ordering kiosks have become are a fixture in fast casual and quick service restaurants. Customers like them because they can order **at their own pace**, with no interference from the waiter - while restaurants have noticed that people tend to **order larger portions, and add more extras**, when self-ordering at a machine. In terms of safety, most modern kiosk designs are easy to disinfect. Some providers have even started to develop touchless kiosks that combine biometrics, computer vision and voice ordering technology for contactless service.

Self-ordering on mobile devices and apps

What if kiosks are too expensive for a business? By letting guests order on tablets at the table, or via an app on their own device, restaurants can offer a **comparable, but cheaper, alternative** to kiosks. Ideally, restaurants should set up a digital ordering system that is centrally managed and connected to the kitchen. This kind of system offers several benefits:

- **Menus can be updated centrally** and sent to all touchpoints.
- Guests can easily **personalize the order**, removing or adding ingredients from their dishes without having to call a server.
- Guests can see **nutritional and ingredient information**, including allergens. In the U.S. alone, 85 million people (about twice the population of California) **avoid buying food with the top nine allergens**, Food Allergy Research & Education reports. If you don't include this kind of information, you may lose customers.

Several food operators including McDonald's, Taco Bell and Chili's have noticed **larger checks** when customers used self-ordering technology, with a clear uptick in dessert items and upsized dishes.

Contactless payments

Adoption of low-touch and no-touch forms of payments, such as **mobile wallets and contactless cards**, accelerated swiftly during the pandemic. In China, e-wallet purchases surpassed cash purchases by 23%.

The higher transaction costs associated with contactless payments may hold some restaurants back. However, the benefits – contactless payments support social distancing, are faster and more convenient – far surpass the drawbacks. We expect contactless payments to become commonplace, and in specific we foresee an increase in:

- **Mobile point of sale devices** to receive payments at the table, avoiding queues.
- **Payment by biometrics**, for example through iris scan, fingerprint, voice, face recognition.
- **Mobile wallets**. Technomic predicts they will **become the preferred method for restaurant payment** in the near future.





Let your kitchen staff focus on cooking. **Learn how a Kitchen Display System will support your kitchen workflow**

Safeguarding employees

Besides customers, restaurants also face the challenge of protecting their employees. Some are trying to run the show with smaller teams and staggered shifts, while at the same time strictly monitoring everyone's health before they enter the kitchen.

Technological solutions can also help minimize contact between kitchen and front-of-house staff, while at the same time supporting clear communication and well-defined workflows. A **kitchen display system (KDS)** with kitchen screens that are connected directly with the Point of Sale (POS) in the front of house can help support a quick and organized production: dishes are automatically sent to the correct screen with a clear timing, so kitchen staff can complete their tasks faster, without getting in each other's way. At the same time, this kind of system simplifies communication across the floor, reducing the number of times front of house employees need to enter the kitchen.

Tracking and booking guests

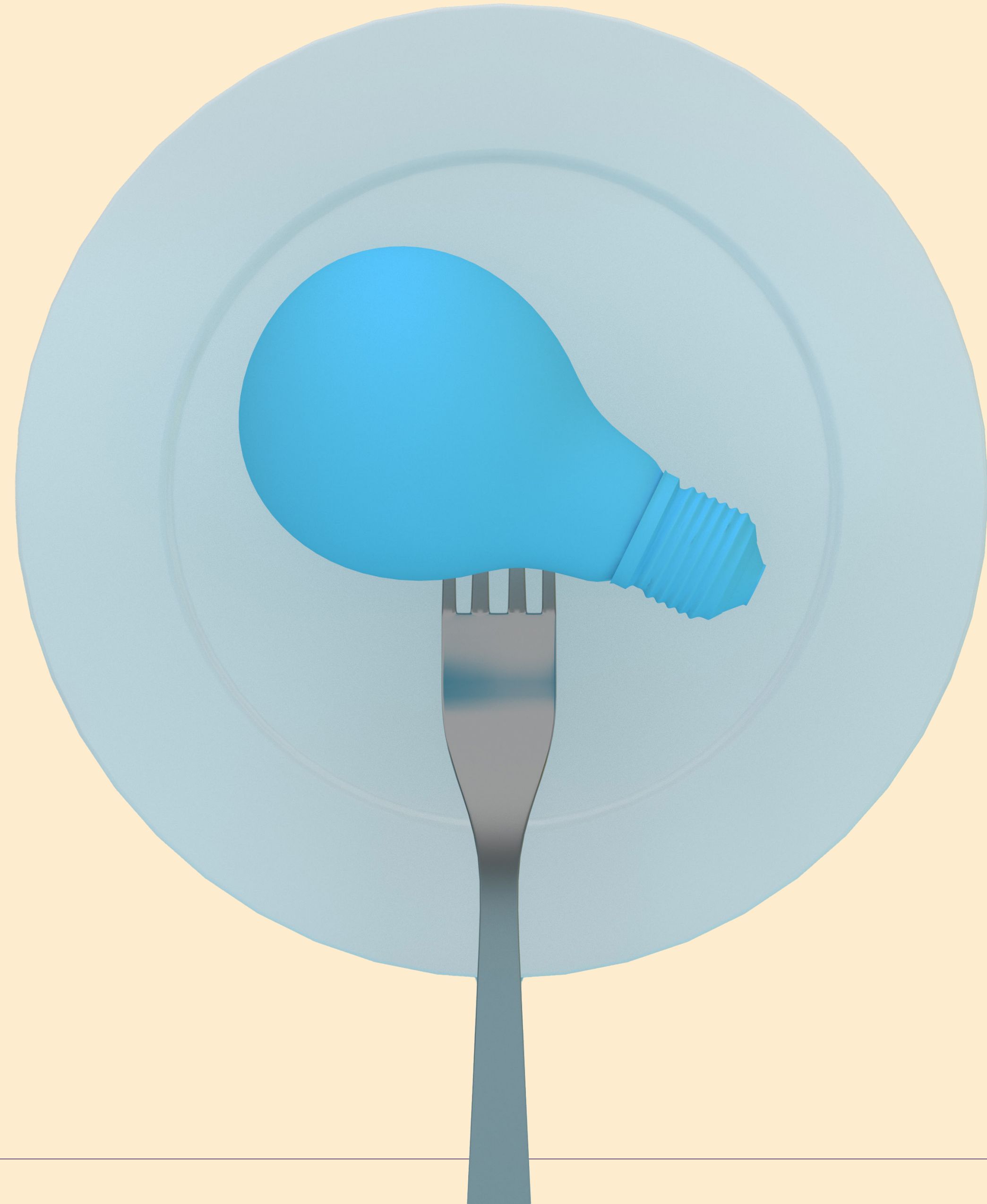
With limited indoor seating, compulsory table bookings and (in some cases) governmental requirements to track guests' times of arrival and departure, restaurants increasingly need modern online **table booking and management systems**. Investing in this kind of solution will pay off in the long term, as booking systems can be invaluable to maximize and optimize seating arrangements, even during non-pandemic times.

