Symphony helped a US-based leader in online storefront for food-service industry to build and deploy the largest proprietary POS integrated remote ordering platform that turns into restaurant industry's de-facto standard.

The Client

The client is Atlanta-based industry's leading provider of POS integrated remote ordering and pre-payment solutions for food service / restaurant industry. Their technology-based solution serves over 34,000 restaurant sites in US from major chains such as Outback, Steakhouse, Subway, California Pizza Kitchen, Fatburger, Moe's, Baja Fresh and others.

The Challenges

Backed by deep insight in the restaurant industry the client realized that families are busier than ever and 'take-out' seems to be one of the fastest growing trends in the restaurant industry, representing over 20% of the total revenues of most restaurants.

Hence, the client looked to develop a proprietary IT solution that would ensure an elevated and consistent guest experience for ordering take-out or delivery. At the same time, allow restaurants the ability to extend their in-store Point of Sale (POS) system to their customers in a very user-friendly environment.

The Solution

Symphony's solution to the client included designing and developing enterprise web architecture using Microsoft .NET framework. This included capability to handle 25,000 stores and 250,000 concurrent transactions for deployment in a hosted load-balanced environment with database failover capability.

A Site Wizard and Management Console supports an unlimited number of locations, allows each location to be set-up according to local requirements, and provides centralized and

New Product Development
Re-engineering/Modernization

Platform
Microsoft .NET / SaaS / ecommerce

Industry / Domain
Food service / Restaurant

Engagement Key Points
- Engagement Model: Time and Material
- SDLC: Agile
- Shorter release cycle

Technology and Tools Used
- ASP.NET, C#
- Web Services / Windows Services
- XML
- SQL Server

Major Product Features
- POS integrated online ordering, text messaging, cell phone and call center remote ordering applications
- Effective catering management tool to gain knowledge of catering customers needs, wants, and buying patterns
- Easily configurable delivery options at the store level to support delivery program

de-centralized access and controls to settings and reporting. A clean, easy-to-use guest interfaces featured menu displays, item descriptions, and automated suggestive selling based on order patterns and selections.

The system seamlessly integrates with restaurant / stores website as the order pages allowed customization with the look and feel of the restaurant website, and strengthen brand experience. Guests have the ability to view order history for re-order, place advanced orders, and place catering and group orders. The system captures the order centrally and pushes it directly to the POS, FAX or PRINTER at the store / restaurant.

The system seamlessly integrates with restaurant's POS systems like Aloha, Micros, HSI, POSitouch, Squirrel and Xpient. The system also supports payment processing via major merchant processing sites and gift card transactions.

The system allows capturing important customer data and managing it to support marketing campaigns via integration with SalesForce.com and Quickbooks. Powerful reporting capabilities provide Management with a powerful tool for analyzing performance via standard reports and customizable reports.

The Benefits

Symphony's superior software R&D skills helped achieve the following benefits for the client:

- Develop a professionally hosted web-based ordering solution to support takeout, curbside, delivery, and catering orders that
  – Provides ease of use
  – Integrates seamlessly with stores / restaurant's web-site and POS system
  – Is highly configurable to suit store / restaurant's business
  – Allows to develop customer relationship and business
- Largest proprietary remote ordering platform in US

- The remote ordering platform's popularity in the market turns it into a de-facto standard in the Restaurant / Food Service industry