



Architecting an Enterprise-class Off-Premise Ordering Solution **Call center and online ordering for takeout, delivery, catering and drive-thru**

Off-premise services including takeout, delivery, catering and drive-thru represent a significant growth opportunity for the restaurant industry. Many fast casual, casual dining and quick serve restaurants are exploring online ordering and call center solutions to seize this opportunity, and with this comes the need for a robust technology foundation: an enterprise-class architecture. This paper will guide you through the essential capabilities of an enterprise-class architecture that will position your restaurant for growth and innovation.

Architecting an Enterprise-class Off-Premise Ordering Solution

Today, in response to consumer demand, many fast casual, casual dining and quick serve restaurants are stepping up off-premise dining services including takeout, delivery, catering and drive-thru. An ideal strategy for driving incremental sales and improving financial performance at existing locations – all while giving customers easy access to meals from their favorite restaurants. The impact is real – in casual dining alone, takeout sales have grown 10% annually over the past three years and the trend is expected to continue.

To capitalize on this off-premise business opportunity, more and more restaurants are strategically moving toward the adoption of new ordering channels, giving their customers more options for placing orders than ever before – including online ordering, text messaging, interactive voice response (IVR) systems, and centralized orders in a call center.

As operators explore these new ordering applications, they are realizing that deciding on a system with the right solution architecture is as fundamental a task as considering the site for building a new restaurant. Just as the right location of a restaurant can determine the success of the business, the correct solution architecture can enable sustained business growth while a sub-par architecture can lead to lost time, misspent resources, unhappy customers and ultimately, restrained growth.

In choosing an online ordering and/or call center solution, restaurants should look for applications built upon an open, enterprise-class architecture with the following capabilities:

- Adaptable:** *maximizes legacy value, is easily integrated and accelerates implementation*
- Scalable:** *provides a foundation for growth and peak volume processing*
- Reliable:** *ensures a high level of system availability and minimal downtime*
- Extensible:** *enables speed-to-market innovation and new ideas without changing design*
- Secure:** *ensures data protection and certainty for all transactions: and*
- Unified:** *provides an opportunity to optimize customer service and drive customer loyalty*

Architecting an Enterprise-class Off-Premise Ordering Solution

Adaptable: maximizes legacy value, is easily integrated and accelerates implementation

Real time point of sale (POS) integration

As restaurants extend ordering channels outside the four walls of the store, they need to look for applications that allow for real-time integration with their current POS systems – such as MICROS, Radiant, or XPIENT – through an ordering application programming interface (API). With real-time integration, orders are injected directly into the POS system, and the correct menu availability, pricing, and tax information for each restaurant is displayed to a call center agent, or to the customer ordering online. With this advanced integration approach, restaurants can leverage their current POS investments, minimize menu maintenance and ensure customers consistently receive accurate menu, pricing and tax information for their orders as they are placed.

Data import/export from third-party databases

Restaurants with rich legacy ordering data – such as customer records, order history, menu items, promotions, etc. – can transition this data into their new online ordering and/or call center system, ensuring data continuity using an extract, transfer, and load (ETL) approach. Likewise, restaurants can import data from their new online ordering or call center system into an existing system, such as an email marketing application with extensive customer information, enabling the two systems to co-exist and enhance each other's value.

Scalable: provides a foundation for growth and peak volume processing

Scalable to process thousands of orders simultaneously

Scalability of a call center and/or online ordering system is critical for a growing restaurant business and should be built foundationally into the design of the system – not as an afterthought. Through clustering and load balancing an enterprise-class architecture can handle current and future demand – ensured by a system that has been proven to handle thousands of simultaneous orders taken across multiple ordering channels. A truly scalable solution handles many more potential dimensions of growth for the restaurant such as addition of new stores or even new brands under their umbrella, or the introduction of new off-premise services, such as catering.

Architecting an Enterprise-class Off-Premise Ordering Solution

Reliable: ensures a high level of system availability with minimal downtime

Designed for 999's reliability and failover protection

An enterprise-class architecture is designed from the ground up with reliability at the core so that restaurants are still able to take orders should any part of the system – including an Internet connection – go down. A system with robust messaging technology, redundant hardware, and a clustered architecture for system reliability and failover ensure graceful recoveries from unexpected network events.

Ease of implementation and maintenance

An enterprise-class architecture is designed to for ease of implementation. Using automatic installs and parameter-driven customization, the burden on the IT staff is significantly reduced. Features such as menu synchronization, direct POS integration, and a single administration application for all ordering channels makes it easy to configure and update business rules, menus, and user information in real time by non-technical staff without requiring code changes or system downtime.

Extensible: enables speed-to-market and new innovation without changing design

Allows for an integrated approach to adding new ordering channels

An enterprise-class architecture is flexible and extensible: able to support multiple ordering channels out-of-the-box or over time without extensive rewrites or an architectural overhaul. For example, a restaurant may already offer customers self- service ordering options, such as online ordering or an interactive voice response (IVR) system, and would like to add a call center to handle larger, more complex catering orders that require assistance from a call center agent. An enterprise-class architecture with an ordering channel application programming interface (API) enables the quick addition and seamless integration of new components like this – with minimal cost and effort.