Restaurants should look for a software solution that helps them:

- handle **seat reservations**
- **redesign the floor plan** as needed, for example separating tables to keep a safe distance
- stagger guests' **arrival times**
- maintain **virtual waiting lists**
- **monitor capacity** to minimize crowding
- collect guest **contact data**, locked down to a specific table and timing.

Food for thought

- Add **no-touch ordering** to your dine-in experience. Can't afford to set up ordering kiosks? Consider an online ordering app your customers can download on their devices, or adding ordering tablets.
- **Contactless payments** may be expensive, but they are here to stay – better implement them sooner than later.
- Even if your **kitchen staff** can't work remotely, technology can help decrease their risk. Kitchen Display Systems are an investment that will deliver you benefits way beyond staff safety.
- Look into **table booking and management software**. In the post-pandemic future, you can use it to optimize seating space, track the status of each table and easily accommodate last-minute guests, all the while keeping your service flawless.



3. Fresh, exciting, shared

Consumers dine out less often than they used to, so when they do go out, they desire an experience to remember. They want to be delighted, and to build memories that will last.

Shareable experiences

Instagram-worthy dishes and ambiances have been attracting guests for years, and smart restaurants have long since learned to capitalize on the phenomenon. With social media usage booming during the pandemic, we can expect **luxurious, sharing-worthy experiences** to remain highly popular. Artistically plated-up dishes, luxury food ingredients, colorful cocktails, shiny chandeliers and breathtaking panoramas will help attract customers who are looking for an experience to share and remember. It might pay off to keep an eye on the latest trends on TikTok, or your local equivalent trend setter.

More than just food

Forget traditional distinctions between industries. Today, manufacturing brands have moved into the restaurant and hotel business; department stores regularly organize yoga and dance classes in their stores; traditional retail brands are opening stores with no inventory. And consumers, craving novelty and excitement, are rewarding these new concepts.

In the food service industry, innovators have been successfully merging dining with retail and entertainment. Take Eataly, **a food marketplace concept** that unites under one roof (and one brand) restaurants, cafés, wineries, retail stores selling everything from homewares to cookbooks, and even a cooking school. Having this kind of diversified offering can bring some much needed extra revenue to restaurants. To pull this off, though, restaurants need technology that enables them to handle all their services - retail sales, hospitality services and events and ticketing - seamlessly. Only by maintaining all information about customers and the business in a single database, can companies deliver a consistent brand experience to customers – no matter whether they are ordering a glass of Chablis, buying a jar of chutney or reserving a spot in a cooking class. We expect this kind of unified software solutions to become the gold standard in the future.



Pop-up and temporary dining experiences

In the past few years, **pop-up events** have been among the fastest-growing trends in the restaurant industry, Eventbrite reports. Customers seem to love the impermanence and surprise of temporary events: 75% of attendees to pop-up events surveyed by Eventbrite say **it's worth paying more for this kind of unique dining experience**. With more real estate available in cities around the globe, and with many people working from home, restaurant with locations in low-traffic downtown areas may wish to consider trialing pop-ups to **test new areas and reach consumers where they currently are**.

If pop-ups are a no-go for you, you can still offer exclusive experiences without opening a new location. Starbucks has been thriving off offering beverages (the most popular perhaps being its pumpkin spice latte, sold in the fall months) that are **only available for a limited period**, and McDonald's regular reissue of the limited-time McRib sandwich results in fan excitement and queues at the brand's locations.

