

FAST CASUAL

# Make Every Experience **Exceptional.**

As a fast casual restaurant, you know that winning the lasting loyalty of today's guests requires you to deliver quality food, fast service, and personalized engagement—with no room for compromise.

At the same time, your concept must adopt operational best practices that will empower you to increase profitability and efficiency as you scale. Our technologies put you and your guests at the center of more connected, dynamic, and data-driven experiences—the kind of experiences that are needed to stand out in today's dynamic food landscape.

At SICOM, we believe that technology, like food, is about experience, and are committed to providing solutions that are purposeful, practical, and unleash new possibilities for guest engagement and operational efficiency.



## Our Experience-First Focus



### **Their Experience**

Engaging and delighting every guest that enters your restaurants with exceptional experiences that build lasting loyalty.



### **Your Experience**

Empowering fast casual owners, managers, and crew with the turnkey technologies they need to serve customers better than ever.



### **Our Experience**

Leveraging 30+ years in restaurant technology innovation to deliver practical and powerful solutions that exceed expectations and maximize ROI.

# Experience a Technology Partner Set Apart.



## Experience Engagement.

Building lasting loyalty requires that you engage each guest in a highly personalized way. That means understanding and adapting to their unique channel and food preferences in real time. Our dynamic, data-driven self-order and front of house solutions enable you to efficiently embrace personalization at scale.



## Experience Efficiency.

In addition to driving engagement, your technologies must also enhance efficiency across a broad range of operational activities. Our suite of technologies offers centralized visibility and control at the managerial level while exceeding every standard for usability—together minimizing barriers to adoption and positive ROI.



## Experience Service.

We believe technology should be a powerful enabler, not a bottleneck. That's why we deliver the agility, service, and support you need to accelerate your time-to-ROI and achieve your ambitious goals for growth. We know it's about more than SLAs—it's about empowering you to unleash technology-driven transformation.



## Experience Scalability.

While *each* guest matters, *all* guests matter too. As your fast casual grows, your approach to guest engagement must be scalable and secure—capable of spanning an ever-growing network of restaurants. With experience implementing large-scale rollouts for some of the world's largest restaurant brands, we know what it takes to unleash technology's benefits at scale.



## Experience Partnership.

With customer expectations on the rise and operational realities ever-evolving, technology innovation is a moving target for today's fast casual restaurants. Keeping ahead requires a strategic partner that is committed to understanding your needs, delivering solutions with agility, and providing responsive support every step of the way.

We serve some of the nation's fastest growing fast casuals, including:



*I believe that [SICOM Encounter™ Drive-Thru] is a key component to SUBWAY's speed, accuracy, and profitability in the drive thru business.*

— Rob Woodward, SUBWAY

*[SICOM Encounter™ Kiosk] is everything. It is my entire front of house staff. It's my steps of service. It is my training documents.*

— Jon Alexis, Malibu Poke

*Now that guests are inputting their orders, we have 100% accuracy and speed of service has actually doubled since we got the self-serve kiosks.*

— Jamar White, Buffalo Boss

# Our Solutions for Fast Casuals.



## SICOM Encounter™ Omni-Channel Point of Sale

SICOM Encounter™ Omni-Channel Point of Sale delivers fast casuals the cross-channel flexibility required to set new standards for guest experience and engagement with the ease of use they need to continually raise the bar for speed of service.

### SICOM Encounter™ | Point of Sale

Encounter™ Point of Sale pairs a ruggedized, closed construction with hybrid-cloud software that empowers fast casual crew members to enter orders quickly while up-selling every step of the way.

### SICOM Encounter™ | Integration

Our open API works with all of today's digital channels, enabling you to quickly embrace and onboard the channels of tomorrow.

#### EXPERIENCE ENGINEERS

**Not sure where to start with your user interface? We can help.**

SICOM Experience Engineers will help you create an interface that accomplishes all of your strategic goals and empowers your guests to find exactly what they're looking for. Our Experience Engineers include some of the brightest minds in user experience and interface design, and will help you ensure continuity and usability across your entire omni-channel landscape.

### SICOM Encounter™ | Kiosk

Built to empower and engage today's customers, Encounter™ Kiosk combines a best-in-class user experience with contextual selling to increase revenue through self-order transactions.

### SICOM Encounter™ | Mobile

Focused on bringing outstanding guest experiences to off-premise ordering, Encounter™ Mobile ensures guests can intuitively order the items they want from wherever they are.





## SICOM Display™ Dynamic Digital Experiences

SICOM Display™ employs a scalable data framework, business rules, and advanced suggestive selling functionality to create dynamic digital experiences that grow engagement and sales inside and outside of your restaurants.

