

# Pioneering Next-Gen Enterprise POS

5 Ways to Move Beyond Legacy POS  
to Unified Food Experiences



## Table of Contents

Executive Summary .....	3
<b>Beyond Menu Mayhem:</b> Single Menu Management .....	6
<b>Beyond Fragmentation:</b> Unified Core Processing Engine .....	8
<b>Beyond Rigid Structures:</b> Dynamic Menu Items & Dynamic Stores .....	9
<b>Beyond Guesswork:</b> Single Source of Truth & Unified Data .....	13
<b>Beyond Limitations:</b> Scalable Architecture .....	15
About Qu .....	17

# Beyond Omni-Channel Chaos

Enterprise restaurants need a new way forward

Quick service and fast casual restaurants are navigating uncharted and stormy waters when it comes to unifying the omni-channel experience.

From self-service devices, like kiosks and mobile apps, to online ordering, delivery and catering—channels continue to proliferate, leaving enterprise operators in a full-on sprint to keep up with shifting technology needs and guest expectations.

**Maintaining a cost-effective, streamlined technology stack has become nearly impossible** within today's rapidly changing restaurant landscape.

And legacy cloud point of sale (POS) systems are stuck right in the middle, creating more roadblocks than solutions. Once lauded as the panacea, cloud

POS and APIs have multiplied menus and tech stacks, adding more disconnected data sources that aren't part of the "core" ordering and operational engine. **And it's only going to get more complex, with new channels like voice and ghost kitchens looming on the horizon.**

How can you confidently transition your restaurant enterprise into the hyper-connected digital era with a technology approach that enables—not hinders—your ability to serve up consistent food experiences on- and off-prem?

**This ebook highlights the five ways** Qu's platform helps you deliver a more fluid omni-channel experience with modern business processes. We hope it helps you rise above the chaos and scale into a more manageable and profitable future.

1800s–1970s:

## The Cash Till

Big, bulky mechanical device used to manage money.

1980–2005:

## Restaurant POS

Electronic cash register with computerized systems built to manage restaurant payments and orders at the local store level. Data was added and loosely managed.

2005–2019:

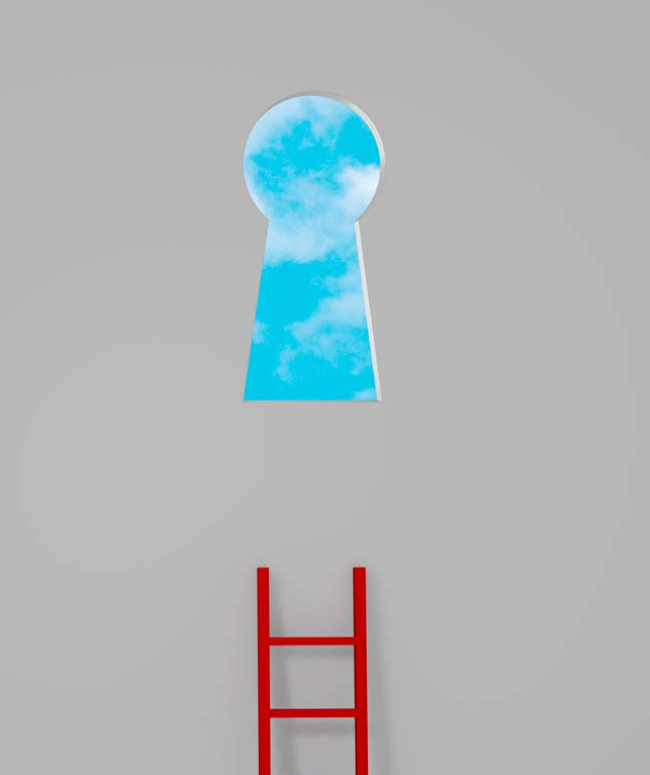
## Legacy & Cloud POS

Digital order channels created birth of early cloud POS; fragmentation ensues. Data explodes but is not centralized.

2019 & Beyond:

## Next-Gen Cloud POS

Qu pioneers the next frontier of POS with a unified, data-centric platform. A unified food experience and one view of the guest is now possible.



# Moving Beyond the Status Quo

Enterprise operators need better options, and better technology partners, to move beyond the limitations of legacy POS. They need a solution that brings **consistency to ordering, food production, and brand engagement**. And a more confident way forward.

**Enter Qu.** The digital-forward company redefining enterprise POS models with a dynamic, data-driven platform that delivers a unified food experience across order channels; for guests and operators alike.

We have committed to improving the omni-channel experience for enterprise operators in the fast casual and quick service segments by providing a more holistic, flexible solution. Our platform and partnering approach is comprised of **five key differentiators that will enable you to leapfrog beyond the limited POS of today** to meet the needs of the always-on guest.

FIGURE 1

**60 million people in the U.S. will use third-party delivery apps by 2023.**

(Source: eMarketer June 2019)

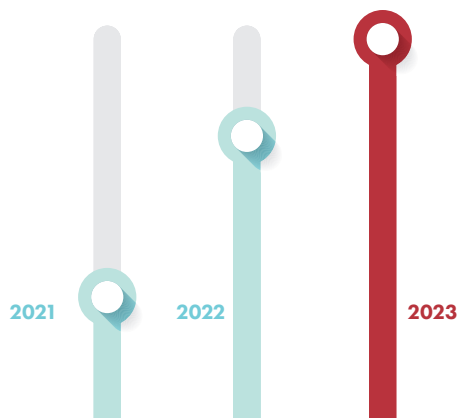


FIGURE 2

**30% of total sales for U.S. restaurants will come from digital sales by 2025.**

(Source: Facebook's 2019 Restaurant Trends and Insights Report)

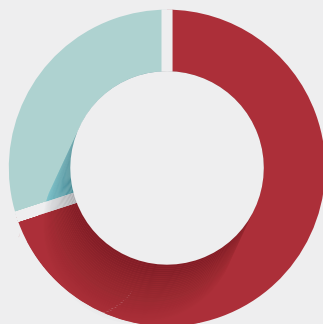
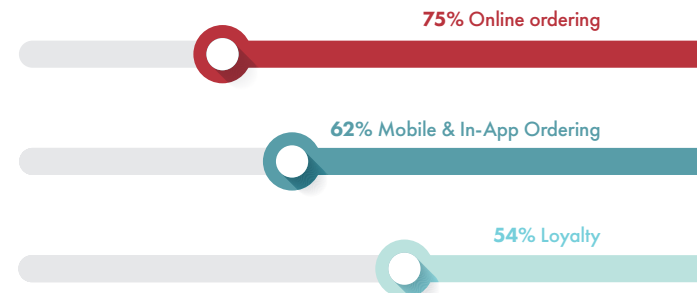


FIGURE 3

**75% of enterprise operators ranked Online Ordering as their top digital priority in 2020.**

(Qu Omni-Channel Survey; Dec 2019)



# 5 Ways Qu Serves Up a Unified Food Experience

Qu has built the industry's first truly connected enterprise restaurant platform, an innovative solution that unifies experiences across order channels with:

A stylized icon of a menu board with a list of items and a small image of a food item.

