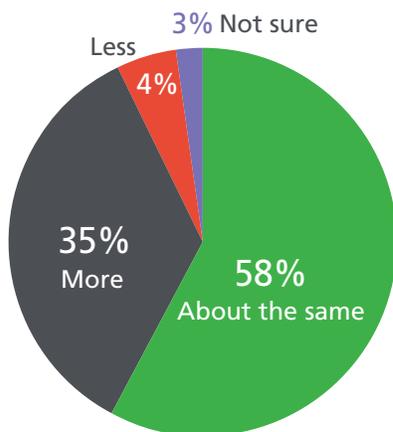


NCR Silver 2015 Restaurant Technology Pulse

In a survey of slightly more than 150 restaurant owners and managers, 67 percent said that technology has increased their revenues.

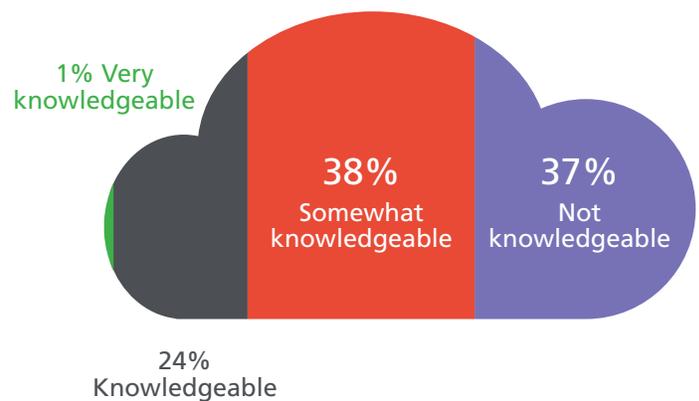
The Need for Technology

Thirty-five percent of restaurants have become more dependent on technology over the last year. When looking at a year over year comparison of their dependence on technology, respondents answered:



The Cloud. It's Complicated.

Many restaurateurs simply aren't very knowledgeable about today's technology offerings, specifically the cloud. When asked to rate their knowledge of cloud technology, respondents answered:

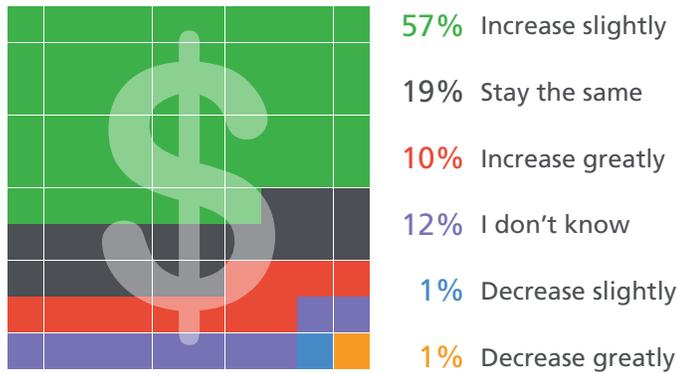


#Restauranttech



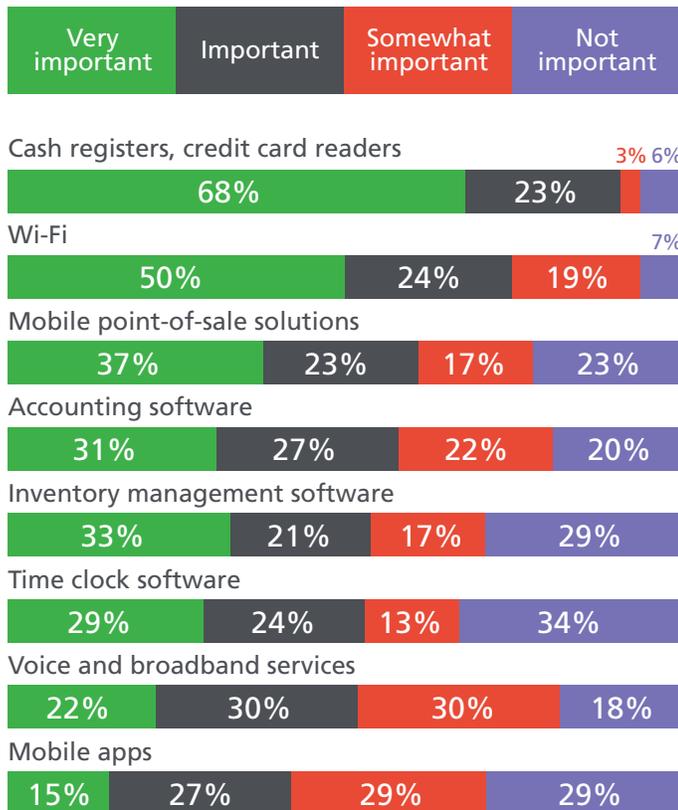
More Tech = More Dough

Many restaurateurs believe there's a connection between technology and revenue, with a majority feeling technology has a positive impact on revenue. When asked to what extent technology helped their restaurant business increase revenue, the breakdown is as follows:



