

Process Overview

We analyzed over twenty-four potential competitors and narrowed our selection to the eight most relevant. Then we looked in detail at the product and service offerings, marketing, and differentiating elements for each company.



Feature Comparison

	Booking and Tables	Point of Sale	Employee Management	Inventory Management	Marketing and CRM	Business Overview
Avero						
EposNow						
Aloha						
Oracle						
SevenRooms						
Square						
Toast						
TouchBistro						

Summary of Findings



Ariane Lafayette

St. Louis, MO

Pinot Noir

Family

Toddler

December 21, 2019 7:00 PM

4 people, high chair requested

5430 Telegraph Rd.

PAST RESERVATIONS

October 22, 2019 6:30 PM

5430 Telegraph Rd.

Server: Katinka Bergermann

Table: 25

August 14, 2019 7:00 PM

5430 Telegraph Rd.

Server: Agata Graves

Table: 12

Customer Relationships

Put the customer at the center of every engagement. Understand customer types through segmentation, preferences through tagging and notes, and behaviors through observation. Aggregate information to provide easy access and to prioritize employee action.

Café Voorbeeld



Weekly Special

\$ 12.99

Herbed Summer Squash Pasta with Brown Butter and Parmesan Cheese

Ingredient Alerts

Summer Squash

Low

Basil

Very Low

Eggs

Low

EVOO

Low

Garlic

Low

@ThunderandFog

Just celebrated our launch party with great drinks, talks, and food. Thanks so very much @SampleCafe !!

14-Day Performance

Daily Average: 212 Customers



Menu Performance

Pumpkin Lasagna

Current Weather for St. Louis

52°

Light Rain

Locations

St. Louis Mo

5430 Telegraph Road

6800 Michigan Avenue

3309 South Grand Boulevard

6548 Manchester Avenue

4415 Natural Bridge Avenue

Glanceable Dashboard

Aggregate information from all touchpoints into a single customizable dashboard that can be used as a launchpad to individual products within the Observations Suite. Include data from outside sources, such as weather and holidays.

Summary of Findings

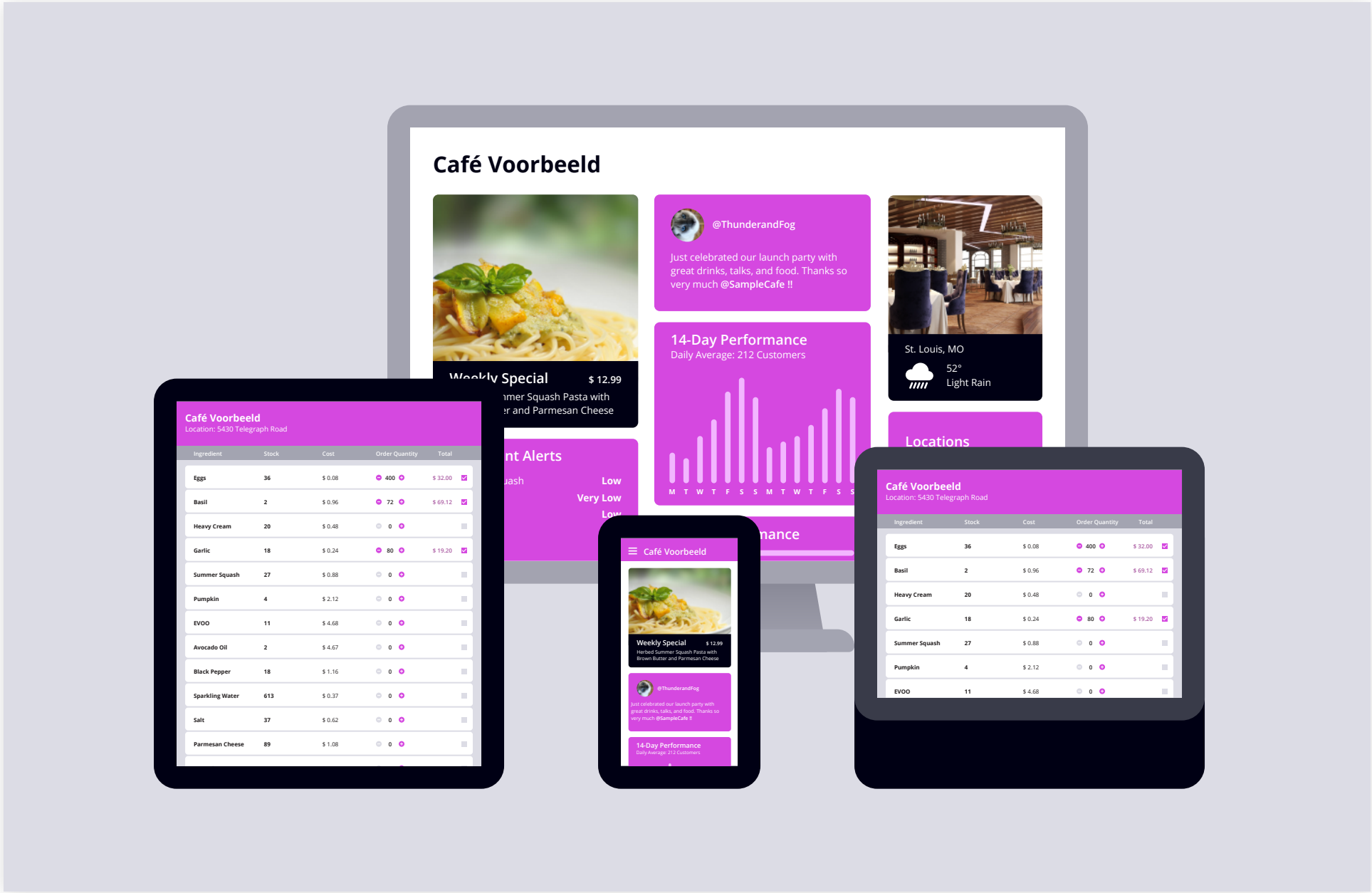
Café Voorbeeld

Location: 5430 Telegraph Road

Ingredient	Stock	Cost	Order Quantity	Total
Eggs	36	\$ 0.08	− 400 +	\$ 32.00 ☒
Basil	2	\$ 0.96	− 72 +	\$ 69.12 ☒
Heavy Cream	20	\$ 0.48	− 0 +	☐
Garlic	18	\$ 0.24	− 80 +	\$ 19.20 ☒
Summer Squash	27	\$ 0.88	− 0 +	☐
Pumpkin	4	\$ 2.12	− 0 +	☐
EVOO	11	\$ 4.68	− 0 +	☐

Inventory Management

Combine observations about trends and patterns with an understanding for specific consumers’ needs to maintain inventory at any scale. Integrate where possible to provide single-interaction re-stocking.



Hardware and Software

Provide solutions that work with Omniscent hardware, integrate with off-the-shelf hardware, and provide value even if the user has no hardware yet.