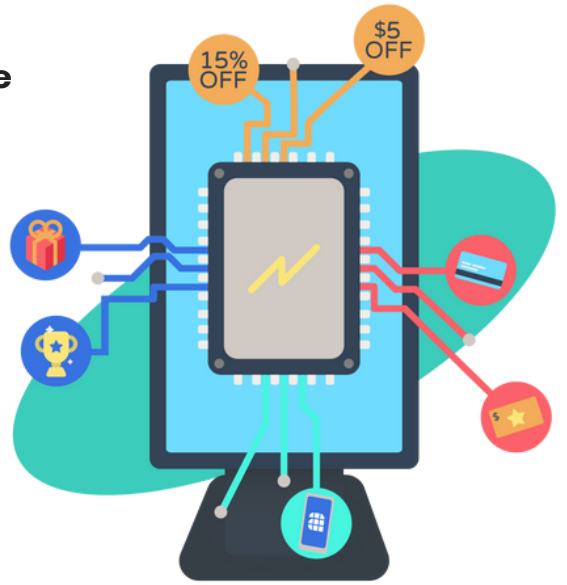# Appsuite

FOOD HALL DINING EXPERIENCE

Appsuite's Multi-Location Ordering Simplifies the Food Hall Dining Experience

Customers can now seamlessly order from multiple dining concepts in one, simple online experience, while each concept maintains its brand identity.

Appsuite's solution provides structure to the entire order, pickup, and delivery process.

The solution is enabled by clear messaging, intuitive design, and robust integration to the point of sale.

FULL SUITE OF INTEGRATED APPSUITE SOLUTIONS

Kiosk
Terminals across each dining concept plus additional centralized kiosks provide an intuitive, secure, interactive ordering experience

Online Ordering
Order Management System provides seamless integration across all unique brands to the point of sale

Loyalty & Rewards
Personalized marketing and offers increase customer retention, engagement, and return visits to food hall

Gift Cards
Magnetic or e-gift cards can be used in-store or in-app across each unique dining concept

SOLVED COMPLEXITIES

- Each of the unique dining concepts have different menu items, prices, fees, taxes, and item availability
- Customer order must appear as one cohesive ticket, but received as a standalone ticket from each dining concept
- Customer experience must be unified across both kiosk and app ordering
- Dining concept clarity across orders for on-site dining, pick up orders, or delivery

DINING CONCEPT EXPERIENCE

- Strong integration and relationship between Appsuite and Oracle
- Appsuite feeds all data into Oracle as system of record
- All products under one roof create a simple, direct relationship between food hall and Appsuite partners
- Solution allows for financial reporting for individual dining concepts as well as total food hall

CUSTOMER DINING EXPERIENCE
all supported by multi-location kiosk ordering

On-Site Dining
Orders delivered from any dining concept to customer table via food hall 'runner'

Pick Up
Customer picks up from each individual dining concept after placing a single kiosk order

Curb Side
Geolocation via BlueDot integration notifies dining concept when customer is nearby

Delivery
Order placed via custom food hall app, fulfilled through 3rd party delivery service

THE RISE OF FOOD HALLS

Food halls currently under development will increase the total number of locations in the US by

45.2%

Source: BISNOW

- Significantly lower failure rate than standalone restaurants
- Lower risk for smaller restaurant presence without large capital investment, or as a testing ground for large restaurant groups
- Wide variety of cuisines and dining experiences to account for dietary restrictions and trends in the industry
- Supports rise of popularity for celebrity chefs and offshoot restaurants