

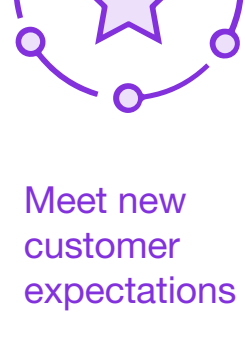
# Digital Transformation Presents Substantial Opportunities for QSRs and Hospitality in 2021

Quick-serve restaurants (QSRs) and the wider hospitality industry have undoubtedly been put under immense pressure by the pandemic, however, rather than see this as a death knell, many are now analyzing the new landscape and updating their strategic plans accordingly to deliver future success.

## Key Objectives



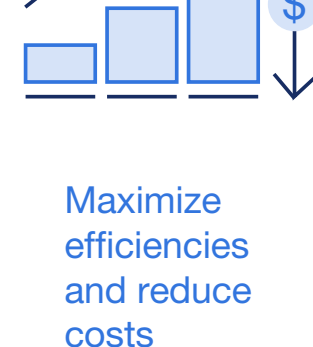
Maintain or boost business resilience



Meet new customer expectations



Leverage technology to address emerging trends



Maximize efficiencies and reduce costs

## Consumer Digital Adoption Accelerates Expectations

### Omnichannel payments

The pandemic has driven many customers to evolve their payment preferences:



Many now choose contactless payment methods, such as QR codes, mobile apps and contactless cards



Ordering via outdoor terminals and self-service kiosks has become popular



Delivery and curbside pickup options are expected to be supported by contactless payment methods



Customers select restaurants where front of house staff can provide a complete ordering and mobile POS payment service via a handheld device at the table

### Digital drive-thru

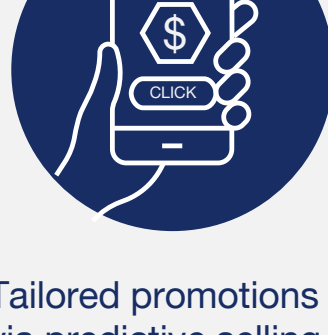
In October 2020, reports suggested Burger King, Popeyes and Tim Hortons were planning to install

**40,000** new digital screens at

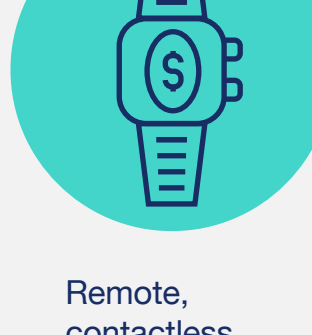
**10,000** drive-thrus.



This technology allows QSRs to offer their customers:



Tailored promotions via predictive selling and artificial intelligence



Remote, contactless payments



Integrated loyalty programs via Bluetooth, scanning or near-field communication

## Smart Devices Offer Efficiency Gains

Food equipment manufacturers are now offering a new wave of smart devices that bring IoT benefits to the kitchen. These can help hospitality venues run a lean operation with greater efficiencies and less costs.

### Smart kitchen devices can:

Track a variety of cooking and equipment data

'Talk' to each other with minimal human intervention

Connect to management and POS systems

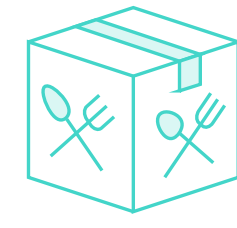
Trigger alerts for preventive equipment maintenance or repairs

More accurately manage inventory and stock

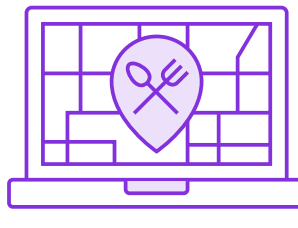
Streamline food preparation

## Satellite Kitchens Help Capitalize on Food Delivery Popularity

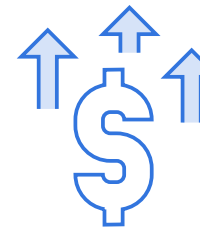
While the pandemic may have reduced the number of customers venturing into restaurants, many are still keen to enjoy the delights offered by their favorite outlets, fueling substantial growth in food deliveries.



Satellite kitchens, or ghost kitchens, allow brands to prepare delivery orders away from individual restaurants.