**Single Menu System**

An icon of three interlocking gears of different sizes.

**One Core Engine**

An icon of a 3x3 grid of squares, with the middle square containing a smaller square.

**Dynamic Items & Stores**

An icon of a circle with a diagonal slash through it.

**Unified Data**

An icon of four arrows pointing outwards from a central point, representing scalability.

**Scalable Architecture**

# Beyond Menu Mayhem

## A Centralized System for Omni-Channel Menu Management

To keep pace with expanding channels and guest preferences online, restaurants were forced to acquire different (and more) technologies. This introduced new systems and partners—with incompatible APIs—to integrate everything from online ordering and catering to third-party delivery sites and loyalty.

Before long, multiple channels resulted in multiple menus and chaos ensued. Some operators now have upwards of 20 versions of their menu in circulation, requiring countless manual workarounds to patch together menus across channels.

**Say farewell to menu mayhem and hello to faster menu management with Qu-1MENU system.** Backed by our single core processing logic, Qu's single menu management platform features direct delivery integrations and bi-directional flow of all menu data and transactions, eliminating the need for manual workarounds and processes.

Qu-1MENU simplifies menu management and reduces operator costs by providing:

- One single location to make all menu changes across all channels
- Native, bi-directional integrations with third-party delivery
- Unlimited modifiers for menu items
- One unified item repository to centralize reporting
- Brand, menu, and content consistency

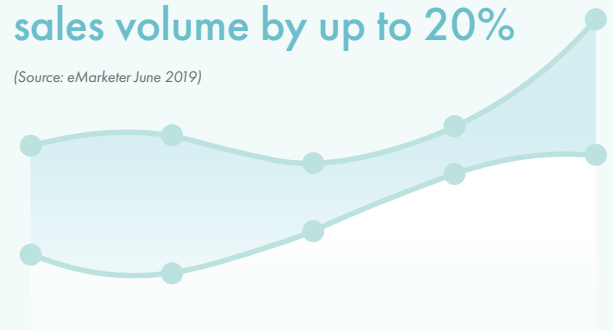
60% of U.S. consumers order delivery or takeout once a week

(Source: eMarketer June 2019)



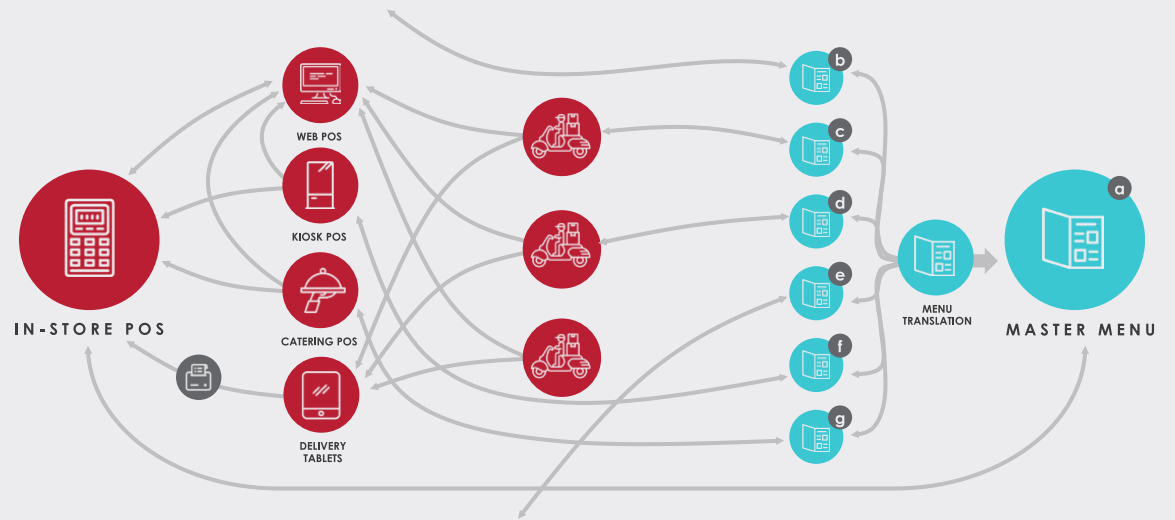
Direct delivery Integrations have the potential to raise sales volume by up to 20%

(Source: eMarketer June 2019)