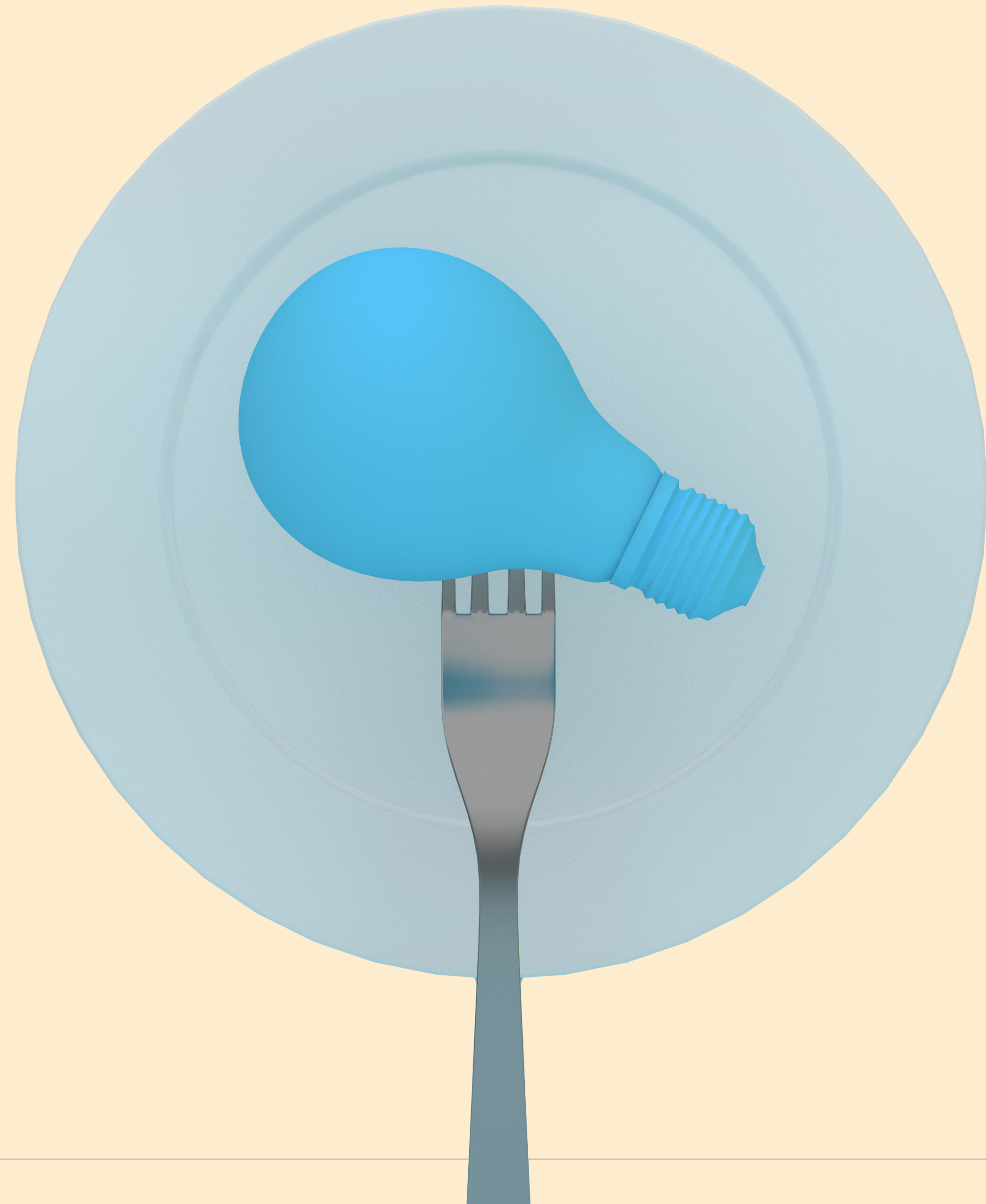
There will only be two types of dining experiences in the future: those in the special-occasion "experiential" bucket and those in the convenience bucket, a category that will be dominated by delivery.

Laura Reiley, The Washington Post



Food for thought

- Stay on top of current social media trends with regular **social listening**. If everyone loves your competitor's latte art, perhaps it's time you start doing your own Instagram-worthy dish. Have you tried decorating your milkshakes with flowers?
- Adding **retail and services** to your restaurant can help expand and stabilize revenue. To really get the ROI and see opportunities you'll require a unified commerce software with deep hospitality, retail and event management functionality, to run all parts of your business as one brand.
- Are you thinking about trying out a pop-up restaurant? Look into **cloud-based technology** to manage secure orders and payments for as short a time as you need, at limited subscription cost.



4. Building loyalty in a changed world

Consumers want to be treated as individuals, and they expect businesses to be able to address their unique preferences and needs.

Catering for all tastes and styles

Health is one of the top global concerns for modern consumers. With food allergies and intolerances on the rise, and more people interested in eating healthy, restaurants will see more and more diners with special diets and personalized eating habits. Here's what you need to do to serve this large, and growing, part of the market:

- Get **technology that helps you track all ingredients and possible allergens** in each dish, and communicate them on all touchpoints (website, server POS, apps, digital menus).
- **Train staff** to ensure that possible guest allergies or intolerances are taken seriously, and that preparation follows the required steps to avoid health risks.
- Get **technology that enables you to send all recipe changes to all touchpoints instantly** – so if tonight you have white asparagus instead of broccolini with the salmon, all servers and customers will see it.
- Develop clear **workflows** between kitchen and front of house, so the chefs always know if there's a guest who may have an allergy. Some restaurants use Kitchen Display Systems, screens in the kitchen that are directly connected to the Point of Sale devices, the self-service kiosks, and the online ordering system. The system automatically displays **guest comments and alerts** next to the order, so the chef can see all crucial information – including notes on allergies – when they are preparing the order.
- Have **technology that allows for dish modifications, such as adding, removing, or substituting ingredients**, both for online and in-house orders. Bonus points if the system supports customer login and remembers guest preferences to speed up ordering.
- Develop **protocols** so you can clearly communicate your food allergen management to guests, and build **trust**.



