

# NCR ALOHA

INTEGRATE DELIVERY MARKETPLACES  
INTO YOUR POINT-OF-SALE



# **GOODBYE, TABLET TROUBLE. HELLO, SIMPLIFIED ON-DEMAND FOOD DELIVERY.**

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Don't have the time or capital to adopt an online delivery marketplace? You're not alone. Most restaurants worry that implementing third-party delivery technology will add more "to dos" to their employees' collective plate and, even worse, result in disgruntled customers upset about slow delivery times.



### **MORE EQUIPMENT = MORE PROBLEMS**

Mastering multiple systems for online delivery marketplaces is akin to learning several foreign languages – at the same time. The systems don't work in tandem and require employees to manually translate orders from each device into the restaurant's POS, creating errors and slowing the order process down. The term "it's complicated" doesn't work in the restaurant environment.



### **TOO LITTLE TIME ON THEIR HANDS**

On a busy night, customers who are out of sight are often out of mind. Do your bartenders or employees ever turn off your delivery marketplaces so they don't have to deal with them? Turning off technology to focus on in-house patrons means losing revenue and potential new customers in the process.



### **PLAYING "TELEPHONE" WITH RESTAURANT ORDERS IS A NO-WIN PROPOSITION**

Successful third-party delivery requires cooperation between the restaurant and the marketplace. Current processes can be delayed and archaic with many manual processes involved in updating menus, and the marketplace has no real-time visibility into whether an item is sold out.



### **YOU HAVE ONE JOB – ACCORDING TO YOUR CUSTOMERS**

When customers have a negative third-party delivery experience – no matter the issue – 44 percent blame the restaurant. This places the burden on the manager to ensure communication between the third-party service and restaurant is clear and correct.

# **IN 2018, RESTAURANTS CAN THRIVE OUTSIDE THEIR FOUR WALLS. DON'T GET LEFT BEHIND.**

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Technological advances have fostered an on-demand economy – when consumers place orders, they want their items as quickly and cost efficiently as possible. You need a solution that makes it easy to meet customer expectations and grow your reach, without having an impact on your existing operations.

## THE FOOD DELIVERY MARKETPLACE IS GAINING A BIG PIECE OF THE PIE

While pizza still plays a large role in the \$52.5 billion food delivery industry, third-party delivery has opened the door to other fast casual and full-service options. People who say they'll use third-party services more often next year cite convenience (39 percent) and more restaurant options (39 percent) as the factors driving their collective interest.



## THE "ME GENERATION" WANTS FOOD FAST

Snapchat. Instagram. On-demand economy. Millennials now hold \$200 billion in buying power and make up 41 percent of the third-party delivery market. And of the 28 percent of consumers who say they'll use these services more often next year, 33 percent are millennials.

## RAISE THE FOOD DELIVERY BAR (AND YOUR PROFIT MARGINS)

Restaurant owners have limited resources. Rather than building new physical locations or dedicating your resources to offer or expand delivery options, restaurants can tap into the new on-demand model and the pool of delivery drivers available through food marketplaces. You move food beyond your walls without the added costs and headaches.



## DELIVERY-FRIENDLY = PROFITABILITY & ENGAGEMENT

The phrase "desperate times call for desperate measures," dates back to ancient Greece. Fast forward to today, and we can update that term to crazy competition calls for even more creativity. Placing your restaurant on a delivery marketplace is essential in helping your establishment stick out and reach hungry people who have never tried your cuisine. A positive delivery experience drives engagement and generates customers without requiring them to leave their homes.



# **NCR ALOHA'S DELIVERY MARKETPLACE INTEGRATION EMPOWERS RESTAURANTS TO REACH NEW CUSTOMERS WITHOUT THE HASSLE**

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The NCR Aloha Platform now comes with delivery marketplace functionality that simplifies food on demand. Your POS will manage delivery marketplace orders like any other ticket. And with automated communication between the restaurant and marketplace, you'll reduce the chance of manual errors.

# HERE'S HOW IT WORKS.

## CUSTOMERS PLACE AN ORDER ON A DELIVERY SERVICE

A customer discovers your restaurant on a third-party application. They browse your menu, select and pay the third party.

