

SOLUTION BRIEF

Digital Dine-in Restaurant Transformation

The Key Ingredient for Seamless Front and
Back of House Operations is Managed SD-WAN





Restaurant operators are trying to remove barriers in operations through digital transformation, making network innovation critical to success.



Addressing Labor Shortage with Digital Transformation: Digital Signage, Interactive Displays and Self-Service Kiosks Come to the Rescue

Restaurants are facing numerous challenges. Labor shortage is a key issue, with 59% of restaurateurs citing hiring, training and staff retention as top challenges to success.¹ With an increased scarcity of people available to work and rise in minimum wage, restaurants are adopting new technologies to:



Reduce labor dependence



Open up new hiring avenues



Communicate effectively with customers

¹Toast Inc., Restaurant Success in 2018 Industry Report



The digital transition of many of these processes keeps restaurant operations running smoothly in spite of any labor issues. Digital signage quickly informs customers about promotions, new menu items, price changes and food allergens. This helps restaurants make changes on the fly and keep up with customer demand. It also reduces errors in customer communication.

As per a report by the National Restaurant Association, nearly 35% of restaurant operators have job openings that are difficult to fill.² Interactive displays can help in expanding the recruitment pool by allowing customers to fill out applications for vacancies that the restaurant may have. Interactive displays can also serve as an information medium as well as a platform to capture crucial feedback on the quality of food and customer service they receive.

Self-service kiosks are also becoming popular and help in accurately capturing customer orders. Digital tools are handy to keep up with the high seasonal demand without having to add temporary staff.



Keep Staff Productive and Happy: Automation for Simplification

The adoption of robotic process automation for back of house (BoH) operations, especially the kitchen, eliminates the guesswork in food preparation. By coupling automation and kitchen intelligence, restaurant operators can simplify BoH to become more efficient and reduce effort. The impact on business-critical areas is significant.

² National Restaurant Association, State of the Industry Report



Automation improves labor and inventory management. It accelerates kitchen processes and enhances the speed of guest service and satisfaction. With automation, the staff members become more productive, which helps to deliver a better front of house (FoH) experience, where the quality of interaction defines success with customers. The staff has to worry less about maintaining exceptional and consistent food quality, reducing food waste and complying with food safety norms.

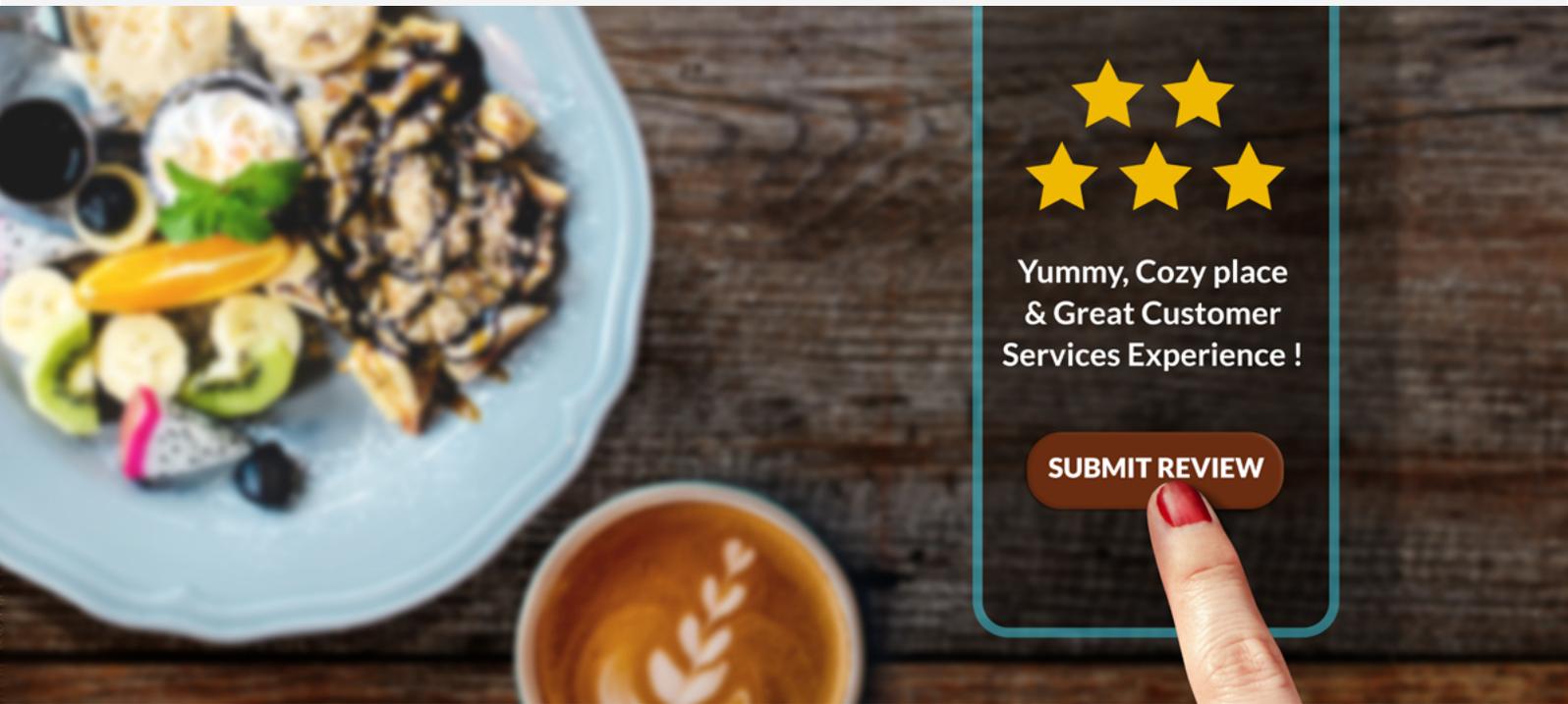
Digital Hazard Analysis and Critical Control Point (HACCP) solutions take the stress out of providing consistent training to new and existing employees. They control potential hazards in food production, allow staff to spend more time engaging with customers and less time maintaining compliance.