Tracking changes in customer behavior

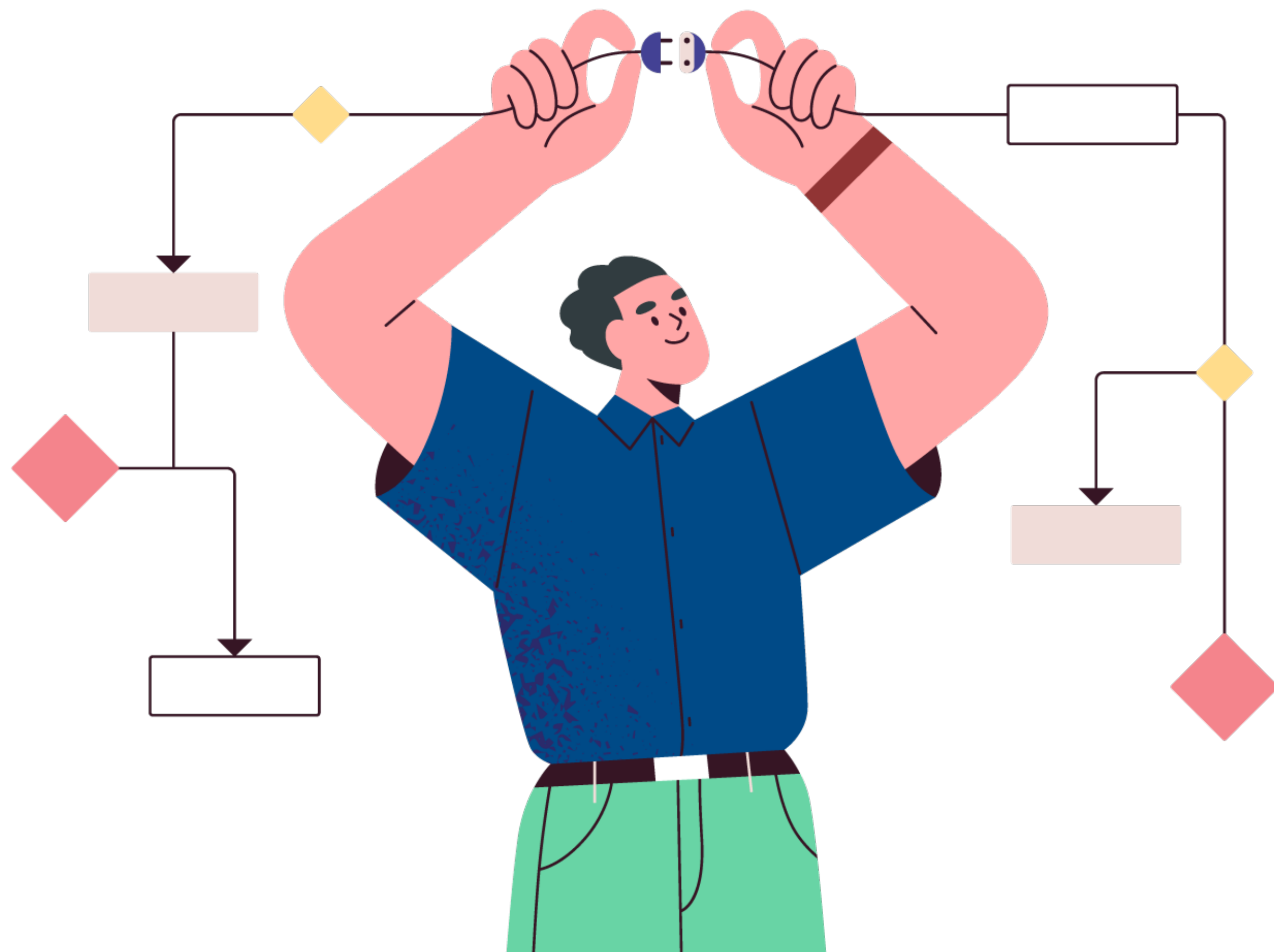
When people shifted to remote work, restaurants lost old regulars, gained new ones, and saw current customers approach them at different times and with changed needs. With off-premises dining expected to remain a driving force in the industry, restaurants need to **track these changes in behavior, review their metrics**, and build new digital customer experience strategies to encourage loyalty and drive new business.

New metrics

Customer behavior has changed. The way you define success needs to change, too. Year over year (and even month over month) comparisons are currently useless, and KPIs such as table turns only make sense when most of your business happens in person, inside the restaurant walls.

To thrive in a changed world, restaurants need to:

- Critically **evaluate** the metrics they are currently using.
- Understand what has changed and track where **revenue is happening** now in the business.
- **Reprioritize** current metrics and articulate new ones.
- **Communicate the new targets** to staff in an empathetic way, keeping in mind many of them are already personally and professionally exhausted.
- Be ready to **tweak these metrics** as consumer behavior keeps shifting.



54% of restaurants believe customer data is the highest priority area for insights to drive the IT strategy.

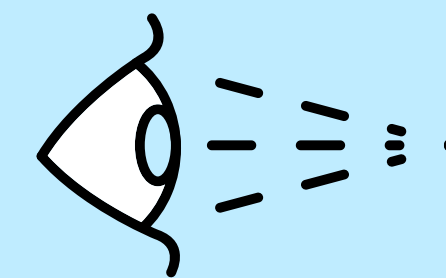
Hospitality Technology,
22nd Annual Restaurant Technology Study



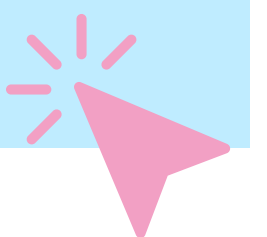
Digital loyalty

With most interactions now happening online, restaurants need to be able to recognize who they are talking to, and personalize interactions and offers to different consumer segments.

- **Loyal customers** should be kept informed of what's new – opening hours, seasonal menus, special deals – and sent offers that encourage them to return more often.
- **Old customers who haven't visited in a while** should be reminded of the business with deals on their favorite meals.
- **New customers** should be invited to join the loyalty program. This is especially important when many guest interactions take place a third-party delivery service, and the restaurant is missing out on key guest information, from personal data, to favorite dishes, to frequency of ordering.
- **Potential customers** abound in a world of changed habits and low brand loyalty. This is the moment to invest in campaigns to attract new business. Investigate the options - email, social media, search, local papers, podcasts, roadside ads... – and build the right mix to reach your target audience.



