NCR SILVER PRO RESTAURANT EDITION

Playbook

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Overview

NCR Silver Pro Restaurant Edition (SPRE) is an iPad-based point-of-sale built specifically for restaurants that extends the simplicity of the base Silver POS with specific restaurant capabilities.

Specific technology demands for restaurants vary greatly. As a leader in this space, NCR meets these demands with a broad set of solutions, each of which is designed to serve specific market demands. Typically, restaurants who are target customers for SPRE will have less complexity and lower annual unit volume; however, in most cases determining the right solution "fit" will require a high-level review and astute observation of the restaurant operations to confirm that capabilities offered by SPRE match the operator's needs.

Comparison guides have been developed to help you understand the general points of differentiation between our two POS offerings: Silver Pro Restaurant Edition and Silver. Each guide provides breakdowns between Silver Pro Restaurant Edition and Silver. These guides are separated into three categories:

- Restaurant Profile - what type of customer will generally be served best by the solution?
- Optimization - what high-level technical capabilities does the solution provide?
- Capabilities - what restaurant-specific features/functions are provided by the solution?

Understanding Silver and Silver Pro

Depending on the complexity of the operations and the revenue of each location, NCR Small Business has two solutions that can fit the needs of many restaurant operators. In order to best address the needs, it is important to understand the high-level differentiation between which types of operators would leverage each solution:

Operators best served by Silver Pro Restaurant Edition:

This segment consists of restaurants with medium volume/mid-level operational complexity, and many operators in this segment have been using either ECRs or competing subscription-based, cloud-based POS solutions that run on consumer devices (such as iPads).

Operators best served by Silver:

Silver is designed to be a single solution that serves multiple segments of the market (both retail and restaurants). As such, restaurants best served by Silver are simple and have limited menus, such as a cupcake shop or food truck. ECRs in the past have typically served the majority of restaurants in this segment, but restaurant operators have been seeking additional functionality that cash registers cannot provide, such as simple customer engagement and mobile restaurant management capabilities.

REVENUE PER LOCATION
COMPLEXITY OF OPERATIONS

KEY OPERATOR BENEFITS

NCR Silver Pro Restaurant Edition benefits operators through a cloud-based point-of-sale that is specifically-tailored to address challenges in running a restaurant, all through a monthly subscription. Below are just a few key operational benefits of Silver Pro Restaurant Edition (SPRE):

The Problem	The Solution	Benefits to the Operator
Configuration is too time consuming	• The 50 points of configuration within SPRE reduces implementation complexity and timelines • SPRE can be self-installed or is installed and configured by NCR or a certified sales representative	Operators can implement a high-quality technology solution quickly and easily, and stay focused on their restaurant's performance
Hardware needs repairing or replacing	The monthly subscription fee includes hardware maintenance on NCR-provided Silver hardware (i.e. iPad Stand, Bixolon printer, MSR, cash drawer)	Operators can have peace-of-mind knowing that NCR will repair or replace any Silver hardware that malfunctions
The system doesn't work when the internet is down	SPRE features fault tolerant architecture that keeps all devices running even if there is no internet connectivity	Operators can rest assured their restaurant will keep ringing sales even if the Internet is down
All orders are sent to all printers, creating lower productivity	SPRE is able to send orders to the kitchen and to specific printers within the restaurant	Operators can increase order accuracy, reduce errors and improve speed-of-service
Difficult to connect with and market to customers	• SPRE is able to collect customer information, like phone numbers and email addresses, at the time of the sale • SPRE's dashboard makes it easy to set up simple marketing campaigns	Operators can grow their recurring business by engaging their customers in an easy, simple manner
High investment cost	SPRE is available for a monthly fee that includes Concierge Service.	Operators can utilize a restaurant-specific POS without any significant apital expense to get up and running
Access to key sales and other information outside the restaurant	SPRE's cloud-based POS enables real-time access to business metrics and reports from any web browser or mobile dashboards from a smart phone.	• Operators can run a more profitable business by having anytime, anywhere access to their restaurant's data • Operators can stay "in the know" even when outside of their restaurant

RESTAURANT PROFILE COMPARISON

Comparing Silver Pro Restaurant Edition / Silver

The below chart provides a high-level comparison between Silver Pro Restaurant Edition and Silver of the type of customer that will generally be served best by the given solution, based on the restaurant's revenue and operational complexity.

	Silver Pro Restaurant Edition	Silver
Target Customer Profile	• Counter service, single store or multi-site QS, TS, or Fast Casual restaurants with simpler operations • Operators that require more restaurant specific capabilities than available in Silver • 1st gen restaurant owners with startup operations that have lower complexity • Operations where restaurant-specific technology is critical to success (such as kitchen printing, floor plan layout, etc.)	• Mobile or storefront food service operations with low complexity and product menu mix • Restaurants with a smaller footprint • Restaurants that have a simple menu with fewer food item choices and customer options (such as modifiers). • Can also support multi-store environments
Restaurant AUV	$300,000 - $750,000	Less than $300,000
High-level capabilities need:	Examples include: Ability to split checks. Simple order routing to printer in kitchen. Simple loyalty. Simple email campaigns. Simple takeout and delivery.	Examples include: Ability to ring sales. Ability to view results from a mobile dashboard. Ability to obtain customer information. Simple loyalty. Simple email campaigns. Simple order routing.

