

# THE BENEFITS OF MOBILE POS

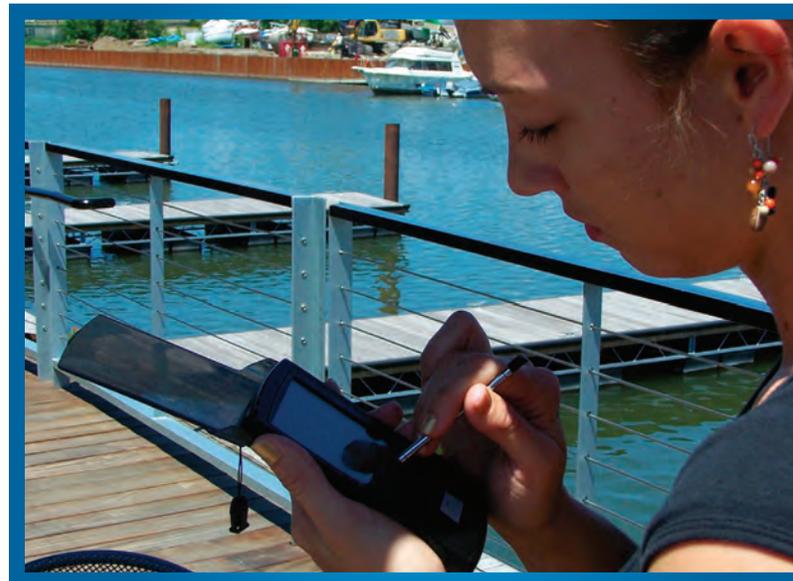


## TODAY'S MOBILE POS

With restaurateurs searching for new and innovative ways to make their business more efficient, many are turning to technology to impact their bottom line. One of the latest technology trends gaining momentum in the restaurant industry is the use of mobile point of sale (POS) solutions. With the increased popularity of wireless networking combined with the decreased cost of mobile computing devices, more businesses are adopting mobile solutions. In the hospitality environment, a mobile POS solution enables wait staff to perform all the basic functionality from your stationary POS system remotely via a mobile computing device. A mobile POS solution enables wait staff to greatly improve efficiency by taking orders and processing payments tableside.

In this white paper, we will analyze the business benefits a restaurant can realize by implementing a mobile point of sale solution. Specifically, the paper will discuss how a mobile POS solution can help your business improve operational efficiency and increase revenue through faster order processing, improved order accuracy, increased productivity, greater table turnover, and more efficient customer checkout. This white paper will also outline the competitive advantages channel partners like Value-Added Resellers (VARs) and Independent Software Vendors (ISVs) can gain by adding mobile POS to their product line.

With the advent of mobile POS solutions, businesses can complete a variety of business processes and conduct transactions from anywhere. Mobile POS solutions are ideal for any environment in which point of sale functionality is needed in the field. Traditionally, most people have experienced some form of mobile POS at flea markets, farmers markets or stadiums. Today, mobile POS is gaining the most momentum in the hospitality industry in environments like restaurants, bars, nightclubs, stadiums, trade shows, and many other point of sale applications in which mobility is required. The application providing users with the quickest path to return on investment is tableside ordering. So, let's take a closer look at how this POS application can help your restaurant.



# BENEFITS OF MOBILE POS

Whether you are a single location, independent operator or a large chain, mobile POS can provide a substantial return on investment (ROI) for your business. From streamlining order processing to improving order accuracy and increasing sales, increases in efficiency and profitability can be gained throughout your food service operations. A mobile POS solution will also enable wait staff to process payments tableside via a credit card reader attached to the mobile device.

One of key advantages of utilizing a mobile POS solution is streamlining the order taking process. Through a mobile device, wait staff can take an order at the table and wirelessly transmit it to the kitchen in real-time.

There is no need to wait for the server to return to the stationary POS system to enter the order, as they can now instantly enter the order while at the table. This allows food preparation to begin earlier, improving customer service by reducing wait times for items ordered.