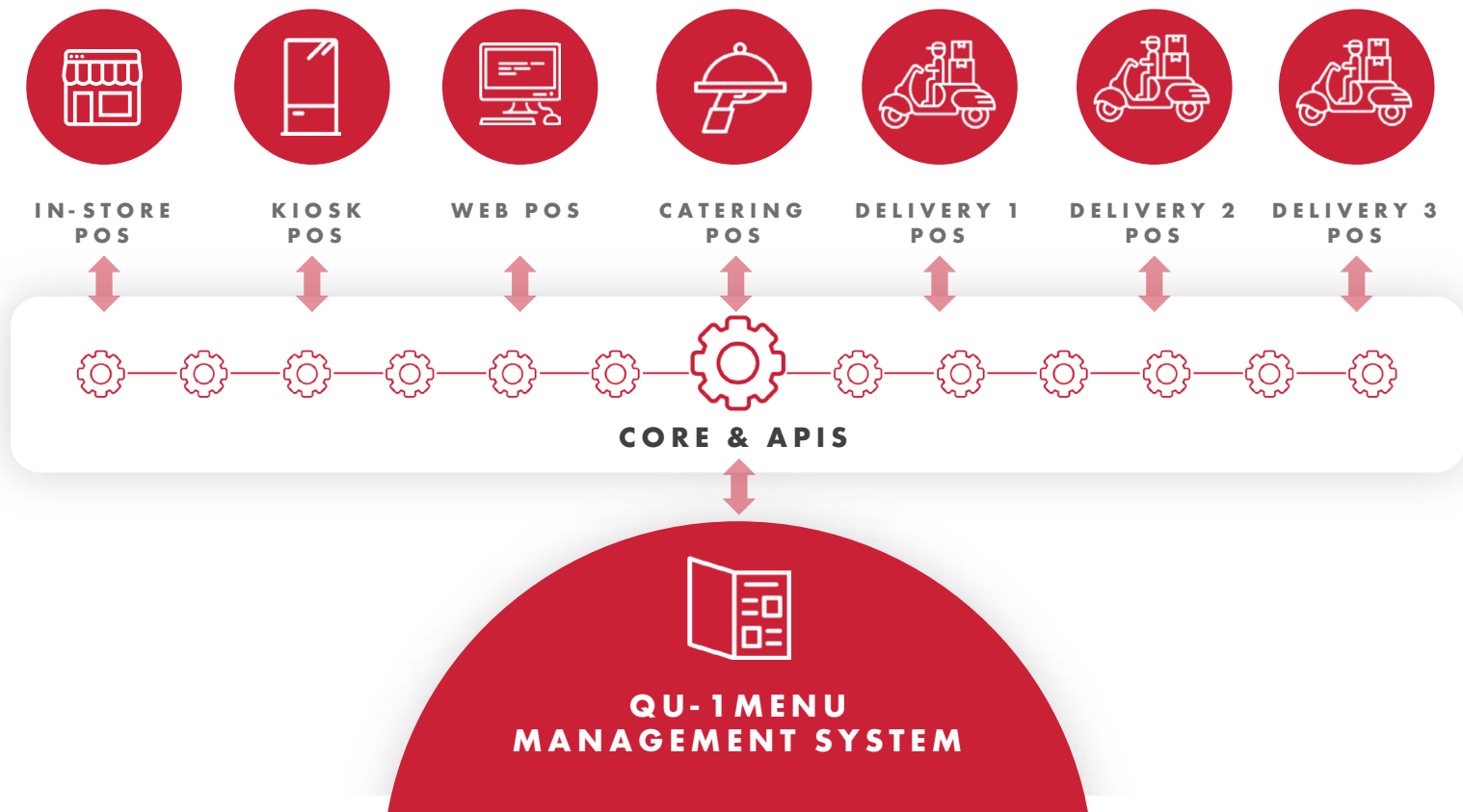


Digital ordering & channel proliferation created **menu management madness**.

Large operators are managing dozens of different menu systems.



## CLEAR UP THE MESS WITH THE **QU-1 MENU** SYSTEM.



ONE CORE PROCESSING ENGINE

# Beyond Fragmentation

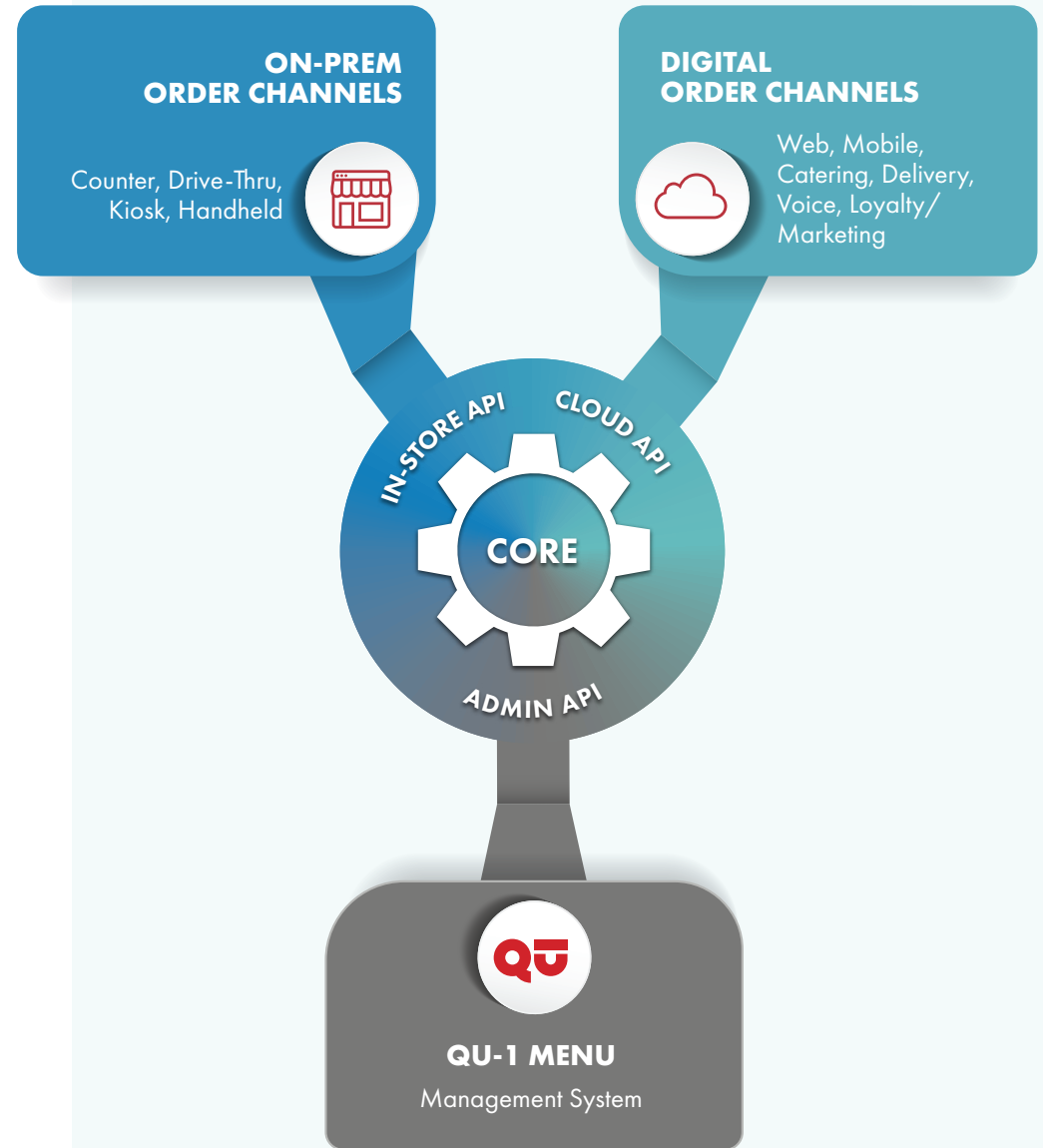
Putting your restaurant's business processes first with one core engine

Focused solely on the needs of fast casual and QSR operators, Qu ventured where other POS vendors feared to tread by building **one unified core processing engine** to power enterprise business logic and multi-channel processes.

This game-changing and powerful engine provides the foundational logic needed to consistently process all orders and transactions while ensuring changes are uniformly applied. Store-level and cloud APIs wrap around the core to consistently communicate with all order channels, services, and integrated partner systems.