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OPTIMIZATION COMPARISON

Comparing Silver Pro Restaurant Edition / Silver

The below chart provides a high-level comparison of the technical capabilities offered in optimizing the POS for the restaurant. Generally, as both a restaurant's revenue and operational complexity increase, so do an operator's needs for a more customized, flexible and robust POS solution.

	Silver Pro Restaurant Edition	Silver
Optimization for specific restaurant vertical needs (QS/TS/Fast Casual)	Basic - vertical optimization achieved through simple TS/QS configuration switch	None - no optimization by restaurant vertical
Maximum number of devices/terminals	Unlimited, but typically a smaller number of iPads (less than 5), with full redundancy	Typically a few, but devices cannot sync/communicate with each other
Flexibility in configuration	Simple, with approximately 50 points of configuration	Simplest, with minimal points of configuration
Installation	Optional self installation or basic installation/support provided by NCR/certified resellers	Simple self installation
Network complexity	More simplified network configuration, generally consisting of an in-store server with wireless networking for iPad devices and printers	Simplified wireless networking for iPad devices and printers

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CAPABILITIES COMPARISON

Comparing Silver Pro Restaurant Edition / Silver

The below chart provides a high-level comparison of several restaurant-specific features/functions between Silver Pro Restaurant Edition and Silver. Generally, as both a restaurant's revenue and operational complexity increase, so do an operator's needs for advancing POS functionality.

	Silver Pro Restaurant Edition	Silver
Table Assignments for TS Restaurants	Supported with floor plan and table management	None (no layouts or floor plan editor - manually assign number to order)
Modifiers	Advanced (forced, item level)	Simple item modifiers
Order routing	Advanced (orders route to specific station)	Supports order routing
Guest check splitting	Advanced (including seat, group or even split)	Simple (percent or dollar)
Takeout/Delivery	Simple	None
Time-of-day pricing	Simplified time-of-day support (for capabilities such as "Happy Hour" pricing)	No current support for time-of-day pricing events
3rd party integration support	Limited. Data API available from back office	Limited. Data API available from back office
Time clock and tip support	Advanced (ability to support multiple job codes per employee, tip declarations)	Simple clock in/out with time clock report and supports declaring cash tips
Inventory tracking	Simple inventory capabilities	Simple (menu item level support)
Multi-site reporting	Simple sales and profitability reporting	Simple sales and profitability reporting
Gift card support	Gift card processor support	Gift card processor support
Loyalty	Simple integrated programs	Simple integrated programs
Email marketing	Simple marketing and social media support	Simple marketing and social media support

FEATURE SET COMPARISON

Operate

	NCR Silver	NCR Silver Pro Restaurant Edition
iPad-based POS	●	●
Free app download	●	●
Unlimited software upgrades	●	●
POS optimized for quick service restaurants		●
POS optimized for table service restaurants		●
Share orders across multiple devices		●
Create/edit restaurant layouts with floor plan editor		●
Update menus and prices instantly across multiple devices	●	●
Kitchen printing/remote order printing	●	●
Kitchen printer routing/send orders directly to kitchen and route to stations	●	●
Takeout and delivery		●
Tax by order mode		●
Charges (delivery charges, room reservations, surcharges)		●
Capability to split payments	●	●
Advanced check splitting capabilities (incl. by seat, by groups of seats or equal split)		●
Ability to set event-based pricing (Happy Hour)		●
Add an item at the POS	●	●
Edit an item from the POS	●	
Item modifiers	●	●
Forced/optional modifiers		●
Compatible with all major credit card processors and affiliates	●	●
Advanced security and encryption for credit card processing	●	●
Offline mode (credit authorization if internet is down)	●	●
Inclusive taxes		●

FEATURE SET COMPARISON

Manage

	NCR Silver	NCR Silver Pro Restaurant Edition
Multiple stores, one back office	●	●
Date-effective price management		●
Store-level pricing for multiple stores	●	●
Cash/financial management - store-based	●	
Cash/financial management - device-based	●	
Cash/financial management - employee-based		●
Cash/financial management - drawer assignment	Register Only	●
Sales reporting	●	●
Profitability reporting	●	via Cimplebox
Inventory management	●	via Cimplebox
Unlimited number of inventory items	●	●
Discounts and offers	●	●
Promotions (BOGO, coupons, etc.)	BOGO Only	●
Accounting integration	●	●
Free live customer support offered 7 days/week	●	●
Tax reporting	●	●
Track customer purchase history	●	●
Employee time clock	●	●
Employee time clock with ability to support multiple job codes per employee		●
Employee breaks		●
Pay rates		●
Configurable user roles	Pre-Set User Rules	●
Multiple user roles per employee		●
Labor percent reporting		●
Tip declaration	●	●

FEATURE SET COMPARISON

Engage

	NCR Silver	NCR Silver Pro Restaurant Edition
Integrated loyalty programs	●	●
Integrated email receipts	●	●
Email marketing	●	●
Social media	●	●
Detailed customer purchase history	●	●

Hardware

	NCR Silver	NCR Silver Pro Restaurant Edition
Available hardware bundle	●	●
Hardware 90-day warranty	●	●
Available hardware replacement beyond 90-day standard	●	(included)
Requires in-store server	N/A	● (for 2+ devices)
iPad compatible	●	●
iPad Air compatible	●	●
iPhone, iPod Touch compatible	●	
First-generation iPad compatible	(not compatible)	(not compatible)
Scale interface - Bluetooth	●	●
Scale interface - Mettler-Toledo Serial		●
Available on Android Platform (Silver Register)	●	