### SICOM Display™ | Outdoor

Outside the restaurant, SICOM Display™ serves up compelling content via weather-proof outdoor digital menu boards and pre-selling boards to feature seasonal and limited time offers.

### SICOM Display™ | Order Confirmation

SICOM Display™ offers freestanding and embedded order confirmation options that make relevant add-on suggestions for every order in real time as it is being placed.

### SICOM Display™ | Portal

Ensure continuity and flexibility across all of your digital signage content by centrally managing creative, items, and prices across your growing number of restaurants through a single, intuitive interface.

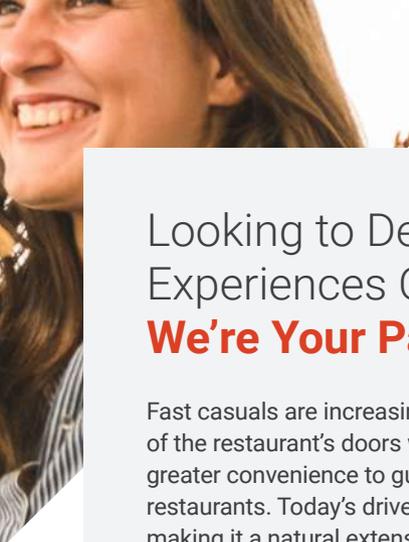
### SICOM Display™ | Indoor

SICOM Display delivers best-in-class digital menu boards and inspiration boards to engage customers, feature timely LTOs, cross-promote, and maximize sales.



## SICOM Expeditor™ Connected Kitchen Display

SICOM Expeditor Connected Kitchen Display empowers fast casual kitchen crews to accelerate omni-channel order fulfillment through visual order notifications, real-time prioritization, and intuitive alerts that make speedy and accurate service an easy order to fill.



## Looking to Deliver Exceptional Experiences Outdoors?

### We're Your Partner.

Fast casuals are increasingly extending the guest experience outside of the restaurant's doors with the addition of drive thrus, which provide greater convenience to guests while generating additional sales for restaurants. Today's drive thru is ripe with technology innovation, making it a natural extension of the in-store guest experience.



**SICOM**  
**Drive-Thru Director™**  
Smart Speed of Service

SICOM Drive-Thru Director™ Smart Speed of Service empowers restaurants to transform speed of service into a key differentiator by harnessing the power of gamification, real-time data, and drive thru visualization to continually measure, monitor, and manage speed of service times.

**SICOM**  
**Encounter™** | Drive-Thru

Kiosk, meet drive thru. Encounter™ Drive Thru brings intuitive, self-ordering to the drive thru lane, and is proven to increase sales 15-20%.



By pairing real-time, cross-restaurant data with Cloud-based tools for visibility and control, SICOM Vantage™ connects fast casual owners and managers to the information they need to make better, more effective operational decisions that lower costs and grow revenue.

**SICOM**  
**Vantage™** | Labor

With a demand-based labor scheduler and intuitive mobile apps, Vantage™ Labor improves employee satisfaction, enhances service, and reduces labor costs.

**SICOM**  
**Vantage™** | Inventory

Through usage-driven optimization, cross-distributor communications, and real-time cost metrics, Vantage™ Inventory provides you complete control over your food costs.

**SICOM**  
**Vantage™** | Sales

Vantage™ Sales provides cross-restaurant sales data, robust analytics, and automated alerts—together empowering fast casual leaders to proactively resolve issues while growing revenue.

# SICOMSERV™

**The quality of your support is as critical as the quality of your solutions.** That's why, at SICOM, we take service to the next level with **SICOMSERV**, our specialized, in-house support organization. As the industry's most responsive services and support team, **SICOMSERV** delivers the scalable services, around-the-clock support, and extensive expertise that today's top fast casual providers require.

## SICOMSERV™ | Manufacturing

Our dedicated manufacturing team ensures solutions are configured to your unique specifications and integrations, and ready to perform the moment they arrive.

## SICOMSERV™ | Training

Solutions are only useful if your team knows how to use them. We offer in-person training via SICOM University, our on-premise training facility, or virtual, on-demand training through our flexible V-Learning.

## SICOMSERV™ | Implementation

Our skilled implementation experts are capable of deploying large-scale technology rollouts with ease—regardless of the number of locations you operate or the distance between them.

## SICOMSERV™ | Support

Our best-in-class support team is available 24/7/365 through phone, SMS, WebChat and Web-Based Support to provide you and your team ready answers right when you need them.



 **SICOM**  
**EXPERIENCE**  
MATTERS

At SICOM, we're using our industry experience, market-leading agility and strategic partnership to shape a new kind of restaurant experience. Tap into the power of our vision today.



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