

TABLET TECHNOLOGY BRIDGES HOSPITALITY, CUSTOMER ENGAGEMENT



Restaurant executives looking to reduce theft, improve employee productivity and increase the guest experience have been rolling out hybrid tablet POS terminals throughout their locations. The tablets serve as a dual-function POS system, giving adults the ability to order food and drinks, and children access to games.

So far, the tablets have been a success in serving both customer and employee needs. For example, servers have the ability during peak times to take each tablet tableside or to the drive-thru to place orders on the spot and immediately send those orders to the kitchen. This has

worked to improve speed of service and order accuracy among guests.

Additionally, restaurant managers can use the tablets to streamline employee training and track the onboarding process of new servers.

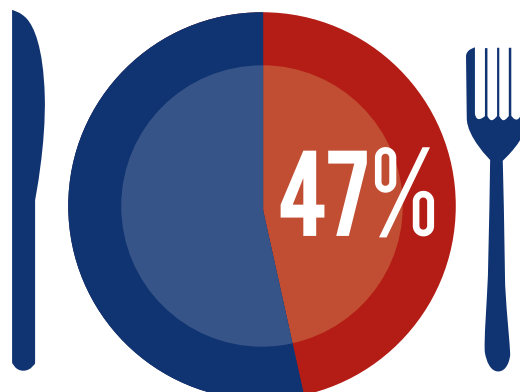
Hybrid Rollouts Industry Wide

According to [Hospitality Technology's 2015 POS Software Trend Report](#), 47 percent of restaurant operators said they were looking to add mobile POS systems as a way to upgrade their existing systems. Another 38 percent of restaurant operators said implementing tablet-based POS software was a top priority. This means that restaurant operators want increased flexibility in the way they take orders and process payments, with the right hardware and software tools to make this possible.



iPads are now being used as fixed cash registers, especially in the single-location "Mom-and-Pop" space, while hybrid tablets are making heavy strides in the area of casual and fast casual dining. These hybrid tablets are giving customers the ability to determine their own type of restaurant experience. At the same time, they are also giving employees the ability to better serve guests during peak and off-peak hours.

47% OF RESTAURANT OPERATORS ARE LOOKING TO UPGRADE TO MOBILE POS SYSTEMS





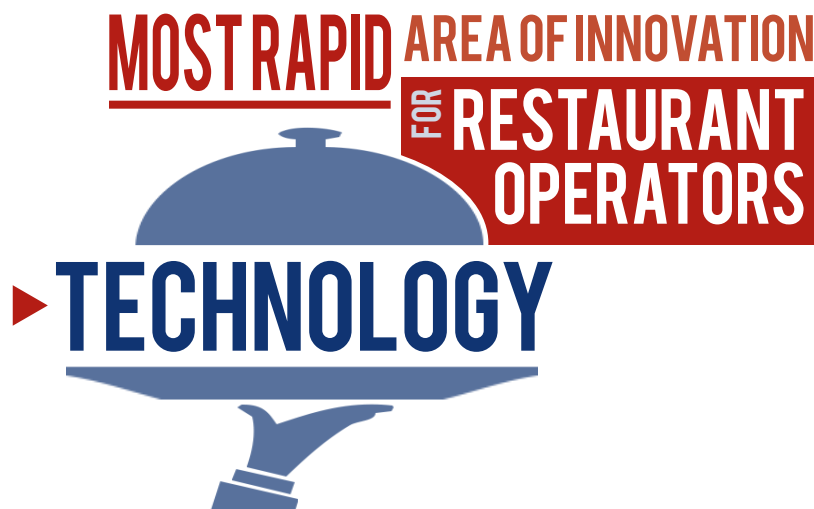
In 2015 and beyond, **Nation's Restaurant News** reported that technology will be the most rapid area of innovation for restaurant operators moving forward because the industry is much better poised for integration. Technology upgrades include the increased use of tablets for line-busting and for tabletop devices for ordering and payment.

Hudson Reihle, senior vice president of the National Restaurant Association, attributes this trend to operators wanting to add advanced and mobile payment options that are EMV-compliant, and to consumers' current expectation of the use of technology in restaurants, both in the front and back of house.

Bridging the Gap

Yet, while hybrid tablet terminals are being integrated into brands such as Red Robin, one hospitality challenge is determining the ratio of hybrid tablet vs. fixed terminals in restaurants, especially given the variability of peak traffic times. One hybrid mobile device -- the Posiflex MT4008 tablet -- transforms to a bar code scanner and traditional terminal, and bridges the fixed to mobile POS terminal gap. This works for restaurant chains across all segments because the tablet can be used to line bust at the drive-thru, or it can be deployed at the counter for taking in-store orders. This joins broad functionality and flexibility in a single, versatile form factor and illustrates how traditional POS is evolving to meet today's restaurant requirements.

Restaurant operators also are making this switch because they need a mobile POS device that is able to withstand daily use of eight hours or more, and that encourages employee and customer mobility.



Mobile POS tablets give restaurant employees the ability to input orders in real time, without having to take an order back to a traditional POS station, giving restaurant customers the peace of mind that comes from knowing they will get exactly what they ordered.

These tablets are part of the overall POS equation because they can be easily integrated into a restaurant's existing software solution. This gives these terminals the ability to pull up transaction information, customer rewards or any other type of reporting needed for customer care or back-end documentation.

The hybrid-tablet terminal comes equipped with battery charging options in the docking station and a hot swappable pistol grip that enables 24-hour operation. The pistol grip additionally helps convert the tablet into a versatile self-service tabletop device, giving guests further control of their overall experience. With these additional functions and charging options, the MT4008 can remain charged to perform a wide variety of tasks throughout a busy day. As a hybrid design that bridges the gap between fixed and mobile POS, the Windows-based MT4008 tablet POS provides restaurant operators with a multi-function device that can boost sales, improve productivity and deliver results that generate ROI.

One way hardware providers can help the restaurant industry meet the need for versatile payment solutions is through the creation of hybrid-tablet terminals such as the MT4008. This terminal is light and easy to use and carry, and it can easily be integrated into an exist-

ing software solution. This works to eliminate any hindrances to the transaction process. Employee training is simple and effective, and these terminals can drive improved employee satisfaction as a result of their use. ■

Go Tablet to Terminal



The multi-use, multi-function Posiflex MT4008 bridges the mobile / tablet gap. Hospitality providers can line-bust, check information on the store floor, scan inventory and set up a POS terminal all now with the same hardware platform. The MT4008 transforms from a tablet to a restaurant-ready barcode scanner, and then connects to a docking station with a fully integrated printer to function as a traditional POS terminal.

To find out how your business can increase customer engagement and employee satisfaction using a tablet / terminal hybrid solution, call 1-888-968-1668, or visit www.posiflexusa.com.

POSIFLEX™

30689 Huntwood Ave.
Hayward, CA 94544
Ph: 1.888.968.1668
www.PosiflexUSA.com