Gain a clear view of your business and your guests.
Discover the LS Retail unified platforms for restaurants



Bringing it all together

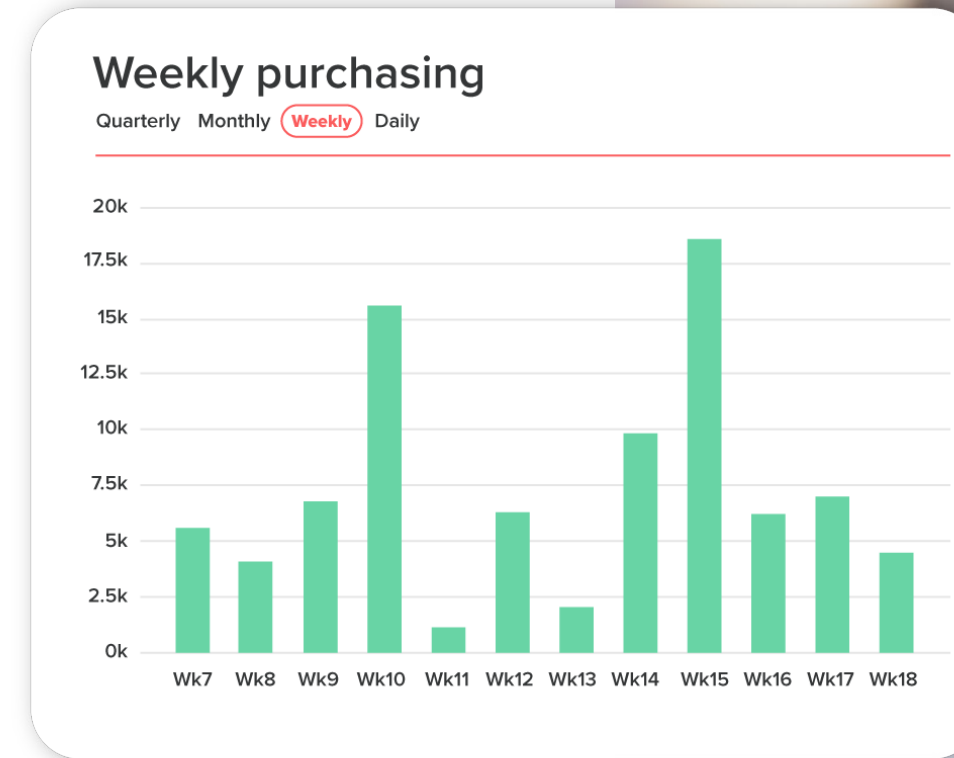
All the data you collect on each customer (personal information, favorite dishes with preferred extra ingredients, day and time of order...) is useless if you can't connect it all together to build a unified, **360-degree view of the guest**. To achieve this clarity, you need to use a software solution that covers the entire enterprise, distributes information across the various touchpoints, **ties the information together**, and enables you to **link it back to a specific guest**. With an end-to-end, unified platform that covers all your channels and records all guest interactions in the same database, you can track how guest preferences are changing and customize each guest's experience. For example, a loyal customer may get a "Happy birthday, get a free dessert" voucher that can be redeemed online or at any location. A former regular may get an email to remind them that their favorite lunch option is still on the menu.

Customer preferences and habits are also invaluable at aggregate level, as they provide insights you can use to **optimize menus, pricing, and promotions**.

Anticipating future needs

Artificial intelligence (AI) has become an invaluable ally of businesses that want to build their strategy on data. While applying AI to historical information can bring great benefits, the **true value of intelligence lies in its abilities to make predictions and forecasts**. Predictive analytics software looks at disparate large data to find correlations that would escape the human eye. It also helps foresee changes in trends timely, so businesses can change the course if needed. For example, a restaurant location might notice that average miles driven by customers to reach them has started to drop – but why? AI-powered tools can help the restaurant investigate what typically happens when that situation occurs, see correlations, and prevent losses – perhaps they might need to adjust purchasing, or change opening hours.

