



Designed for Delivery



The background of the slide is a close-up, slightly blurred image of a hand holding a smartphone. The phone's screen displays a mobile application interface for restaurants. Several restaurant cards are visible, including one for 'Lao Loo' and another for 'Ramen By IZU'. The text 'Restaurant' is repeated on several cards. At the bottom of the screen, there is a red logo that says 'Dunkin' Donuts'.

# Technology Designed By Restaurateurs For Restaurateurs

Since 2016 , we've helped savvy hospitality operators optimize their front-of-house service models using cost-efficient , agile, contactless technology. Our customers include hundreds of food & beverage establishment across the United States.

# GoTab Grows Profit...

up to **↑100%**  
increase in customer  
sales

Operators see an average  
increase of 28% in sales.

up to **↓30%**  
reduction in operating  
costs

Operators see an average  
decrease of 14% in costs due to  
reduced waste and efficiencies  
gained.

over **↑300%**  
typical profit  
increase

Typical profit based on average  
28% increase in sales and  
14% decrease in costs and 8%  
net margin prior to GoTab. No  
consideration is given to the fact  
that most additional sales are  
beverage and therefore more  
profitable.





## ... by Creating Better Hospitality Experiences, On and Off Premises



**Personalize** and contextualize the guest and staff relationship continuously across all experiences



Focus on the **experience** and not the transaction; check in versus check out; deliver on time



Enable spontaneous commerce at the customer's **convenience**, while managing expectations

# GoTab vs.

GoTab made 3 big bets long ago:

- Web > native apps (2016)
- Cloud > on-premise (2016)
- QR's are good tech (2017)

And it all paid off. Our competition jumped on the QR bandwagon in 2020, but QRs are meant for web and the cloud. Our lead has only widened as we have gained momentum.

\*Partial feature availability

	GoTab	Toast	Square	Olo	Bbot	OneDine
Days to Set Up	1 - 3	5 - 20	1 - 3	10+	?	5 - 10
Consumer Brand	✓		✓			
Web Based	✓	✓	✓	✓	✓	✓
No Account Required	✓				✓	✓
Apple Pay	✓	✓	✓		✓	✓
Open / Shared Tabs	✓				✓	✓
Roaming Tabs	✓				✓	
Takeout	✓	✓	✓	✓	✓	✓
Delivery	✓	✓	✓	✓	✓	✓
POS Interface	✓	✓	✓			
Mobile Payment Terminal	✓	✓	✓			
System of Record	✓	✓	✓			
Legacy POS Compatible*	✓			✓	✓	✓
Master Catalog (multi-unit)	✓	✓				
Server <> Guest Control	✓					
Make / Deliver Optimization	✓					
Zones	✓					
Integrated Chat Support (24/7)	✓					
Order & Tab Rules	✓					
In-Process Integration Agents	✓					
Multi-Merchant Ordering	✓				✓	
Open REST & GraphQL APIs	✓		✓*		✓	
Windows POS + KDS	✓					
iOS POS + KDS	✓		✓			
Android POS + KDS	✓	✓*			✓*	
Guest Fee Option	✓					
Credit Surcharge (soon)	✓					

# Select Current Client Brands

## Restaurants and Breweries

---



## Hotel, Retail, and Events

---

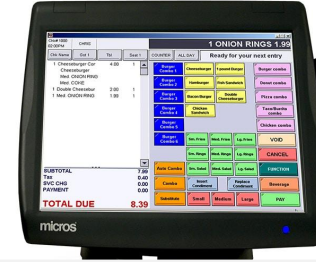


# Future Proof & Backward Compatible



## GoTab POS

- 1 The **only POS that is designed for delivery** - for both on premises and off.
- 2 The digital guest experience and the POS are synchronized real-time unlike any other POS.
- 3 Staff can easily view the customer's history, preferences, and dining status.



## Integrated POS and/or KDS

- 1 GoTab integrates with Micros 3700 & Simphony, Positouch, Focus POS, and QSR Automations KDS.
- 2 The legacy POS is system of record for the catalog, enriched in GoTab, and orders are pushed back in to POS for fulfillment, accounting, and inventory purposes.
- 3 Allows an easy migration to large operators.

# Additional GoTab Competitive Information

## GoTab vs. Toast & Square

### System of Record

- Lower cost
  - 25 - 50% lower card processing
  - 25 - 80% lower monthly fee
- 10 - 50% lower labor costs
- Higher customer satisfaction
  - Seamless handoff back and forth to server
  - Better guest experience (speed & batching)
- Integrated messaging
- Can integrate with legacy POS and KDS to allow piecemeal transition to GoTab for enterprises

## GoTab vs. Olo, OneDine, Bbot

### POS Add-On

- Omni-channel (not just one per solution)
  - Consistent customer experience, profile, payment methods, gift cards, etc for guest
  - Unified view of the customer for the operator
- Rules engine eliminates need for a separate loyalty solution
- Includes omnichannel gift cards and house accounts
- Unified customer visibility & analytics
- Much more flexible UI for guests and operators





## More Differences

- Designed for ordering and fulfillment ease and efficiency
- Monetized transaction through customer not operator (fee or cash discount)
- Tabs and multi-merchant ordering
  - Single order by consumer -> splits to multiple fulfillment centers
  - Single payment by consumer -> splits to multiple payments
- Operate as Payfac or multiple gateways to processors
- Multiple channels and interfaces
  - Expert or laymen interfaces (POS or consumer interface)
  - Mobile payment terminal, mobile phone, desktop
- Sophisticated inventory management
- Segmentation and order rules
- Substantially lower cost to operators and innovative pricing model
- International support
- Multiple APIs and many successful integrated partners (now 40+)

Thank You