Dine-in, Takeout, and Delivery: Restaurant Technology Platform Is at the Heart of Seamless Operations

Nearly four in 10 operators from fast food to fine dining plan to invest more in expanding their off-premise business in 2019.³ With the restaurant business no longer restricted to the brick-and-mortar structure and with limited or no on-site IT staff at most sites, operators are relying on persistent access to multiple cloud applications for seamless delivery of omnichannel customer experience, regardless of dining mode (e.g., on-site, carry-out, food delivery). A restaurant technology platform improves the speed of sale and optimizes efficiency by eliminating the gap between BoH and FoH communications.

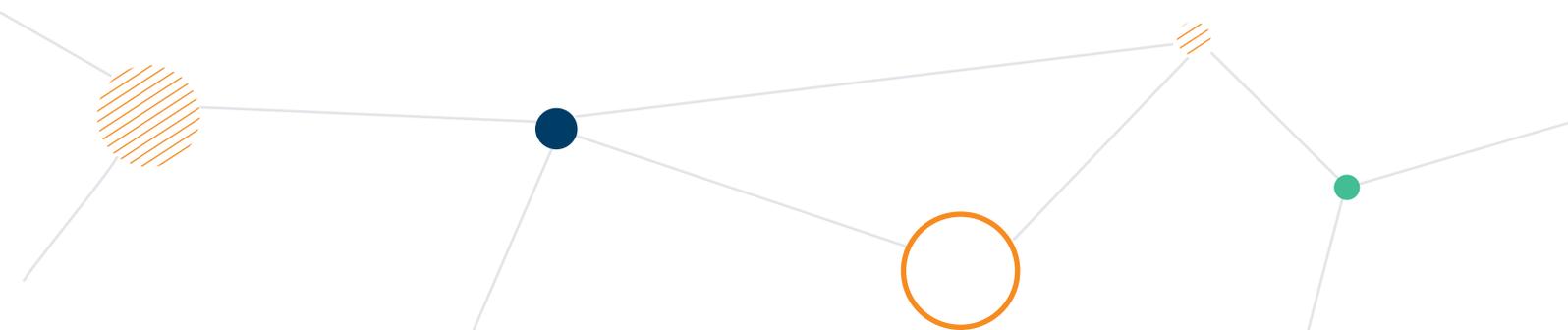
³National Restaurant Association, State of the Industry Report



Transformation Is Only as Good as the Network that Powers It

For successful digital transformation restaurant operators must ensure there is cloud connectivity at all times, with enough bandwidth to support growth and run critical cloud applications. Network outages are a risk because they can halt business processes. When digital reservation and ordering applications are not connected, or when customer PoS transactions can't connect, this creates friction in the seamless delivery of exceptional customer experience in all types of situations and at all sites. In addition, bandwidth is also required for guest-facing technology and is a must to keep customers happy.