**Qu's core processing engine also delivers:**

- Holistic business logic to the restaurant tech ecosystem in one central place
- Scalability for adding future channels, like voice, without adding new tech stacks
- Ability to make global changes across locations and brands
- Single source database with microservices approach
- Bi-directional APIs and modern codebase



Using a common core engine for digital and in-store orders is the only scalable and sustainable way forward for enterprise operators.



# Beyond Rigid Structures

## Pioneering new levels of flexibility with Dynamic Menu Items & Stores

All POS systems have long suffered from having menu items and stores configured backwards. At Qu, we believe that each menu item should only be created and stored in the system once; but they're often replicated hundreds of times, creating confusion and disjointed brand experiences.

Alternatively, stores need to exist in different hierarchies and groups, but are often confined to one strict hierarchy.

To solve these configuration and branding challenges, Qu created two industry-first management features delivering increased levels of flexibility and customization: **Dynamic Menu Items and Dynamic Stores.**

Operators can now manage and change menus, prices, promotions, taxes, locations, and more across their entire ecosystem, regardless of size, from a single intuitive interface.

**Dynamic Menu Items** enable operators to configure every item on their menu, with unlimited contexts, from one central location for all channels. Options include:

- Times of day
- Recurrence
- Order channel
- Order type
- Pricing
- Special offers & discounts
- Branded Imagery

**Dynamic Store Groupings** empower operators to go beyond traditional, rigid POS store hierarchies to configure stores individually or at a group level, based on six categories:

- Store locations
- Menus
- Employees
- Taxes
- Discounts
- Service charges



# The Power of Dynamic Items

- Eliminates the tedium of replicating items across menus and locations—saving valuable time, money, and hassles
- Enables flexible management of item attributes
- Provides access to centralized menu data for analytics that reveal the insights you need to win



## Discount



### Time of Day

Performance ▾

Ownership ▾

Weather ▾

Breakfast

Lunch

**HAPPY HOUR**

Dinner

## Image



### Order Channel

Store ▾

Ownership ▾

In Store

**Web**  
Medium Resolution

**MOBILE**  
Low Resolution

**KIOSK**  
High Resolution

## Availability



### Order Channel

Supplier ▾

Market ▾

Time Zone ▾

**IN STORE**

Uber Eats

DoorDash

Grubhub

## Price



### Order Channel

Market ▾

### Order Type

Region ▾

In Store \$7.00

DoorDash \$9.19

In Store \$7.00

Web \$7.00

Grubhub \$9.49

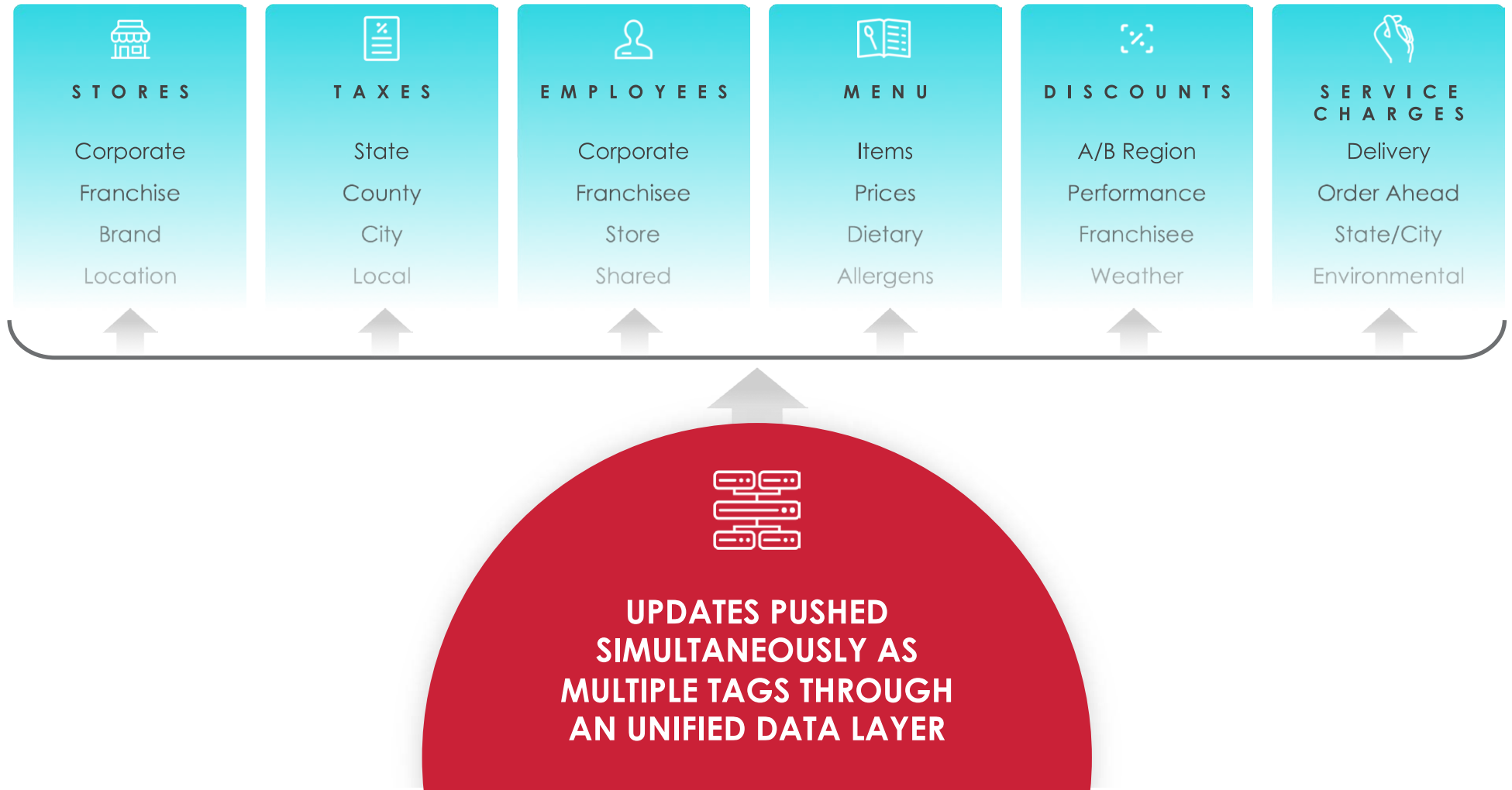
Delivery \$7.00

Uber Eats \$8.00

# Fast & Flexible Dynamic Store Configurations

Qu's dynamic multi-store modelling offers flexible data hierarchies and groupings to:

- Reduce redundancy and rework with tagging and inheritance across groups
- Improve efficiency and control with the ability to test and implement changes
- Create unlimited possibilities and customized groups, with 100s of attributes and flexible permissions



# Centralized Enterprise Management

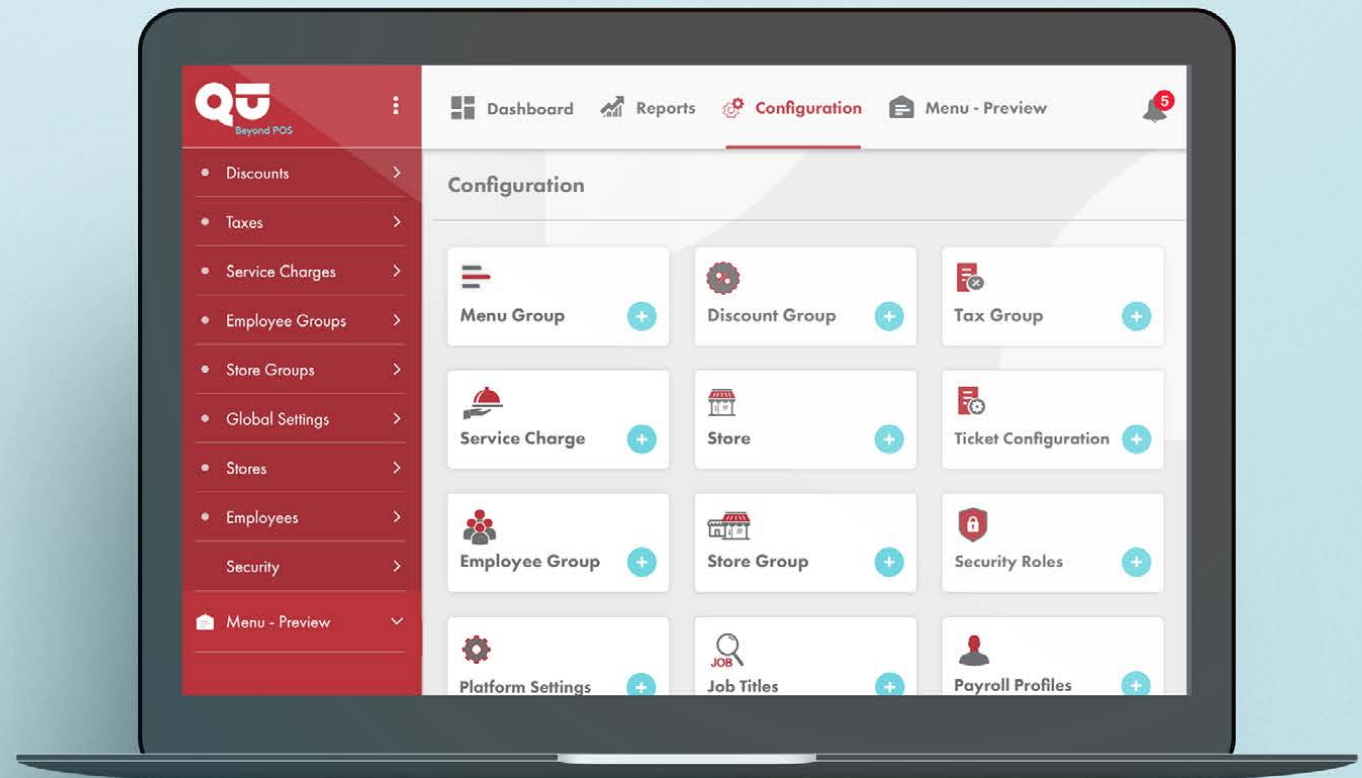
Qu's Enterprise Management Hub serves up unprecedented access to information that translates to bigger ticket sizes and stronger customer loyalty.

Restaurant operators don't have to be technology gurus to master Qu. The Enterprise Management Hub functions as a software control tower for easy configurations and reporting across operations. One intuitive dashboard connects to multiple management functions, including labor, operations, and menus, creating a single source of truth.

# Boundless Customization

With Qu's Enterprise Management Hub, you get one place to configure and input information just once to update:

- Menus and items
- Pricing, taxes and service charges
- Discounts and promotions
- Reports and dashboards
- Permissions