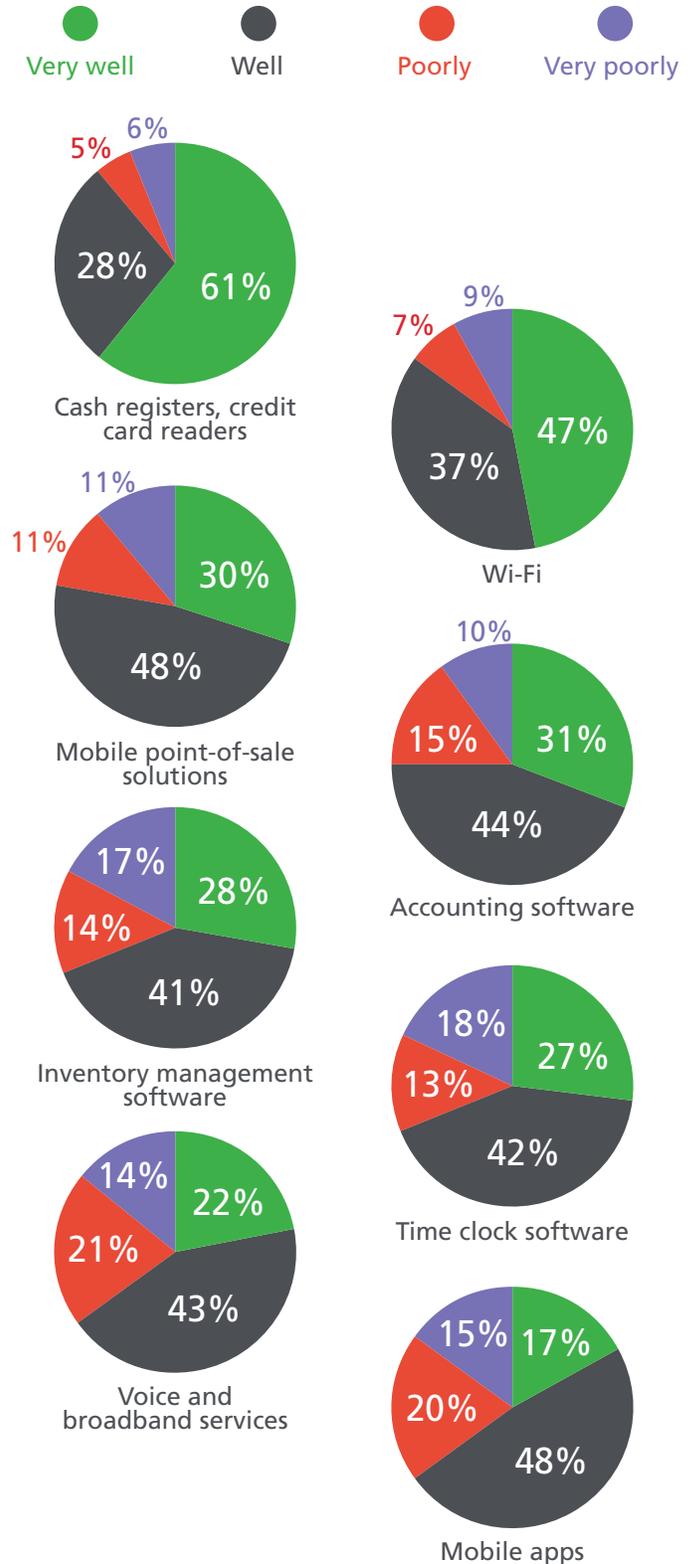
Technology that Counts

Restaurants rely on various technologies to run their sites and serve customers. Here is how they ranked the importance of several solutions:



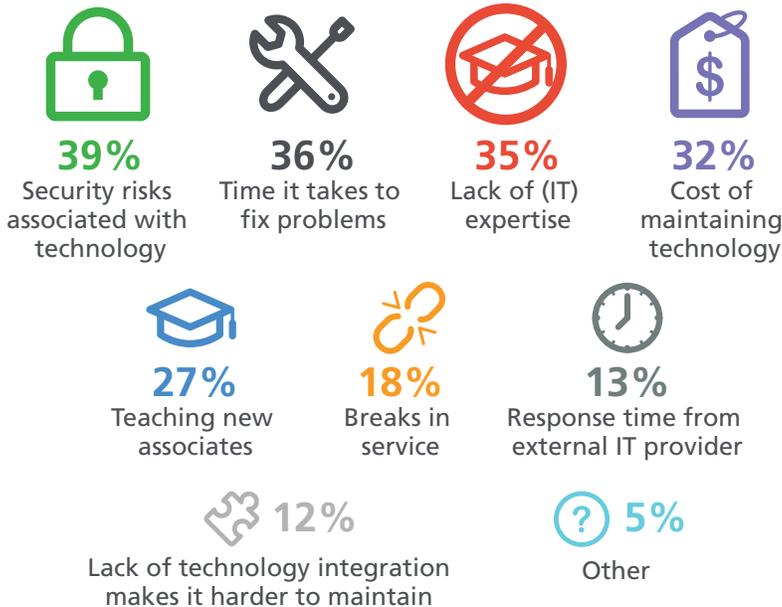
Cooking Up Efficiency

When ranking how these same solutions help run their businesses more efficiently, respondents answered:

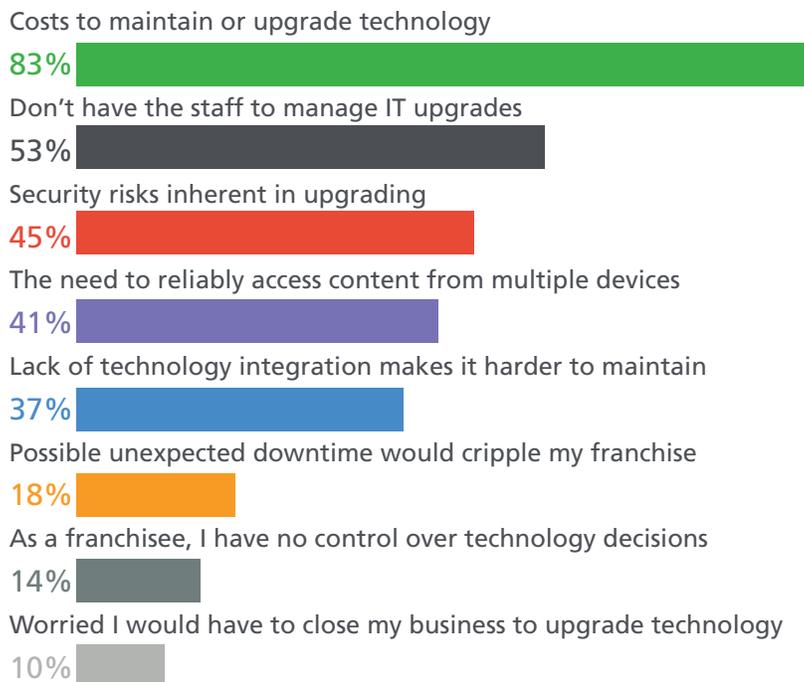


The Cost of Keeping Up

Forty-three percent of respondents stated the cost of needed upgrades is the biggest hurdle impacting their use of technology. When looking at the other challenges they face around technology, respondents answered accordingly:

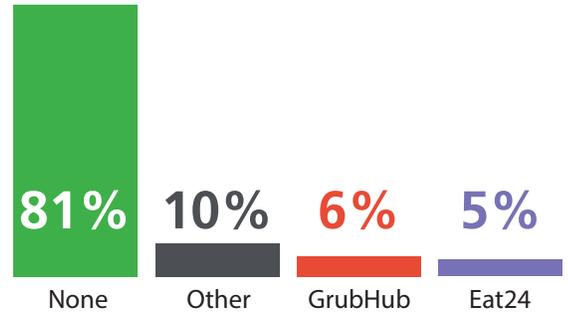


Respondents were asked to select the three biggest obstacles that stood in the way of technology updates. Here's how those obstacles ranked:



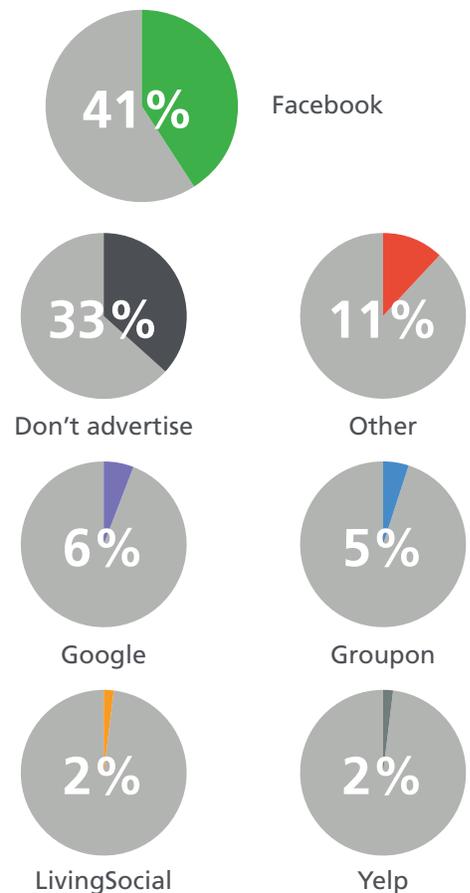
Takeout Apps Aren't In

Only **21 percent** of the restaurants offer one or more mobile takeout apps to deliver food to their customers. Here are the stats:



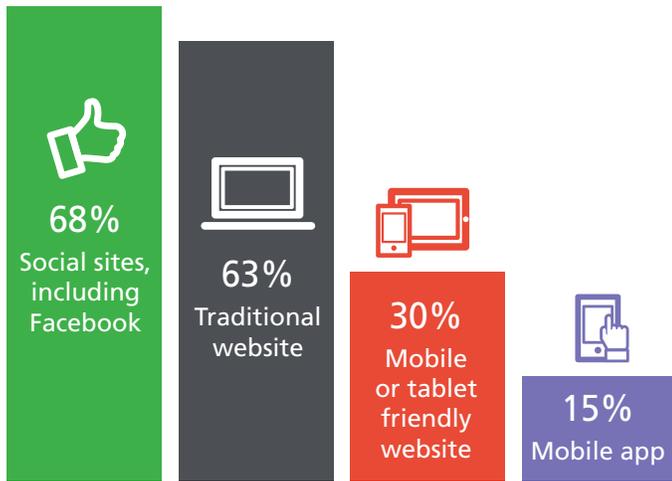
Sending Advertising a Friend Request

Respondents cited Facebook as the best place to advertise or offer deals for their restaurants. When posting offers online, here's where they go:



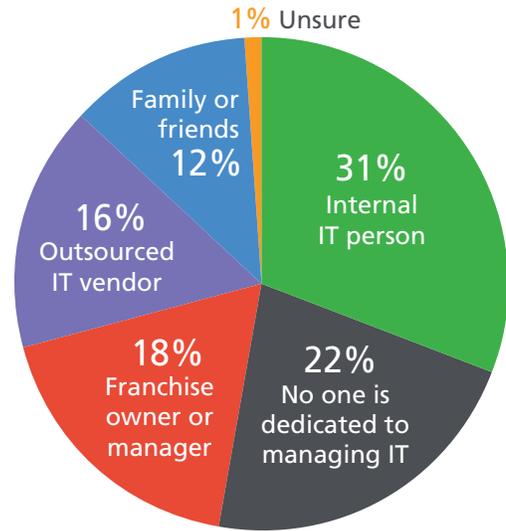
Restaurants "Like" Social Sites

Most restaurants are going online as a way to reach and connect with current and potential customers. Only **17 percent** of the respondents do not have an online presence. Here's a breakdown of the various online channels restaurants use:



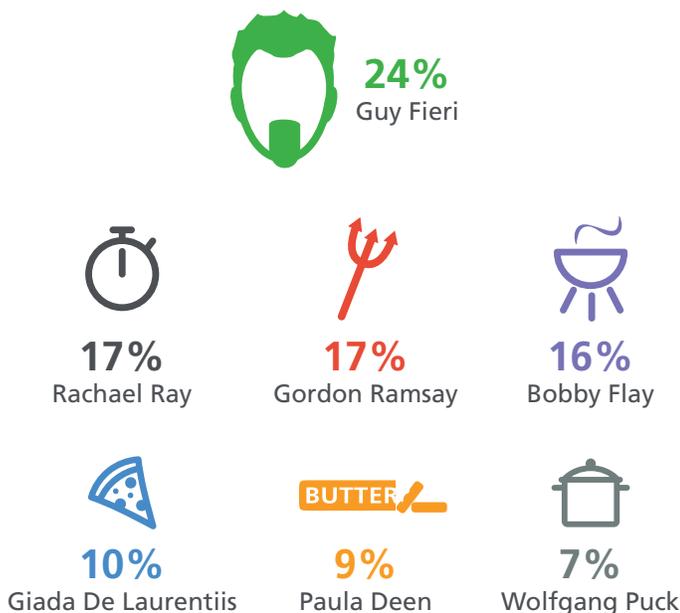
IT in the House

Slightly more than **20 percent** of restaurants don't have a dedicated person to manage IT. Others rely on various people/titles to manage technology in their restaurant sites, including:



He's Our Guy

Food Network's Guy Fieri was the top pick of respondents when asked which popular television personality they would most like to visit their restaurants.



About the 2015 NCR Restaurant Technology Survey. NCR Small Business commissioned the blind survey of restaurant owners and managers in May. The online survey included a total of 154 respondents. Seventy-eight percent of the respondents were independently owned and not part of a franchise.

About NCR Silver
From store to sidewalk, NCR Silver™ drives small business. This cloud-based point-of-sale system, powered by NCR Small Business, runs on mobile Apple® devices and other tablets. For more information on this complete business-management platform, visit www.NCRSilver.com.

