A man and a woman, both wearing aprons, are looking at a tablet together in what appears to be a kitchen or restaurant setting. The woman has curly hair and is wearing a striped shirt and a blue apron. The man is wearing a blue denim shirt and a blue apron. They are both looking down at the tablet with focused expressions.

## How are you handling disruptions to your business to **win the day?**

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Fast-paced pivots during the pandemic are presenting plenty of challenges for restaurants, and it's vital for them to keep up.

# If you're a restaurateur, you're facing some of the most **disruptive** **challenges in decades**

from making changes to accommodate contactless dine-in to accepting mobile pay and digital orders.

In this ebook, we'll discuss your challenges, our perspective on them and how we have your back to help restaurants big and small so you can adapt to differentiate, compete and win.

## **We'll cover:**

1. Growing same-store sales
2. Keeping costs down
3. Increasing productivity
4. Shifting to EMV
5. Serving customers anywhere
6. Giving guests control



# Dishing up disruption: your top restaurant industry challenges



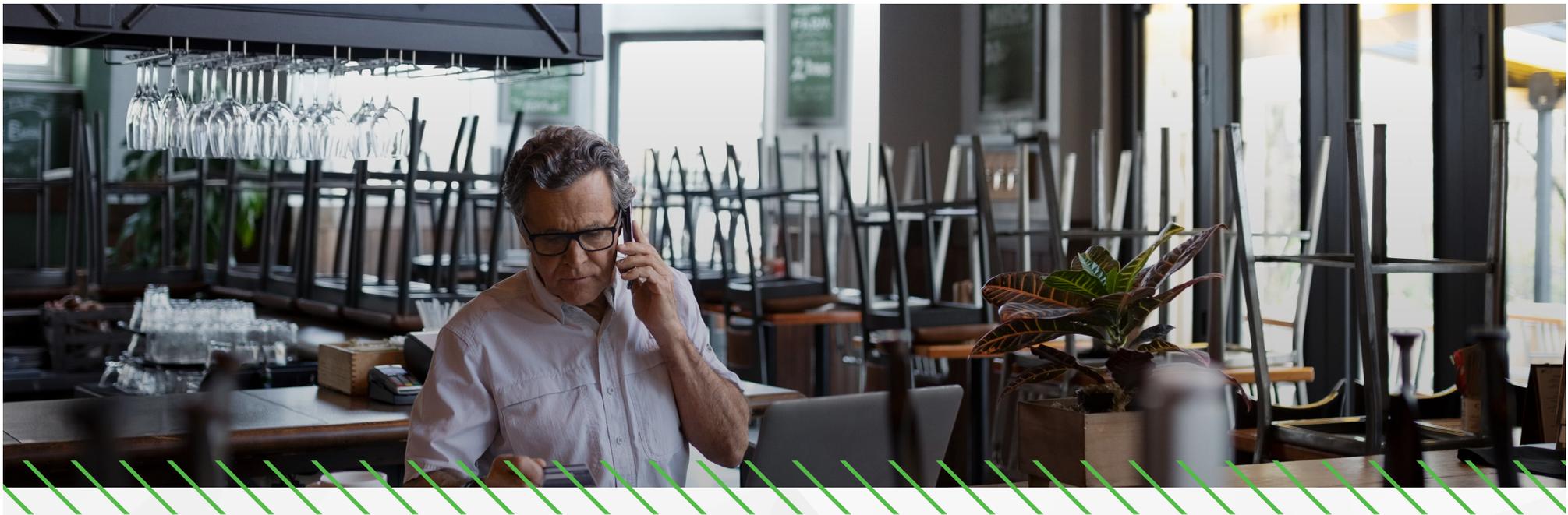
## Growing same-store sales

Driving same-store sales growth is the #1 priority for restaurants, and it's always a challenge to achieve. In times of stagnant industry growth, finding cost-effective ways to drive same-store sales growth becomes an obsession.



## Keeping costs down

Controlling costs is a perennial challenge all restaurants face. When business is down, cost control initiatives gain a new level of focus. You're not only challenged to reduce labor costs, but also food waste and technology expenses. And that's a tall order.