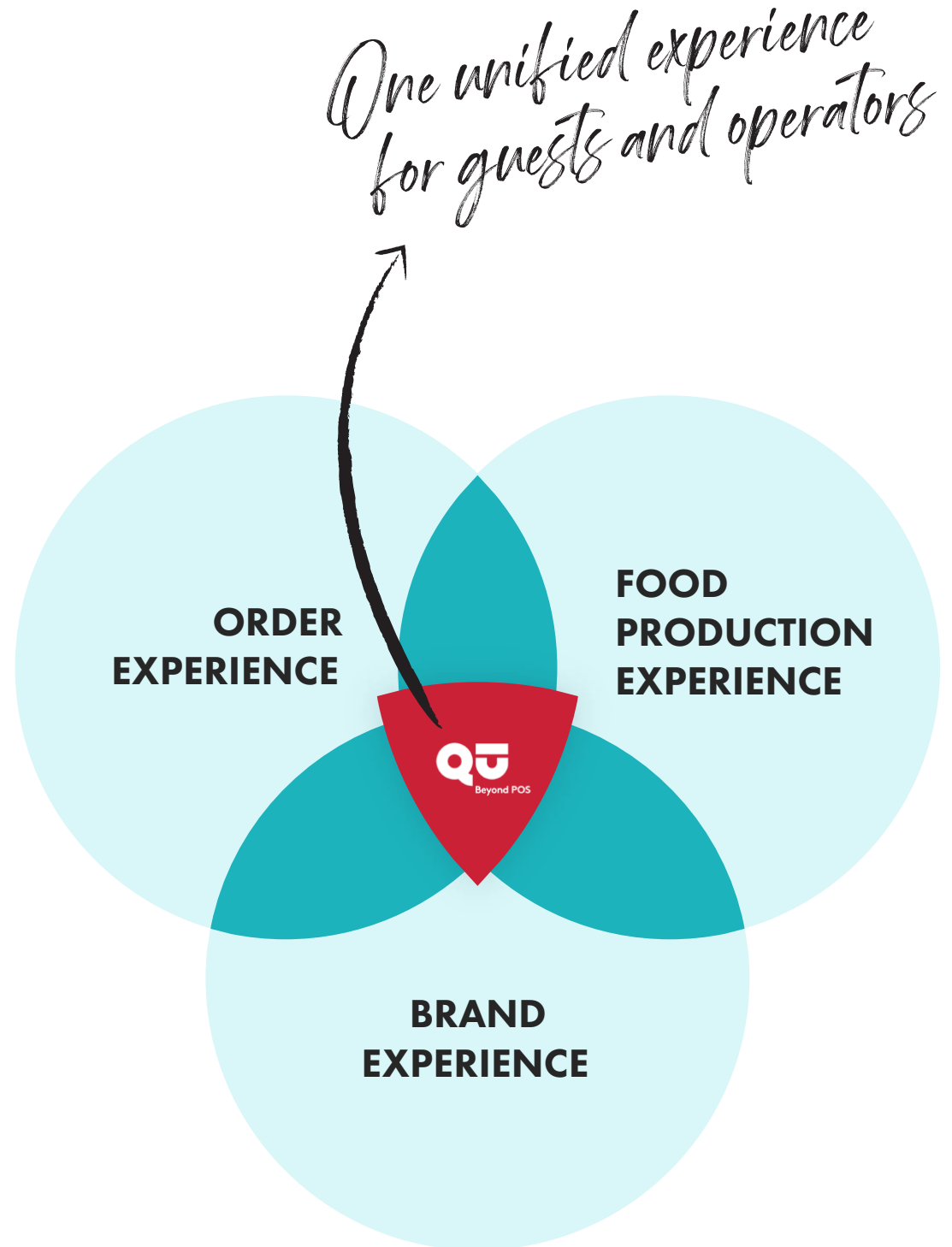


# Beyond Guesswork

Unified data to make  
revenue-driving decisions.

Restaurants are still decades behind retail and other ecommerce industries, lacking unified guest data to inform business decisions and drive revenues. The first iteration of cloud POS and open APIs was supposed to solve this by connecting disparate data and channels, but instead it added layers of complexity and restaurant operators still don't have one view of the customer.

Enterprise operators have been desperate for a way to unify data and get one view of the guest. Qu has delivered it through our data-centric experience platform that unifies the ordering, production, and brand/loyalty experiences. **At the intersection of these three critical functions is the unified view of the guest, the single source of truth.**



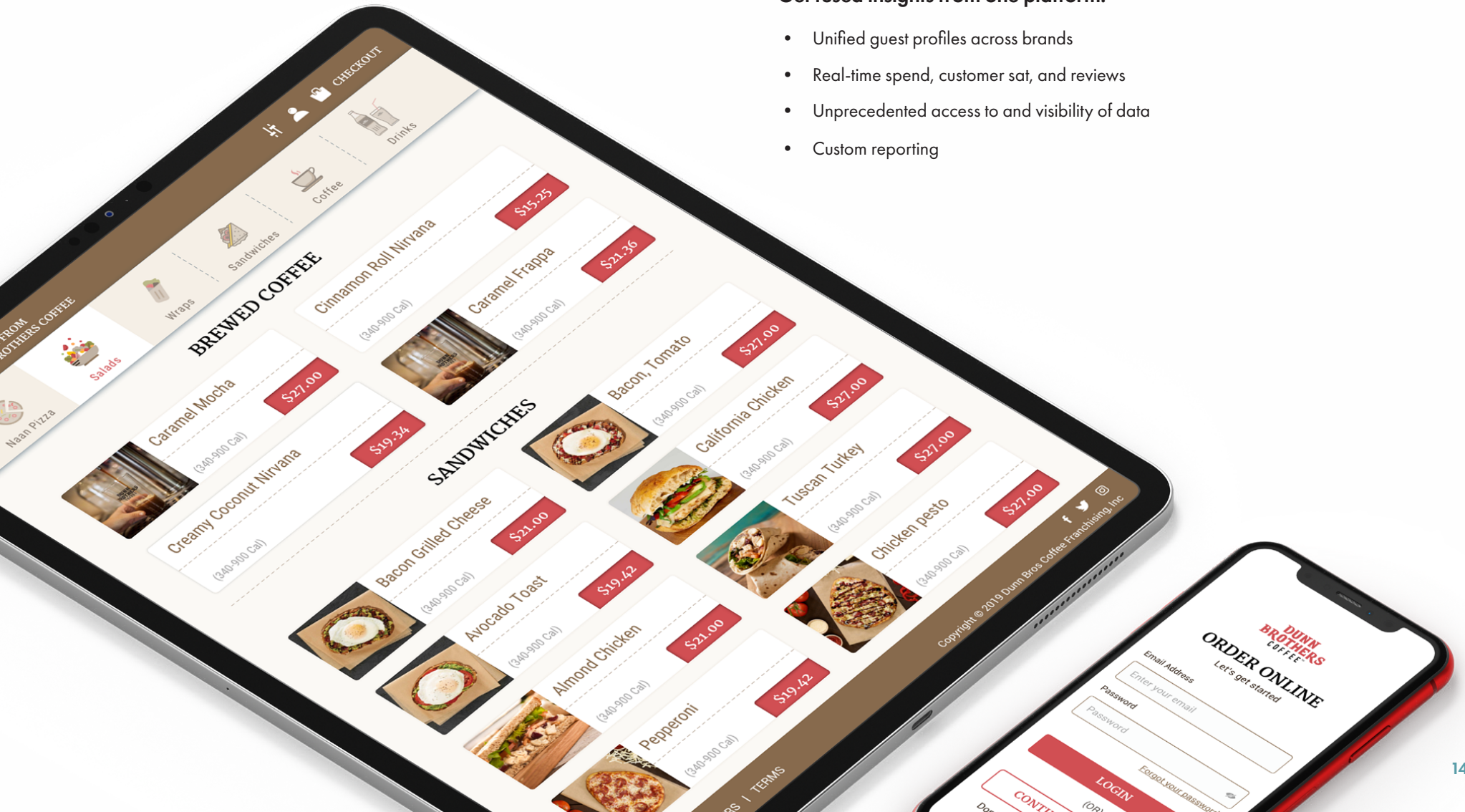
With Qu, operators realize their ambitions to shape guest experiences based on transactional, operational, and guest data. Collect data in custom reports and extract actionable insights and trends to drive decisions. Qu provides options to produce cross-channel, single-item, and multi-brand reports all from one system.