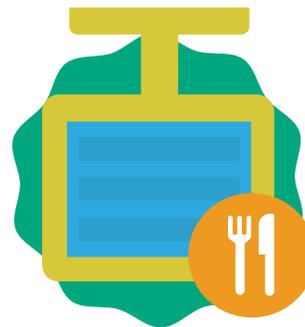


## DELIVERY SERVICE SENDS THE ORDER TO THE RESTAURANT

The third-party delivery service takes the customer's order and sends it directly to your POS system.

## NCR ALOHA POS ACCEPTS THE ORDER AND SENDS IT TO THE KITCHEN IN THE NORMAL OPERATIONS WORKFLOW

The NCR Aloha Platform will feed the order into your POS like any other order, with no extra tablets or training needed. Real-time sync between the POS and the third-party service provides the customer a precise delivery time.



## POS AND DELIVERY SERVICE SYNC IN REAL-TIME TO PROVIDE FOOD AVAILABILITY

Before, after and during the delivery process, the NCR Aloha Platform continues real-time communication with the third-party delivery service, ensuring the menu is up-to-date, and customers don't accidentally order a sold-out item.

NCR is working with some of the industry's highest-rated delivery marketplaces. And after adding the capability to connect to delivery marketplaces through your NCR Aloha Platform, you will have the ability to also connect with any new delivery marketplaces that NCR partners with – no further updates required.

 DOORDASH

 GRUBHUB

# HAVE YOUR CAKE (OR PIZZA OR STEAK) AND EAT IT TOO.

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The NCR Aloha Platform delivery marketplace integration comes with all the perks of food delivery – but none of the hassles. Your culinary creations will reach a wider audience, you won't spend time mastering new technology and there's no costly car maintenance involved. It's a win-win.

## NO RETRAINING REQUIRED

Orders from delivery marketplaces are treated just like any other order. Because your employees can read third-party orders through your POS, there's no downtime and a lower risk of errors caused by improper order translation.

## LESS WAITING, LESS WORRYING

Real-time, automated communication between the restaurant and third-party delivery service provides the customer more accurate information, including item availability and how long delivery will take. You'll dramatically improve the customer experience without lifting a finger.

## NEW PARTNERS JOINING THE FUN

NCR continues to bring new delivery marketplaces into the fold. Currently, the NCR Aloha Platform integrates with Grubhub and DoorDash, two of the most trusted names in third-party delivery. As more marketplaces are added, you have the option to sign up for their services to expand your reach further.



## CONSIDERING THIRD-PARTY INTEGRATION? THINK CAREFULLY

You can implement third-party delivery in three ways, including manually managing delivery marketplace orders through tablets separate from your POS system, third-party integration with a platform provider, or directly managing orders through your POS system using your POS provider.

Third-party integration solutions have popped up to solve the issue of manually managing orders on tablets and entering them into the POS. However, adopting a third-party integrator means you'll have a different support team to contact if anything goes wrong, costing you extra time. With Food on Demand, you cut out the middleman and receive the same level of service you've come to expect from NCR.

# **DIRECTLY CONNECTING WITH DELIVERY MARKETPLACES IS JUST THE NEWEST FUNCTION OF OUR NCR ALOHA PLATFORM.**

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With the NCR Aloha Platform, you have access to some of the most robust capabilities in the restaurant industry. Explore how the NCR Aloha Platform can make the front and back of the house more efficient and streamline your operations.



## IMPROVE PRODUCTIVITY BOTH IN AND OUT OF YOUR RESTAURANT

More restaurant employees have been trained on the NCR Aloha POS than any other solution – so chances are, they'll be ready to step in from day one. The NCR Aloha Platform increases your speed of service and pinpoints bottlenecks down to the individual order level. And because NCR Aloha also works on handheld devices, your employees won't have to crowd around a terminal to input orders.

## COMPLETE ORDERS QUICKER – AND MORE ACCURATELY

The NCR Aloha Platform will maintain routing rules, coursing and cook times to help you deliver courses in a timely manner. You'll be able to view ticket times, delayed orders and order prioritization to determine how long an order has been in production. Our kitchen production capabilities also provide load balancing to evenly distribute orders between similar product stations, reducing cook times during your busiest hours.



## BUILD A CUSTOMER-FRIENDLY DINING EXPERIENCE

The NCR Aloha Platform makes it easy to modify orders, clearly highlighting changes when the order arrives in the kitchen and reducing refunds and voids. You'll be able to split checks with ease, and when it comes time to pay, you'll be able to accept the latest in payment technologies, including EMV and virtual wallets.



## WHY NCR?

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NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

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