RESTAURANT SECURITY AND THE GUEST EXPERIENCE

HOW RESTAURANT OPERATORS CAN USE THE CLOUD TO INCREASE LOYALTY AND PROTECT THEIR BRANDS
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TRENDS AFFECTING RESTAURANT FOOT TRAFFIC

The surging popularity of direct to consumer food services such as third-party food delivery, meal kits and food trucks, coupled with reduced discretionary income, are contributing to a significant decline in restaurant foot traffic. These trends are compelling restaurant operators to embrace new ways to recruit and retain guests.
GAINING AND RETAINING LOYALTY

To earn the loyalty of the contemporary diner, operators must create an engaging and personalized experience across the entire spectrum of the dining journey.

• Modern, app-enhanced hospitality platform is the ultimate destination ambassador
• Secure and effortless online platforms allow diners to place orders, play games, pay the check, calculate the tip, and add or redeem loyalty points right at the table
68% of innovative restaurateurs focus on diner engagement

86% of diners pay more for a better experience

88% of diners prefer to use a self-service option at the table
These shifting diner dynamics, shaped by digital offerings, begin outside the restaurant and continue within, enhancing the guest experience. To integrate these offerings into their business, operators need tools that enable their deployment.
EXPERIENCE VS. SECURITY

Due to breaches, compliance mandates are more important than ever. In addition to changing guest expectations, operators must also focus on another moving target—maintaining a truly secure network that is not only PCI compliant, but that also protects the brand against breaches, all while ensuring that the network advances the mantra of a welcoming guest experience. But operating expenses associated with network connectivity and remote site management can lead to cost-cutting measures that threaten diner patronage.
IT VS. MARKETING

This duality of creating a welcoming, frictionless and yet truly secure network can put IT and security teams on a collision course with marketing departments that are measured on the effectiveness of their customer loyalty and retention programs. Moreover, an operator has to create this secure and yet adaptive network against a backdrop of tight margins.
USING THE CLOUD TO TURN THE TIDE

How can an operator meet all these requirements? We see three potential approaches:

1. Invest in in-house IT skills and networking expertise to manage an enterprise private cloud

2. Outsource IT/security to an experienced Managed Services Provider (MSP) for secure cloud WAN services

3. Augment in-house expertise with the skills and benefits of an MSP
FOCUS ON CORE BUSINESS COMPETENCIES

The optimal choice addresses the operator’s business goals, competitive realities, timeframe, budget and IT/security skill constraints. However, operators can’t lose focus on profitable expansion. The most appropriate choice focuses investments on core business competencies rather than diverting them into costly security and IT labor.

**In other words, evaluating an MSP that offers a secure cloud and software defined WAN solution (secure SD-WAN) is a logical option.**
ENSURE COMPREHENSIVE SECURITY

Restaurants, generally lacking onsite IT and security staff, remain fertile ground for security breaches due to the volume of cardholder data on their networks. As the market matures, “security concerns” are diluted by a “lack of resources and expertise.” An MSP that offers SD-WAN service complemented with a private cloud can be one of the most secure, nimble and cost-effective ways to go beyond mere checklist PCI compliance to protect the brand against breaches and deliver innovative guest experiences.
EXPAND THE DINER EXPERIENCE

The guest experience is undergoing a constant re-invention with immersive experiences enabled by new and varied tools for targeting and promoting diner engagement both inside and outside the restaurant. Strategies range from consumer-focused efforts such as digital kiosks, mobile payment, loyalty programs, guest Wi-Fi and IoT, to corporate tools such as big data and geo-targeting with beacons.
Frequently, these new applications and devices have no standardized security mechanisms and can open up new security holes if they are not implemented with great care. However, if securely integrated into a continuous dining experience across channels, these new technologies can yield significant competitive advantages and measurable increases in foot traffic, diner loyalty and improved guest sentiment. **Moreover, like restaurant operators, MSPs share a vested interest in assuring no downtime for services.**
When sifting through the offerings for managed services, it can be difficult to make comparisons due to the variability of the architecture of the solutions. Because of the mission-critical nature of a WAN, the procurement process must drill down to the nuts and bolts of implementation, but the initial stages of evaluation can be streamlined by assuring that the offering includes certain essential attributes.
<table>
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<th>BUSINESS AGILITY</th>
<th>DEFENSE -IN-DEPTH</th>
<th>SIMPLICITY</th>
<th>CENTRALIZED MANAGEMENT AND AUTOMATED PROVISIONING</th>
<th>INVESTMENT PRESERVATION</th>
<th>BUSINESS CONTINUITY</th>
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<td>Enables rapid and seamless deployment of new applications</td>
<td>Combines multi-layered security with application segmentation; Segmentation isolates applications into their own virtual networks to prevent lateral breach propagation across applications narrowing the scope and cost of PCI compliance</td>
<td>Reduces or eliminates the need for IT expertise at remote site</td>
<td>Maintains centralized, automated policy enforcement to eliminate error-prone manual configuration, enhance application agility, and propagate software and security updates across all sites</td>
<td>Operates on any existing network, preserving legacy investments while supporting affordable and predictable scalability</td>
<td>Provides high availability of mission-critical operations through automated failover to a wireless network with 24x7x365 monitoring and customer support</td>
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A solution that delivers on these elements will result in a measurable reduction in total cost of ownership (TCO) that will contribute directly to increased profit margins while enhancing the quality of your core business.

Calculate your savings with our TCO calculator: http://www.cybera.com/is-cybera-for-you/
CYBERA CLOUD MANAGED SD-WAN

By simplifying the distributed network to the point of absolute zero touch provisioning at the remote site, Cybera helps restaurant operators focus on their core business and reduce network costs without being distracted by IT and security concerns.

The solution combines five unique elements.
| 1. | A centralized intelligent cloud that manages and automates the provisioning of remote sites at virtually unlimited scale, dramatically reducing TCO |
| 2. | A simple on-premise device that consolidates the functions of alternate and costly, multi-box solutions |
| 3. | A platform that takes a defense-in-depth posture that goes beyond PCI compliance to safeguard company brands and protect operators and their guests from breaches |
| 4. | A virtual overlay employing SD-WAN technology that rides on top of existing networks to rapidly enable future applications and quality customer experiences |
| 5. | World-class services that are 365x24x7 with continuous monitoring and support |