### **Providing contactless experiences**

Improving staff and management productivity is another perennial challenge. The smartest restaurateurs don't look to scale back on technology—they look to advanced technology that can automate or speed up as many manual tasks as possible, so smaller staffs can focus on creating great customer experiences.



### **Serving customers anywhere**

Restaurants need to establish, manage and grow off-prem orders through digital channels, including branded takeout and catering, online via your website, through mobile apps (whether its yours or a third party's) and get up-to-speed on deliveries and curbside pickup. These types of off-prem opportunities are the main way you'll drive same-store-sales increases in today's zero-growth industry.



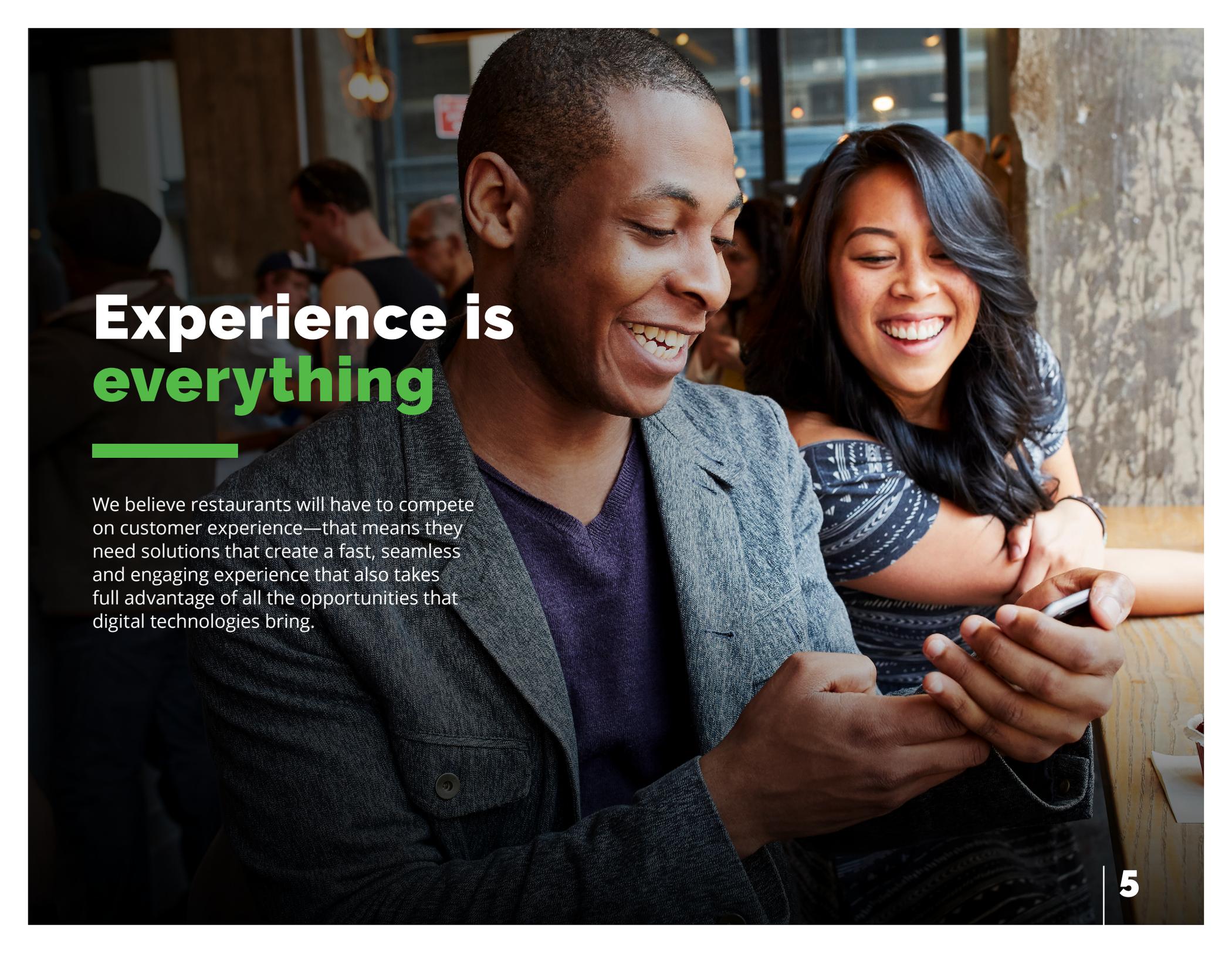
### **EMV...oh, boy**

Dealing with the shift to EMV has been difficult for many restaurants and some are still putting it off and dreading it. However, all restaurants understand that EMV is a requirement they must deal with in order to mitigate their exposure to frivolous charge-backs and to maintain PCI compliance.



### **Giving your guests control**

Today, the customer is in charge. Restaurants need to offer ease-of-use, personalized rewards, convenience, flexibility and choice in every possible way, including accommodating customers' payment preferences like contactless and mobile wallets.

A man and a woman are sitting at a table in a restaurant, looking at a smartphone together. The man is in the foreground, wearing a grey blazer over a purple sweater, and is smiling broadly. The woman is behind him, wearing a blue patterned top, also smiling. The background shows other people and restaurant decor.

# Experience is everything

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We believe restaurants will have to compete on customer experience—that means they need solutions that create a fast, seamless and engaging experience that also takes full advantage of all the opportunities that digital technologies bring.



## Your operational experience counts, too.

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To make business easier and thrive in a world that puts digital first, you need a stable management system developed by industry experts that's as easy to use as possible to improve speed of service, staff productivity and efficiency.

It should also give you the ability to manage every aspect of your business from anywhere in the world, sift through all the data you have at your fingertips to spot trends and figure out how to improve, and automate as many processes as possible to mitigate the potential for human error. That's what restaurants should be looking for, with cloud and mobile capabilities.