### Tap into Qu's unified data-driven platform to uncover product trends and accelerate revenue opportunities with:

- CRM-powered personalization for upselling
- Dynamic promotions and pricing
- E-commerce optimization
- Voice-driven experiences

### Get fused insights from one platform:

- Unified guest profiles across brands
- Real-time spend, customer sat, and reviews
- Unprecedented access to and visibility of data
- Custom reporting



SCALABLE ARCHITECTURE

# Beyond Limitations

## The scalable architecture you need to thrive

Built on an API-first foundation, Qu's cloud-deployed platform streamlines, consolidates, and simplifies technology stacks. Our micro-services architecture improves efficiencies enterprise-wide by applying these foundational technology principles:

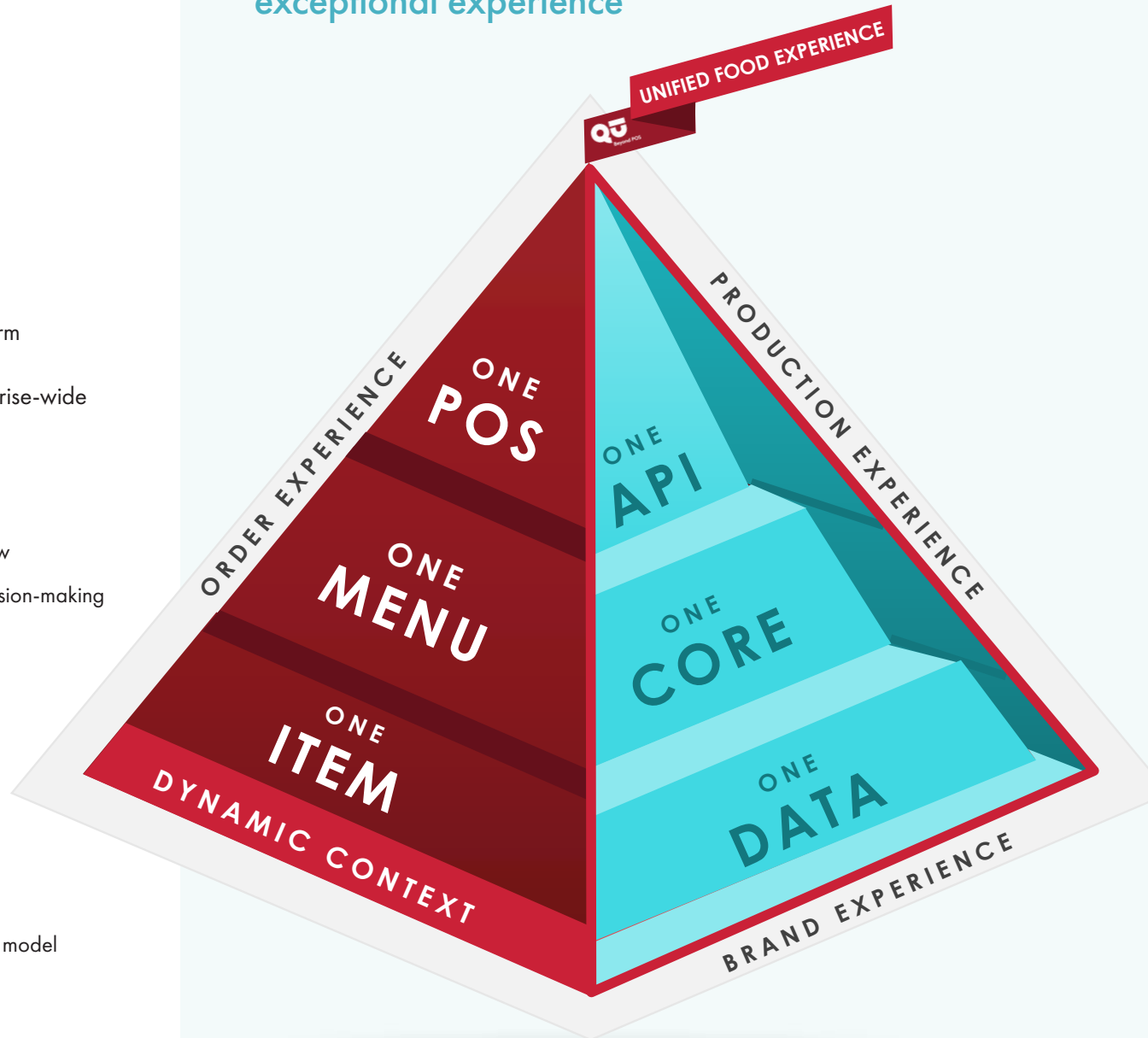
- One consistent API-first approach leverages bi-directional APIs to process orders uniformly cross-channel
- One core processing engine with a single logic and data flow
- Single database supporting everything, enabling better decision-making
- Smart cloud, not cloud dependent, ensures in-store redundancy and reliability
- Modern containerized approach enables rapid deployment

Our modern architecture and single API approach delivers big benefits:

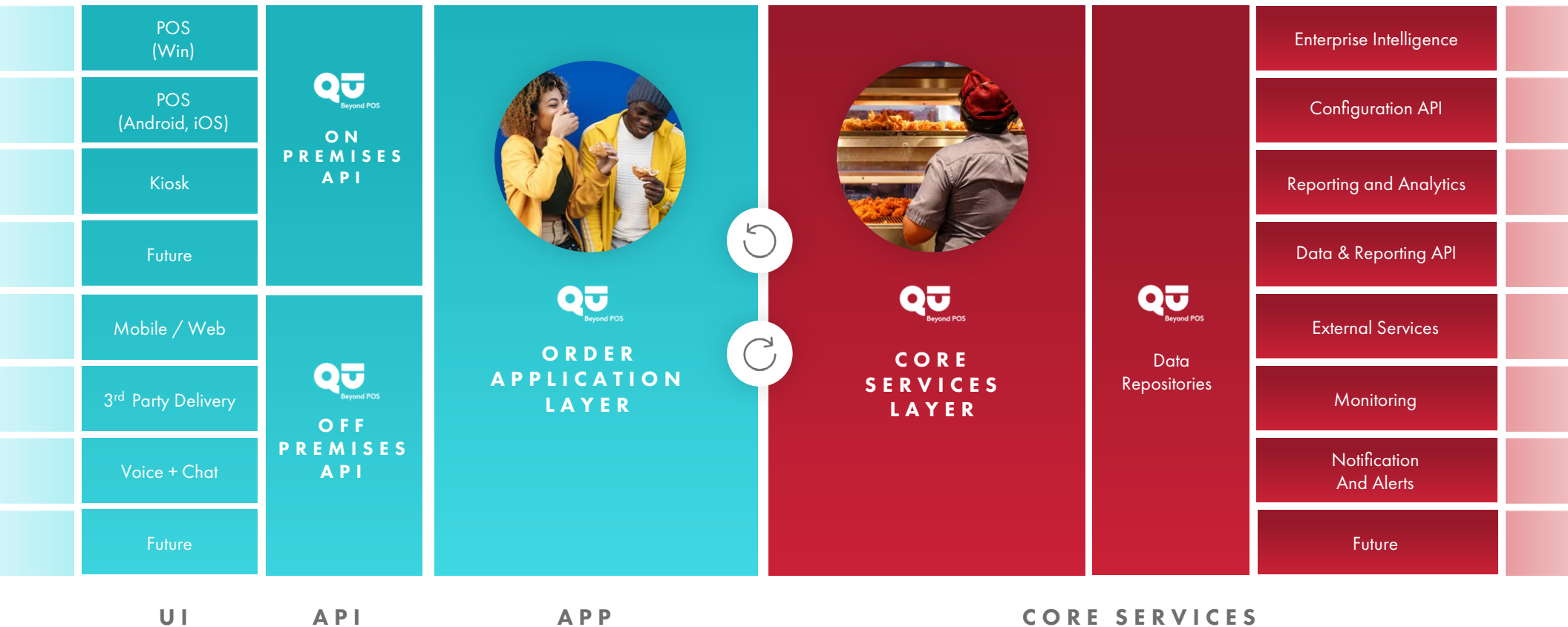
- Reduced cost of ownership
- Less system breakages and bloating
- One view of the guest with a data-centric, direct integrations model
- Revenue-driving insights to move your business forward