Allows for an integrated approach to adding complimentary systems

In addition to new ordering channels, an enterprise-class architecture enables systems that support the order-taking process to be connected. Based on specific business drivers of the operation, these systems such as loyalty/CRM, delivery dispatch, catering production management, or curbside delivery can integrate seamlessly with the online ordering or call center system.

Configurable around operational and business processes and procedures

While the basics of the ordering process are similar for every restaurant, each organization has its own unique process and procedures that the off-premise ordering system should support without additional development costs. An enterprise-class architecture encapsulates the basic business processes and also allows for the customization of specific business rules such as restrictions on how far in advance future orders can be placed, the minimum prep time for menu items, or the escalation and/or compensation process for complaints over

Architecting an Enterprise-class Off-Premise Ordering Solution

a certain dollar amount. Since business rules need to vary based on the situation, an enterprise-class architecture also supports business rules that vary across restaurants, ordering channels, and service types such as pickup, delivery, and catering.

Secure: ensures data protection and certainty for all transactions

PCI and PABP Compliance

As restaurants expand ordering channels online or in a call center, the correct handling of cashless transactions is imperative, and data security must be a core part of the system – not an afterthought. The Payment Application Best Practices (PABP) program from Visa is intended to set rigorous standards for credit card processing for software to protect consumers. For a restaurant business to be Payment Card Industry (PCI) compliant, the ordering systems that they use must be PABP compliant and audited by an independent, industry-authorized certification company. Credit card data needs to be encrypted at all times, and the system must support authentication and authorization for all applications; secure remote user access and encrypted messaging; and secure network connections. In other words, everything the restaurant processes must be thought about through a security lens.

Unified: provides an opportunity to optimize customer service and drive customer loyalty

Central customer database across ordering channels

An enterprise-class architecture enables the unification of customer identification and interactions (orders, inquiries, complaints) across ordering channels into a single customer database – an invaluable resource for effectively managing customer relationships to drive business growth and create increasingly loyal customers. For example, a call center agent with visibility into a customer's complete order history will see that for this customer's last order placed online, the food was not packaged properly and spilled into the bag. The agent can take precautions to prevent a similar incident - such as a special note to restaurant to package carefully. With centralized data and reporting tools, restaurants can also uncover business trends – such as suggestive sell uptakes, average check size by ordering channel, performance of promotional items by segment or ordering channel, etc. – to enable more targeted and effective marketing programs and promotions including issuing customer surveys to gain valuable insights that tie into loyalty programs.

Architecting an Enterprise-class Off-Premise Ordering Solution

Driving off-premise business growth with online ordering and call center solutions

Restaurants looking for online ordering and call center solutions to support their off-premise business need a foundation from which they can immediately maximize the value of their current IT environment, while making it faster and easier to develop new capabilities and growth opportunities for their off-premise business over time. Online ordering and call center solutions built upon an open, enterprise-class architecture that is adaptable, scalable, reliable, extensible, secure and unified position a restaurant to capitalize on the off-premise business opportunity and achieve sustained business growth.

Vendor Checklist: How do you know if you have an enterprise-class architecture?

Restaurants currently looking for or re-evaluating a current online ordering and/or call center solution can utilize the checklist below to aid in the review process in choosing a solution to meet immediate business needs and provide a foundation upon which to grow.

<u>Enterprise-Class Architecture Capability</u>	Exit41	Other
Point of sale (POS) integration		
Ordering application programming interface (API)	✓	
Accurate and up-to-date menu availability, real-time pricing and tax information for each restaurant	✓	
Data import/export from third party databases		
Data continuity of legacy data to new online or call center database via an extract, transfer, and load (ETL)(or vice versa)	✓	
Co-existence of legacy database	✓	
Scalability built foundationally into design		
Clustering and load balancing to support thousands of simultaneous orders	✓	
Reliability and failover protection		
Robust messaging technology, redundant hardware and clustered architecture	✓	

Architecting an Enterprise-class Off-Premise Ordering Solution

Ease of implementation and maintenance		
Configure business rules, menus, and user information without code changes, by non-IT staff	✓	
New innovation & speed to market without design changes		
Generalized API to enable new ordering channels	✓	
Integrated approach for complementary systems: delivery dispatch, or curbside notification	✓	
Easily configurable business rules	✓	
PCI and PABP compliance		
Encryption of credit card data	✓	
Authentication and authorization for all applications, secure remote user access, secure network connections	✓	
Central customer database		
Unified customer ID and complete order history	✓	
Easy to manage and leverage customer profiles for marketing and loyalty programs	✓	
Ability to uncover business trends through data and reporting	✓	
Survey tools to gain value customer insight	✓	

About Exit41

Established in 1998, Exit41 has a long and successful history as an innovator in the development of food ordering solutions for restaurants, evolving from a point-of-sale business to become the market leader for online ordering and call center solutions, processing over 17 million orders to date. Exit41 has engaged with industry leading restaurants and invested 25 man years of development to create an enterprise-class architecture for the Exit41 Enterprise Suite of online ordering and call center solutions.

www.exit41.com