# Aloha Essentials

Everything you need to run your restaurant for **one low, monthly price.**

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NCR Aloha Essentials is a subscription offer from NCR that gives you a broad array of restaurant management capabilities to help you achieve next-level operational efficiency and gear up for immediate and future growth.

Aloha Essentials is a monthly hardware, software and services subscription that includes everything you need to run your restaurant and gain more efficient operations – all on a platform that’s ready for the future.

# Aloha Essentials offers restaurants large and small multiple layers of value you can't find anywhere else:

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- > Fixed and mobile restaurant POS capabilities
- > Payment processing and cloud payment gateway with EMV
- > Advanced real-time and cloud reporting plus mobile alerts
- > Takeout functionality
- > Centralized site management
- > Cloud configuration tools for single and multi-site customers
- > Access to over 250+ certified partners
- > Add-on software and hardware packages including consumer engagement, off-premise ordering, advanced labor and more
- > All in one cost-effective monthly subscription

# Why Aloha Essentials and not just any cloud POS?



Only Aloha Essentials has NCR's world-class terminal failover redundancy that gives you **peace of mind** even if your internet connection is lost, if software is corrupted on the server or on specific devices, or if the server or specific devices fail.



NCR Aloha offers legendary **ease of use** and refined functionality that's superior to virtually any competitor – more servers are trained on Aloha than any other POS.



Essentials offers a **more controlled update/upgrade operation** so there are no provider-pushed automated updates that you can't control or stop that can break your restaurants overnight and cost big money.



Our experience in development ensures tight integration throughout the entire tech stack. **All our modules work together**, using inputs and outputs from each other to create superior overall outcomes. A single integrated restaurant technology stack is far more productive than a POS with a host of integrated 3rd party point systems.



Aloha Essentials provides all this AND remains tightly in line with the market by maintaining a **competitive 3-5-year TCO**.

# Aloha has your back to give you a **competitive advantage.**

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Ready to see why 100,000+ restaurants around the globe run NCR restaurant solutions? Visit [NCR.com/restaurants](https://www.ncr.com/restaurants) or call **1-800-CALL-NCR** to see how we help you do *everything* better—in the smartest subscription out there.