Welcome to the unified POS.

An enterprise-level, data-centric foundation for one surprising and exceptional experience



# One dynamic platform, infinite possibilities.



## One consistent, bi-directional API structure

Using a micro-services approach, Qu decoupled the order application and front-end UI from the critical core and database, to give operators more flexibility, speed, and control. Everything syncs to the central database using bi-directional APIs. All order channels, including the POS, move out of the center and to the periphery, serving as a natural extension of the restaurant business and tech stack.



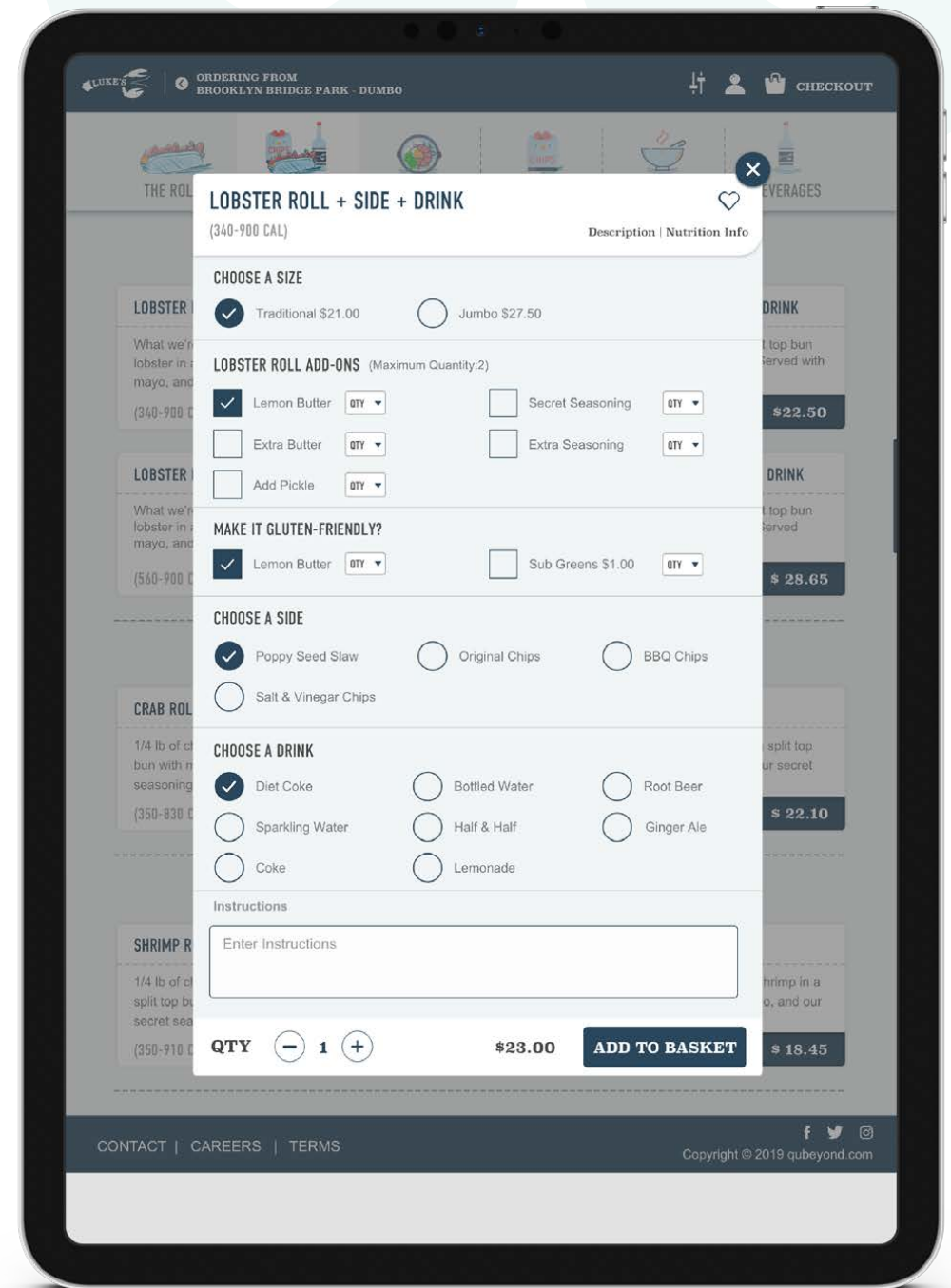
# About Qu

## The Qu Beyond Way

Qu is transforming restaurant POS beyond its current fragmented state by delivering native technology solutions for all in-store and digital order channels. Powered by common APIs and a single core data engine, Qu frees enterprise operators to choose between native and best-in-class offerings, enabling the first unified food experience that works at the critical intersections of ordering, production, and brand.

Our industry-first architecture for dynamic menu items and dynamic stores finally addresses the menu management mayhem faced by fast casual and quick service restaurant chains. And our data-driven guest experiences help operators unlock new revenue opportunities that drive healthier bottom lines.

Based in Bethesda, MD, Qu is backed by leading restaurant entrepreneurs as well as Silicon Valley investors that have also backed Google, Salesforce, Uber, and Dropbox.



# Beyond Comparison

Experience the one platform  
with infinite possibilities

Learn more about harnessing the power of Qu's groundbreaking platform for your enterprise. Schedule a Product Assessment with a Qu Technology Expert today.

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