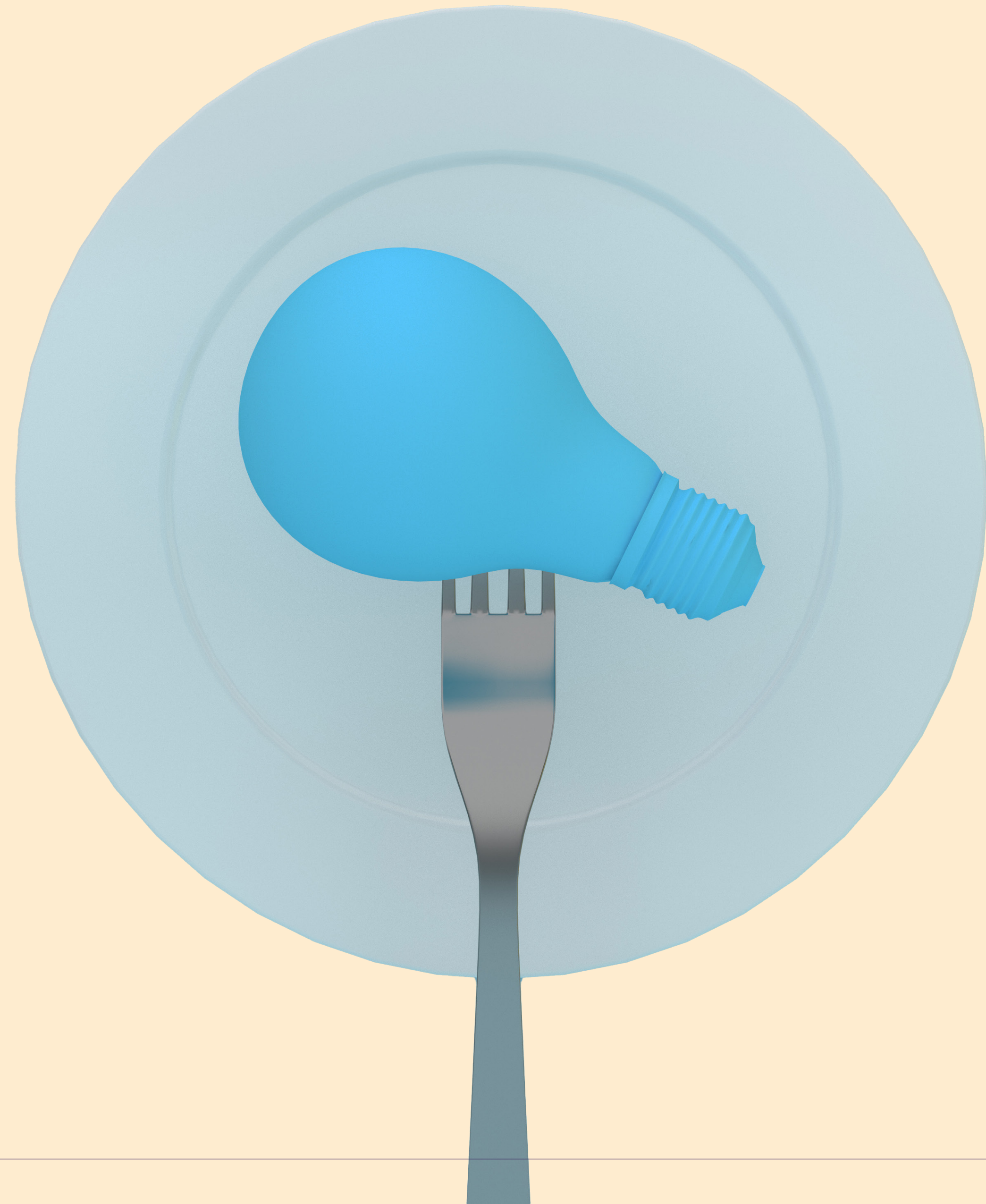
Artificial intelligence can also help with **predictive ordering**. By analyzing trends, and keeping into consideration external factors like events, holidays, or weather conditions, AI-based tools can help predict demand spikes and minimize inventory and waste in the kitchen, while also reducing the need (and cost) of last-minute dashes to the supermarket.

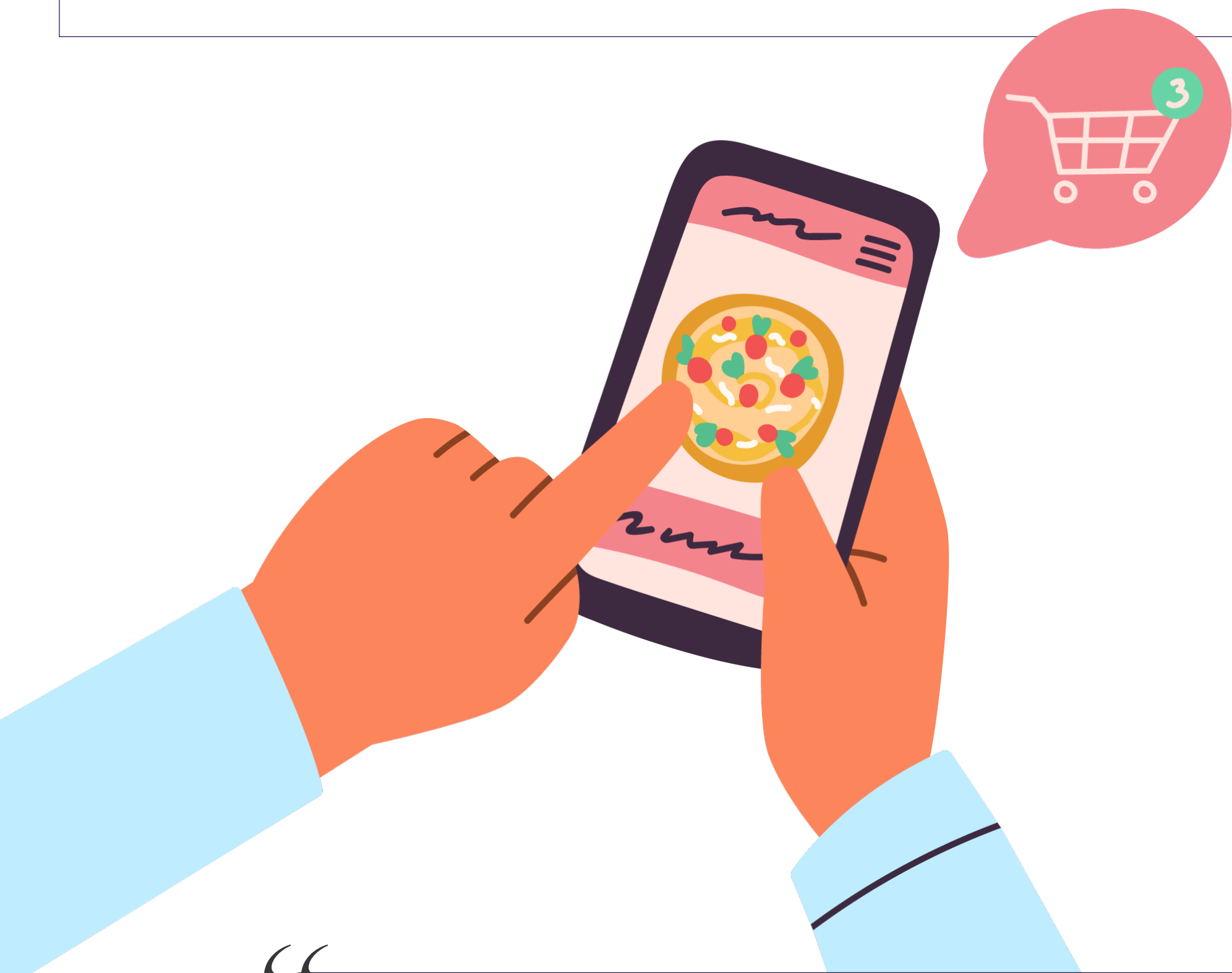


“If you don't collect your customer information now, you're going to be too late.”
James Park, CEO, Garbanzo restaurant chain

Food for thought

- Guests need to **know what goes into each dish and be able to substitute ingredients**, if they want to. The process must be easy and precise, or you risk losing your customers' trust.
- If you don't yet have a **digital marketing strategy for consumer acquisition and loyalty**, now is the time to work on one.
- **AI-powered intelligent analytics** can help you understand your customers, communicate with them in a personalized way and make the **right decisions to serve them in the future**.