The legacy network infrastructure can be costly to install and maintain. Skilled IT resources are needed to ensure all cloud applications are integrated tightly and that there are no gaps whenever a new application is added to the restaurant technology platform or a new location is added. For restaurants, simplifying network operations, optimizing network bandwidth, getting resilient high-quality cloud connectivity and maintaining network security at all times are critical success factors. The managed SD-WAN solution reduces networking costs and time-to-value for application rollouts on a site-by-site basis, while eliminating dependence on complex and resource-heavy IT infrastructure and capital overlays.





Managed SD-WAN Simplifies Restaurant Digital Operations

Not all restaurant sites have their own IT. Experienced managed service providers have the expertise to bring network and cloud services together into a unified managed service.

Nonstop Connectivity

One of the main features SD-WAN provides is automatic failover that ensures every employee, application, customer and restaurant site has reliable and consistent online connectivity. If one link fails or becomes congested, traffic is automatically redirected to a different link, thus reducing latency and mitigating downtime risks. Seamless failover instantly reacts to keep all of the restaurant digital operations connected.

Cost Efficiency

Cost efficiency is critical for restaurants. SD-WAN connectivity delivers higher productivity for less cost (a lot less) than MPLS. The costs of remote access from bandwidth providers and MPLS can add up quickly. SD-WAN can dramatically reduce overall network costs and provides better performance using broadband connections that have lower cost per megabit. Managed SD-WAN further eliminates hidden costs related to the complexity of setting up and maintaining network infrastructure with dedicated in-house IT staff. SD-WAN can scale quickly as restaurants add more sites, and operators do not need to worry about maintaining the network infrastructure or hardware.



Agility for Digital Transformation

Restaurants must embrace new technologies to optimize efficiency and meet customer expectations. The challenge is that legacy networks struggle to adapt, thus stifling innovation and threatening the ability to stay competitive. With managed SD-WAN, new technologies can be introduced into operations and can easily be connected to whatever cloud infrastructures they require. SD-WAN provides secure and reliable connections to every site, providing restaurants with greater flexibility to add new sites, increase bandwidth or introduce new cloud applications to their digital operations.



Adaptiv | SD-WAN for Frictionless Digital Restaurant Transformation

The network is the backbone of any digital restaurant operation. A good network infrastructure functions fine. A frictionless network infrastructure ensures that cloud access is always available, scales bandwidth easily and has the intelligence to prioritize business critical traffic including calls and digital payment transactions. Adaptiv | SD-WAN is a robust managed network solution that does not require any skilled on-site IT staff. Working with managed service providers allows restaurants to focus on their core business of servicing and engaging customers in an always-on, always-connected environment.

Managed SD-WAN allows restaurants to innovate by reducing the cost of connectivity and network maintenance.

How Restaurants Benefit from a Managed Adaptiv | SD-WAN Solution



REDUCE OPEX Economies of scale for your bandwidth and IT budget.



INCREASE RELIABILITY Always-on connectivity for business-critical cloud services.



NETWORK AGILITY Quickly and easily add new sites, new technologies or increase bandwidth.



CLOUD PRODUCTIVITY Faster and more responsive connections to business cloud apps.



BI-DIRECTIONAL QOS We prioritize voice and POS applications to optimize efficiency and customer experiences.

