

CLOUD SOFTWARE: WHY IT ABSOLUTELY HAS TO BE ON YOUR MENU



By Paul Rubin, Vice President, Brink Software PAR

The restaurant industry is changing at an unprecedented rate. Operators are facing a larger variety of challenges to compete in today's marketplace than ever before, such as stricter payment security requirements, shifting customer demands and exponential growth among brands. A cloud-based point-of-sale (POS) solution is a tool that can help restaurant operators maintain a competitive edge and adapt to these changes. The cloud simply refers to software and services that are hosted via the Internet instead of a traditional back-office computer. Data is stored in massive centers dedicated to this purpose and is accessible anywhere to users with Internet access. Implementing a cloud-based POS solution gives restaurant operators the ability to act quickly with real-time, actionable data to improve restaurant operations and overall guest experiences.

Staying Current with Security and Compliance Regulations

One of the most challenging obstacles for restaurant operators today is protecting business and customer data against payment security breaches. On Oct. 1, 2015, a liability shift occurred for restaurants. Issuers or merchants who do not support Europay, MasterCard and Visa (EMV) technology now assume liability for identity theft and counterfeit fraud transactions. EMV is one part of a larger security strategy. Cloud-based, off-site storage provides a secure, centralized location for business and customer data.

Without a server in the back office of each restaurant, the risk of a security breach is greatly decreased. Additionally, authorized upgrades are automatically pushed to the software as soon as available, so the latest version is always running.

Meeting Customers' Expectations and Demands

The cloud is not just a technology platform that restaurant operators can use to meet current demands. It is part of an overall evolution in culture and lifestyle for consumers. Consumers expect conveniences such as curbside takeout, customer loyalty programs, online ordering, text message ordering, in-store tablets, line busting, pay-at-table devices, future ordering and mobile payment options.

With cloud POS solutions, restaurant operators are prepared to quickly implement the latest technology guests want by integrating easy-to-use and cost-effective third-party platforms via the cloud.

Growing with a Business

Modern, cloud-based architectures are designed to fit the needs of a multi-unit operator, scale and grow with a business, and easily manage operations, no matter the number of locations. An enterprise solution design provides effective menu management and reporting across multiple units all from one location.

Cloud-hosted software solutions are easy to deploy and can be implemented through remote installation and training, saving time, money and IT resources. More and more restaurant operations are choosing to self-install, which saves operators even more time and money on expensive install resources and on-site visits from the provider.

With advancing industry regulations and ever-changing consumer expectations, businesses must continue to grow and adapt to remain successful and competitive. For one location or 1,000, implementing a cloud-based POS solution can help drive businesses to new heights.

Paul Rubin is the vice president of Brink Software at [ParTech Inc.](#) His passion for restaurant technology is written all over the Brink POS Software as the lead developer and co-founder of the PAR Brink POS Solution. Paul has more than 24 years of development experience and more than 18 years in the hospitality POS business, with his first exposure to the industry as a young cashier at McDonald's. It was his lifelong dream to develop a custom POS solution that was designed for multi-unit restaurant operators to successfully and seamlessly run their business today while being ready for tomorrow's industry demands. PAR's hospitality segment has been a leading provider of restaurant and retail technology for more than 35 years. PAR offers technology solutions for the full spectrum of restaurant operations, from large chain and independent table-service restaurants to international quick service chains. Its POS systems are found in more than 50,000 restaurants in 110 countries. Additional products from PAR can also be found at retailers, cinemas, cruise lines, stadiums and food service companies.