An investment in technology is no different from an investment in the latest air conditioning, or fry system. In both cases, you are investing in a key infrastructure that will enable to do business on an ongoing basis. You can't wait until the demand is there before you make that investment. You need to be ready ahead of time.

Leon DeWet, former CIO at Cracker Barrel and O'Charley's

5. A resilient, cost-effective business

The restaurant industry is historically low margin. Technology that helps **decrease costs and increase productivity** remains a core investment for F&B businesses.

Staying operational with the cloud

Cloud technologies have become crucial to ensure **operational resiliency and business continuity**.

By moving to the cloud, restaurants have been able to:

- **Reduce hardware costs.** No more in-house servers or specialized devices are required.
- **Accomplish more tasks remotely.** Management can access business data securely from anywhere, analyzing information and solving issues at distance.
- **Speed up decision-making.** Businesses can use real-time sales and revenue information to take quick action.
- **Get actionable insights.** Advanced analytics tools in the cloud help spot trends and predict future demand. Before the cloud, AI was too expensive and complex for most businesses.
- **Simplify innovation.** Companies can deploy mission-critical applications or add innovative functionality with minimal upfront costs and preparation time.
- **Reduce risk.** A serious cloud provider takes care of issues like legal compliancy, data security, redundancy, availability, and privacy, leaving the restaurant free to focus on their customers.

Intelligent insights built on data

Business intelligence and data analytics solutions used to be complex and costly. In the past, businesses needed to have great computing power, deep pockets, and in-house data analysts, in order to analyze their data and gain valuable insights. BI and analytics services are now available in the cloud, **at an affordable price and accessible to businesses of all sizes.**

Restaurants can gain incredible advantages from analyzing their data. Intelligent solutions can, for example, help **improve efficiency and prevent issues and waste.** Take a restaurant chain that's going through supply chain issues, resulting in a shortage of several ingredients. They could use an intelligent solution to do **predictive cost analysis** and experiment with a variety of prices, menus, and recipes that use alternative ingredients. The AI-powered software solution will help them navigate through the various options and **find the sweet spot that delivers the greatest benefits.** The chain could then **use this knowledge proactively to build resilience into the supply chain,** to be prepared for similar future occurrences.

Analytics solutions can also help **raise the level of hospitality.** Which of your chefs' portions are too big, resulting in food left on the plates? What lunch offer works best in each restaurant location? What type of promotions hit the mark with different guest segments? Is it more profitable to host a karaoke night or a wine tasting event? Data analytics can help answer these questions and more, so you can take **operational decisions that better align your offering with your guests' tastes and demands.**

In order to get meaningful data that can be analyzed by BI and analytics services, restaurants must first make sure that **all their data is collected in a consistent way, and that it's registered into a single database.** Unified enterprise systems that cover the whole business – sales, accounting, inventory and production, loyalty – and that enable a single, unified view are therefore increasingly a must-have.



When you move to cloud, one of the great things that comes from that is really kind of forcing you to think about how to run in a lights-out operation.

Tim Crawford, strategic CIO and advisor



Unified software

To stay competitive in a quickly changing world, restaurants are increasingly replacing their traditional fragmented IT setups with unified software solutions. There are numerous benefits to a unified approach:

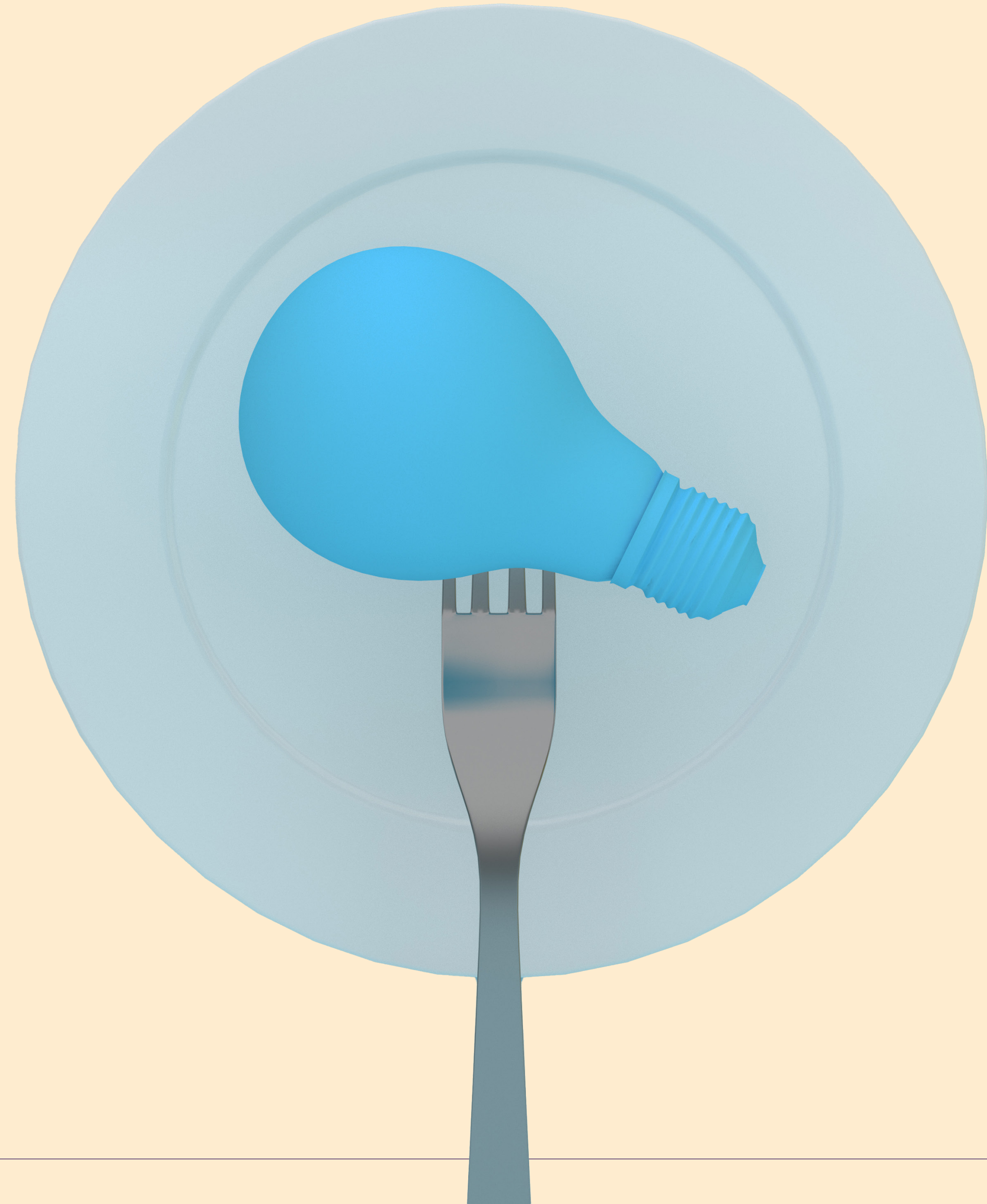
- All business data is accessible in one place. Managers get a 360-degree view of the organization, and can quickly **spot issues and solve them, minimize waste and costs, and leverage opportunities.**
- All customer data is brought together, giving a clear view of each guest and their preferences. This information can then be used to **deliver personalized offers, communications, etc.**
- **Decision making is faster**, as managers can produce actionable reports, accounts and statistics when they need them.
- **IT implementation and maintenance costs are lower**, as businesses don't need to integrate separate systems and then support these integrations.
- Restaurants can **transmit information** – a change in today's menu; prices that need to be adjusted; an updated recipe, now without mustard – from HQ, quickly, **to all touchpoints and locations in the chain.**
- **Innovation is quicker.** You can plug in new technology easily as you only need to integrate it to one platform, instead of several.

There's a value in being prepared for the future. Even if a technology may not drive clear returns today, if it puts you in a position to be able to respond to changes, then it's worth it.

Leon DeWet, former CIO at Cracker Barrel and O'Charley's

Food for thought

- **IT is moving to the cloud.** Are you still using on-premises ERP and restaurant management software? Soon you won't be able to compete with this technology.
- **Use your data.** AI-powered tools are now largely affordable. Take advantage of their capabilities.
- **Stop making your life harder, and your service poorer, with outdated technology.** Disjoined software solutions mean siloed customer information, which make you unable to offer the service and options your customers expect.



A connected, personalized restaurant

The restaurant of tomorrow may not be exclusively located within four walls. The dining out experience is expanding to the guests' home, car, and digital devices. What will characterize it in the future? **Convenience** from ordering to payment, **excitement**, and **personalization**.

To achieve this vision, restaurants need enterprise-wide systems that enable total visibility across the whole business down to each diner's current and future habits and preferences. **Intelligent solutions** will become part of the core IT stack, as they enable restaurants to gain the insight and foresight needed to strengthen engagement and loyalty, and to predict future trends and demands.

But this is just a starting point. The restaurants that will lead in the future will be those that can **respond swiftly** to emerging trends while delivering a **unique, consistent experience across all touchpoints**. The most successful businesses will be those that employ technology that supports their ability to **create a human connection and to design the experience around the guest – even when the guest is not physically there**.



Tomorrow is coming fast. Are you ready?

The world can change in a flash.

If you want to be successful tomorrow,
you need technology that enables you to
be where your guests are.

And you need it today – before the wave
of change sweeps you away.



Talk to our experts



ARCHERPOINT

by  Cherry Bekaert

Founded in 2002, ArcherPoint by Cherry Bekaert is a global Microsoft Dynamics ERP Solutions Partner, delivering modern workplace solutions including Microsoft Dynamics 365 Business Central, Dynamics NAV, Azure, Microsoft 365, and Power Platform across the US, Canada, Mexico, and Europe. Now backed by Cherry Bekaert, a leading CPA and advisory firm, ArcherPoint expands its capabilities beyond ERP to include strategic tax, audit, and advisory expertise. Our certified professionals design, implement, and support solutions for industries such as manufacturing, distribution, retail, logistics, and more—helping clients realize business value through comprehensive ERP, cloud, and advisory services that evolve with their needs.

www.archerpoint.com

 **LS Retail**
an aptos company

LS Retail is a world-leading provider of unified commerce software as a service (SaaS) solutions for retail, hospitality and forecourt businesses of all sizes.

Our software solutions power tens of thousands of stores and restaurants worldwide, within such diverse industries as fashion, electronics, furniture, duty free, restaurants, coffee shops, forecourt, c-stores and more.

LS Retail products and solutions are sold through a global network of partners.

LS Retail is an Aptos company and plays a key role in their suite of unified software solutions.

www.LSRetail.com