In many restaurant environments, there are a variety of ways food can be prepared; add-on items, special requests, sides or other modifications are common requests that wait staff must accurately account for in the order taking process. By entering orders tableside in real-time as the customer communicates the order, wait staff will improve order accuracy by eliminating or reducing lost, partial and incorrect orders. This not only reduces food waste for your establishment but also improves customer satisfaction.

Good customer service is essential to ensuring repeat business from your patrons. A mobile POS solution will give wait staff the ability to spend more time with the patrons, improving customer service and enhancing the dining experience. It will also give servers extra time to up-sell and cross-sell profitable extras like drinks, appetizers, sides and desserts. This will not only result in larger average ticket size for the restaurant but also bigger tips for wait staff.

In high volume restaurant environments, the ability to serve more patrons faster and increase table turnover is critical to success. Many restaurants struggle with customer wait times on a daily basis and especially on weekends when most patrons prefer to enjoy a night out to dinner. As busy restaurants look for new ways to increase capacity, many have decided to add outdoor seating as an option for serving more patrons. Unfortunately, the traditional stationary POS system is not ideal for harsh, outdoor environments. Therefore, many establishments with outdoor seating require wait staff to use a terminal inside the restaurant which is often a less than optimal solution for efficient order entry and checkout procedures. Mobile

POS is an ideal and more affordable option for growing restaurants that need to equip additional wait staff to process more orders as mobile devices are traditionally less expensive than adding a stationary POS system.

Finally, an added positive of mobile POS solutions is the last step of a customer's experience: the checkout. This is the last thing a customer will remember about your restaurant. They enjoyed your delicious food and the friendly wait staff, don't allow that to be ruined by a long wait at the register. A mobile POS solution will allow wait staff to securely and efficiently process payments tableside, avoiding the potential for aggravating the customer in the checkout process.

For savvy restaurateurs that are looking to reduce customer wait time and food waste, increase average ticket size and expedite customer checkout, implementing a mobile POS solution will not only improve the profitability of your business but also the overall customer experience. Mobile POS provides a number of advantages for the wait staff, customer, and restaurant owner.



# HOW OFFERING MOBILE POS CAN BENEFIT CHANNEL PARTNERS

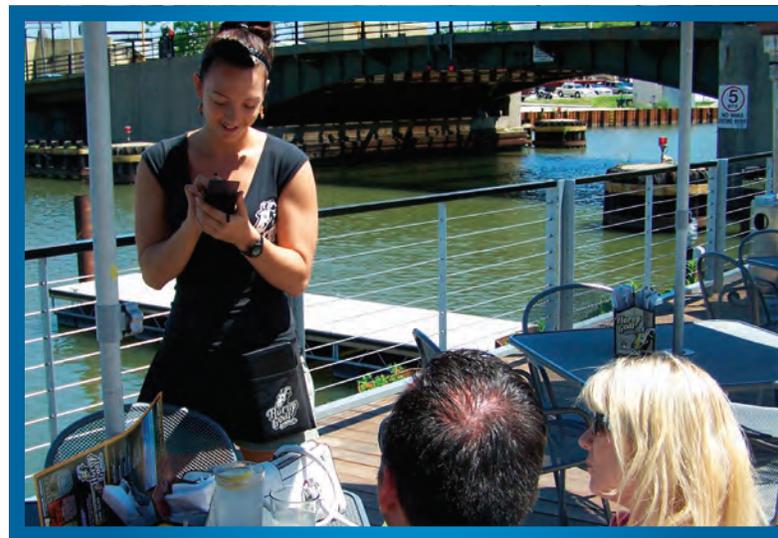
In today's competitive marketplace, channel partners, just like restaurants, are looking for new and innovative ways to win more business. Whether you are a VAR or ISV, offering the latest cutting-edge technology is important. Customers now often dictate that technology purchases have an associated return on investment to validate the IT dollars being spent.

