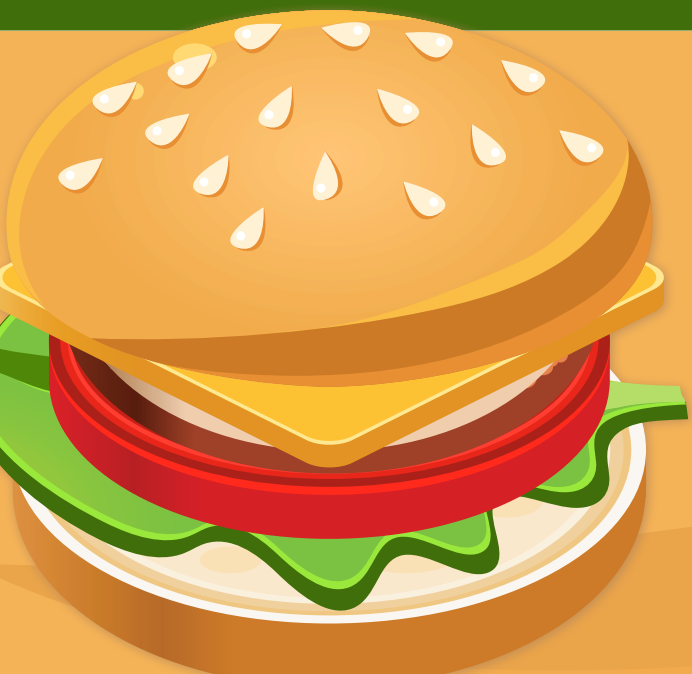


Fast-Casual Restaurants Can't Deliver on Digital Experience when the Network Is Down

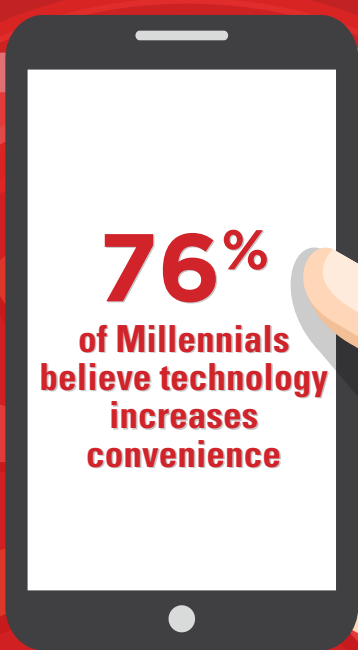


Key Fast-Casual Industry Trends

- Fast-casual generated **\$47 billion in sales, or 18% of \$268 billion, in limited service sales.** (National Restaurant Association, 2017)
- **High growth rate of 9% in 2017.** (Technomic's Top 250 Fast-Casual Chain Restaurant Report 2017)

Top Fast-Casual Industry Drivers

- Having the order start from the phone/mobile app is more common with Millennials.
- Customers, particularly Millennials, want restaurant experiences to be more technology-driven.
- **76% of Millennials believe technology increases convenience; 68% feel it speeds up service.** (National Restaurant Association)
- Consumers are increasingly looking for healthy alternatives; they are more dynamic in their tastes but still want speed and convenience. (<https://www.franchisehelp.com/industry-reports/fast-casual-industry-analysis-2018-cost-trends/>)

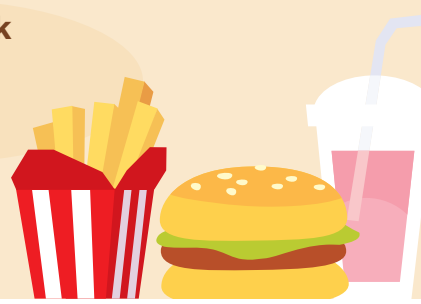
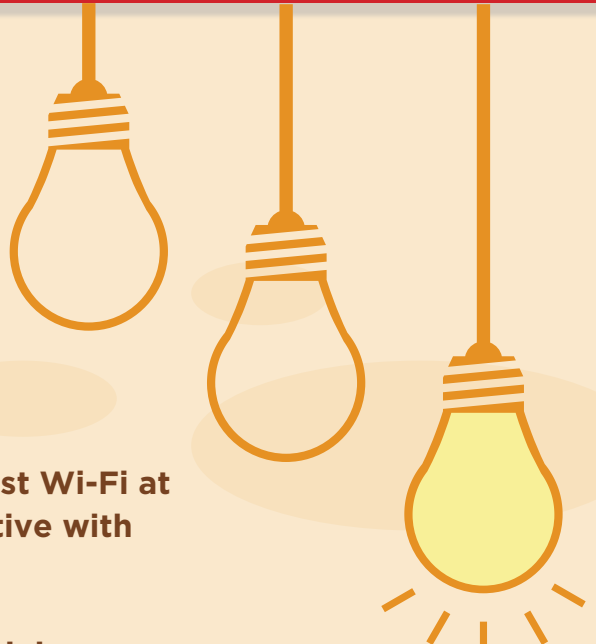


Innovation Agenda for Fast-Casual

- **73% of food service activities could be automated in the future.** (U.S. Franchise Restaurant Sector, 2017 Outlook)

KEY INNOVATION AREAS:

- **Guest Wi-Fi** — Providing uninterrupted Guest Wi-Fi at fast-casual restaurants has become imperative with growing tech-savvy Millennial customers.
- **Self-Ordering and Payment** — With rising minimum wages, mobile ordering, kiosk ordering, and tabletop payment technology are more prevalent.
- **Loyalty Programs** — Customers are motivated most by points-per-dollar loyalty programs that are easy to track and redeem on smartphone apps.
- In terms of millennial use of restaurant loyalty programs, **40% prefer to use smartphone or tablet apps, 38% prefer loyalty cards and 22% prefer presenting an ID or a punch card.** (Software Advice)



Industry Challenges

- Network downtime leads to lost sales; on average, businesses lose between **\$84,000 and \$108,000** for every hour of IT system downtime. (<https://www.eccessa.com/blog/downtime-costs/>)
- Painful outages that affect revenue and reputation are not the only area for concern for retailers. Network outages impact overall customer experience, POS transactions, customer Wi-Fi access, inventory management, store video & security, email, among other applications.
- New digital ordering and payment technologies suggest need for greater allocation of budget to digital and IT.
- **'THREE-QUARTERS** of consumers will view menus on their smartphones before trying a new restaurant.' And prices and specials need to match to complete the online to in restaurant transition.



How Fast-Casual Restaurants Can Be Innovation-Ready

- Design a technology infrastructure that is agile and capable of adapting to the rapidly changing digital demands of fast-casual customers.
- Optimize high-performance, secure and cost effective SD-WAN solutions to deliver a consistent and positive customer experience at all times.
- Companies with many remote locations should adopt SD-WAN to take advantage of its central management capabilities and to deploy a comprehensive policy based approach to network connectivity and cloud access. (<https://searchsdn.techtarget.com/answer/What-is-SD-WAN-and-should-I-consider-it>)
- Leverage SD-WAN's multiple circuits to seamlessly route traffic through an alternative connection, preventing downtime and loss of revenue.
- Adopt SD-WAN to provide guest Wi-Fi, seamless store transactions, Omni-channel services and robust access to the cloud at all times.



SPONSORED BY

HughesON™

EIQ RESEARCH SOLUTIONS