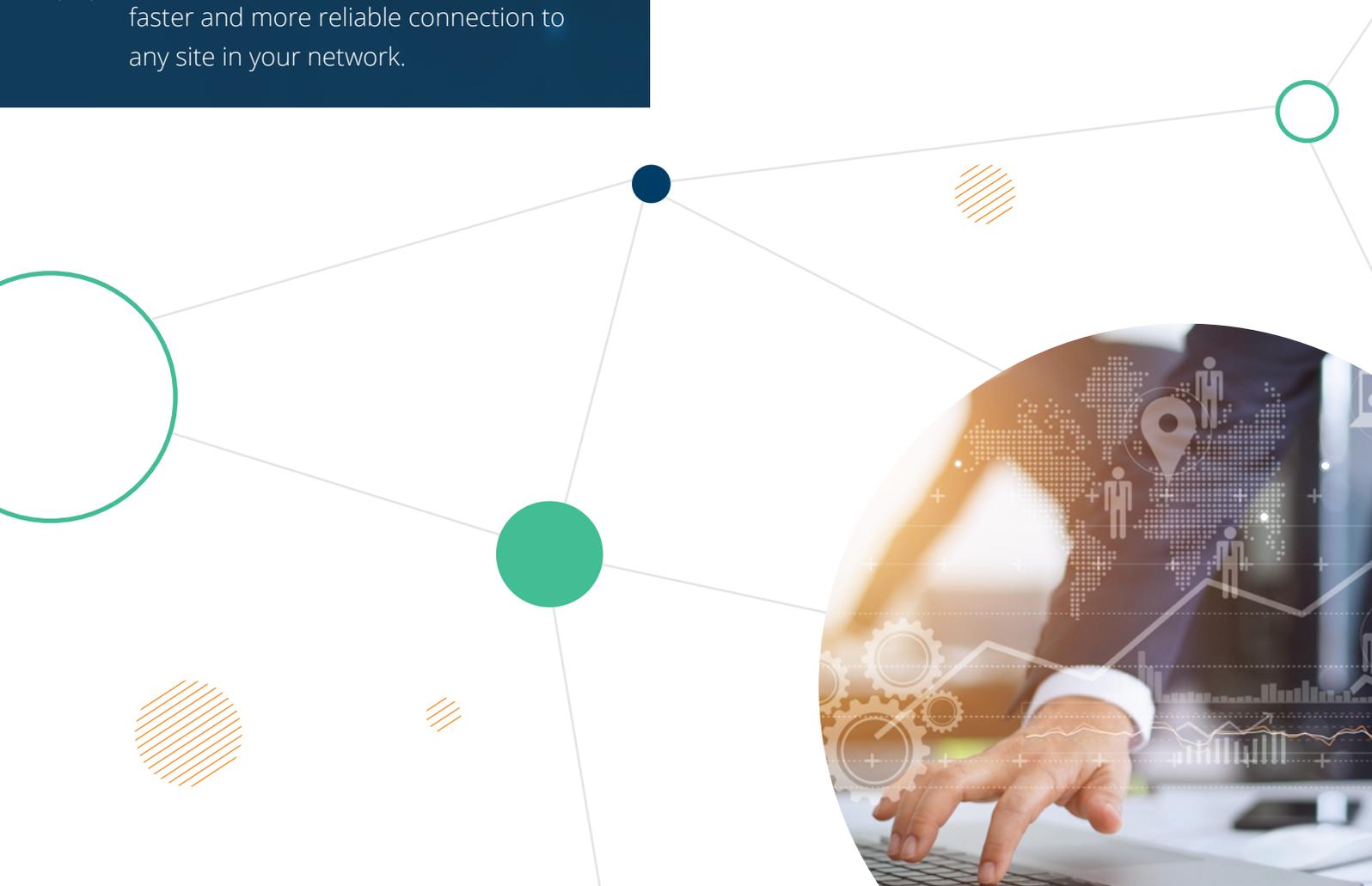


MULTI-LINK AGGREGATION Create a faster and more reliable connection to any site in your network.

This, in turn, results in their ability to fund other critical digitization initiatives by freeing up the IT budget that would otherwise be spent on maintaining costly legacy systems.

Adaptiv | SD-WAN runs on low-cost Internet connections that are locally available and is a cost-effective solution that enables restaurants to embrace digital transformation. Also, restaurants can install new locations quickly because they do not have to wait for weeks or even months for the big carriers to install dedicated access circuits. Adaptiv | SD-WAN installations are done remotely and require minimal on-site IT skills.

Adaptiv | SD-WAN provides restaurants with a secure and reliable high-speed network that is professionally managed, allowing restaurants to create operational efficiencies while maintaining focus on delivering an excellent guest experience. By eliminating the friction in digital restaurant transformation, Adaptiv | SD-WAN allows employees to tend to guests rather than networks.



About Adaptiv Networks

Adaptiv Networks is the creator of powerful, software-defined wide-area networks (SD-WANs) for the most challenging locations requiring agile cloud connectivity for business-critical application traffic. Businesses rely on Adaptiv Networks' software-defined network to provide secure, lower cost, higher performance and more reliable cloud networks for their voice, data, and video communications needs. Adaptiv Networks serves more than 200 customers, with more than 2,500 retail businesses and connected sites deployed through 25 partners across North America. Adaptiv Networks has been delivering software-defined solutions since 2002.

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