One of the primary reasons channel partners should consider offering mobile POS solutions is that it offers a tangible ROI that has a positive impact on a customer's business. For many companies, the first question they have about anything deals with money. How much will it cost? How much will I make? Is it worth the money I would have to spend? It is important that what they invest in it is worth it. As a reseller, you will be able to provide that tangible ROI and make a significant impact on their business. Mobile POS will greatly affect a business because it will help increase sales and expand seating with outdoor or remote locations. Since mobile POS gives a company the chance to see more patrons, their chance of higher revenues also increases.

By offering a mobile POS solution, channel partners can instantly differentiate themselves in a crowded field which will help you close more deals in the long run. Recommending mobile POS to your customers will show that your business offers the latest, state-of-the-art solutions that can benefit their business. Customers will take notice and be more likely to come back to you in the future for recommendations on products or solutions because of the reputation you have established.

Finally, as a reseller, you'll have the opportunity to sell deeper into your existing customer base. Most resellers already have a large base of accounts to which they've previously sold a POS system to. The customer has most likely become accustomed to their current POS system and how it works.

For channel partners, offering a solution that is reliable is key to not only having a happy customer but also eliminating unwanted support nightmares. Reliability and usability are key as wait staff are using the mobile POS solution in front of the customer. With the growing popularity of smart phones, many channel partners often think that any mobile device can work in demanding hospitality environments. Mobile devices selected for use in hospitality should offer standard requirements like splash resistance and a drop rating. Selecting the right POS-hardened device is critical to eliminating repeat hardware issues.



When choosing the correct POS-hardened device as compared to a consumer device, there are few qualities you'll want to focus on to find the correct one. It is critical that you choose a device that is splash resistant and can handle a drop of 4 feet repeatedly in order to withstand the toughness of most POS environments. It is also important to find one that has a reliable/stable wireless connection. Depending on the area where your restaurant is located, the wireless capabilities must be consistent on your POS-hardened device in order to be effective in the POS installation.

Another important factor when choosing your POS-hardened device is being certain that it has unique power saving technology. Since you'll be working mobile, having a device that can hold a long battery life is a necessity. With that, being able to seamlessly roam across multiple points is another vital factor. For those restaurants that are looking to use the mobile system for an outdoor seating area, they will often be in spots of the restaurant that are a decent distance from the stationary system. Being able to roam across multiple access points is a requirement when selecting the right mobile POS-hardened device for you.

Integration is also important, as the mobile POS solution selected should work seamlessly with your existing stationary POS system. This will ensure the customer can not only keep the existing POS system they already have, but make their business more efficient by going mobile. Most mobile POS applications enable wait staff to perform all the functionality found in your stationary POS system, on the mobile device in a real-time, synchronized format.

## SUMMARY

Mobile POS solutions can benefit a restaurant in a variety of ways throughout the life cycle of the customer visit. With the evolution of technology, mobile applications have become more prevalent due to lessened concerns regarding reliability and security. Whether you are a restaurant or a technology solutions provider that serves them, mobile POS is a growing trend that provides tangible business benefits.

## ABOUT THE SPONSOR

Founded in August of 2001, **Touch Dynamic** is an ISO 9001:2008 certified manufacturer of All-in-One touch terminals, small form factor PC's, mobile POS devices and touch screen monitors for a variety of industries. We understand the demands on our channel partners and provide unique products and additional value-added services to help them meet the specific needs of their customers. Touch Dynamic has leveraged our employee's extensive experience in these markets to develop a focused product line of unmatched quality and features. We back it with a support staff that is highly skilled and motivated to solve any issue that might arise.

**Touch Dynamic** products are manufactured, tested, shipped and serviced from our US headquarters in Irvington, NJ and our two Regional Distribution and Service Centers located in Houston, TX and Portland, OR. Touch Dynamic continues to reinvest in the company to better support our rapidly growing global network of reseller and ISV partners.

**Touch Dynamic** offers both 3.5" and 4.3" POS-hardened mobile devices specifically designed for the hospitality industry that are ideal for tableside ordering, wireless payment processing, and line busting applications. To learn more about our mobile POS solutions, visit [www.touchdynamic.com](http://www.touchdynamic.com).

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