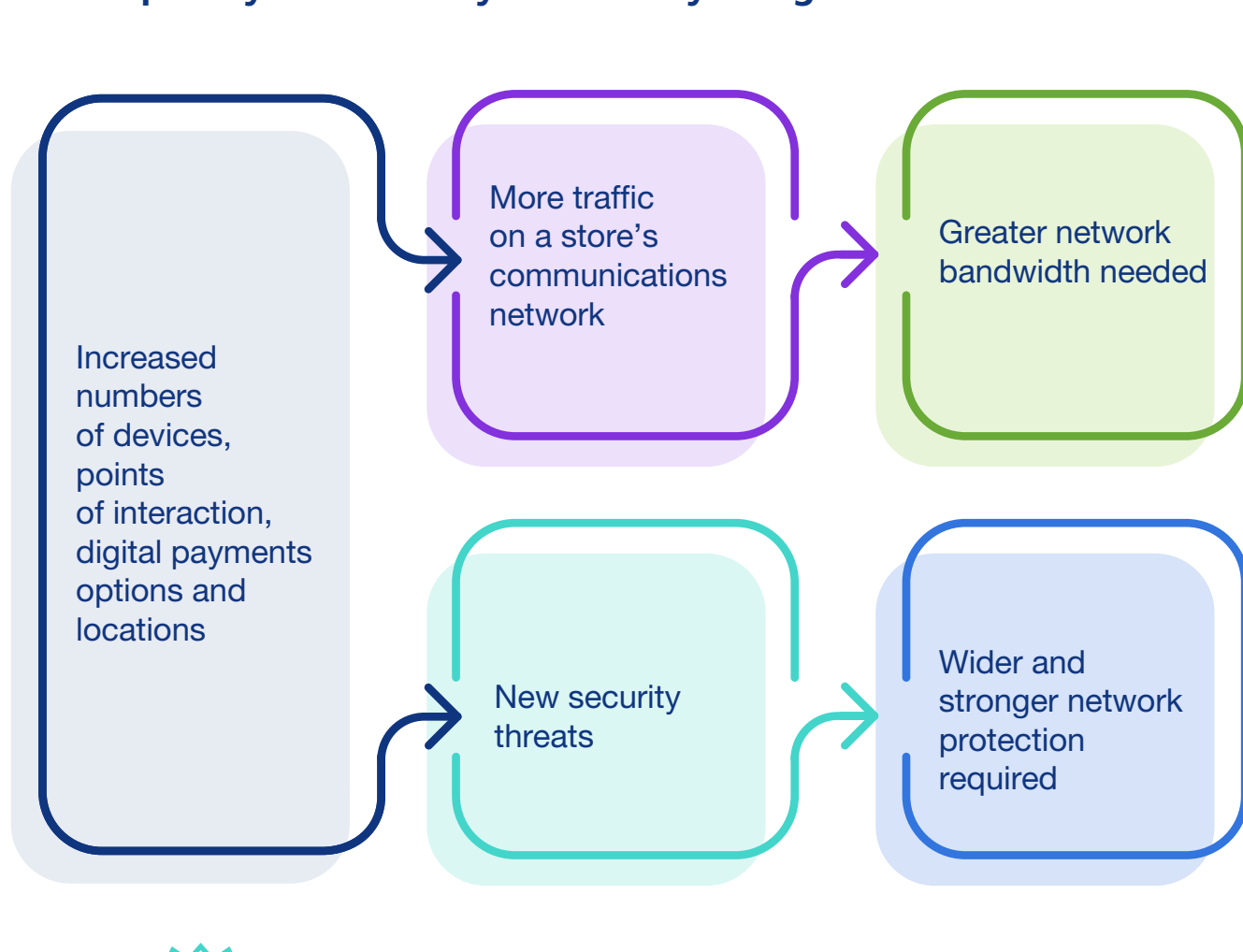
Multiple outlets from the same restaurant group can band together to consolidate their operations into a single offsite location.



These sites can help save money and streamline the delivery experience.

## Deploy Technology to Overcome Increased Complexity

Evolving your strategic plan to address these trends will position your restaurant for future success, but suitable technology and an agile, modernized comms network are needed to address the complexity and security issues they bring.



Software-defined wide-area networks (SD-WANs) are more responsive and resilient than traditional networks.

## Enter TNS Secure SD-WAN...

TNS Secure SD-WAN, a managed service powered by Fortinet, combines the benefits of this revolutionary technology with TNS' PCI DSS compliant payment capabilities, delivering a solution that can dramatically improve application performance across a restaurant network by dynamically managing and prioritizing network traffic.



Find out more about TNS Secure SD-WAN by visiting our website – [tnsi.com/tns-secure-sd-wan](https://tnsi.com/tns-secure-sd-wan) or email [solutions@tnsi.com](mailto:solutions@tnsi.com)

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