Software Advice BuyerView: Restaurant POS Report

Insight into today's software buyer

Software Advice™

Abstract

From 2010 to 2014, we talked to thousands of restaurants considering a purchase of restaurant POS software. We tapped into a subset of the data to determine two things:

- What are restaurants currently using and what features are they looking for in new restaurant POS software?

- Who is looking to buy restaurant POS software, how large are the businesses and how soon are they looking to buy?
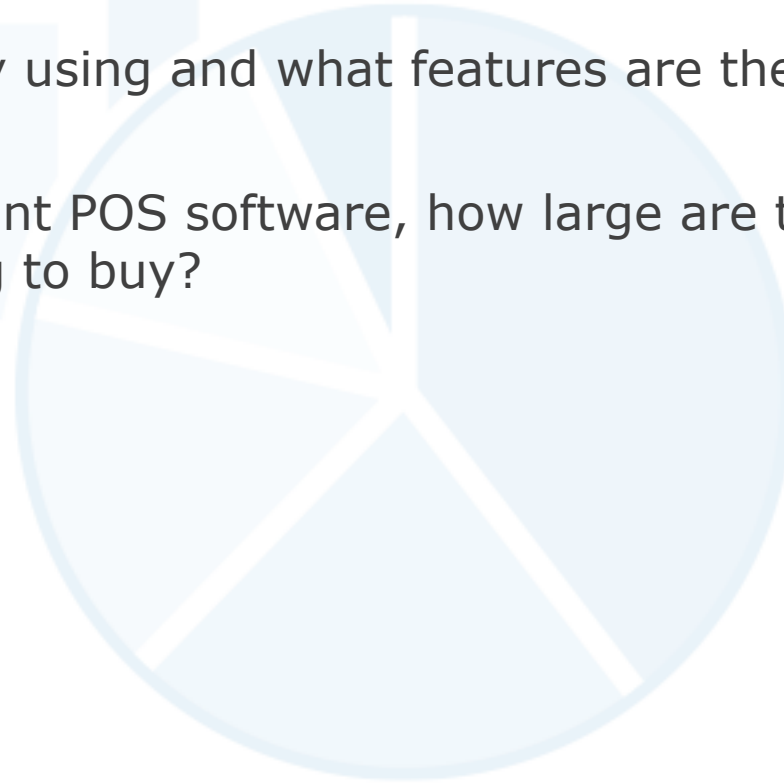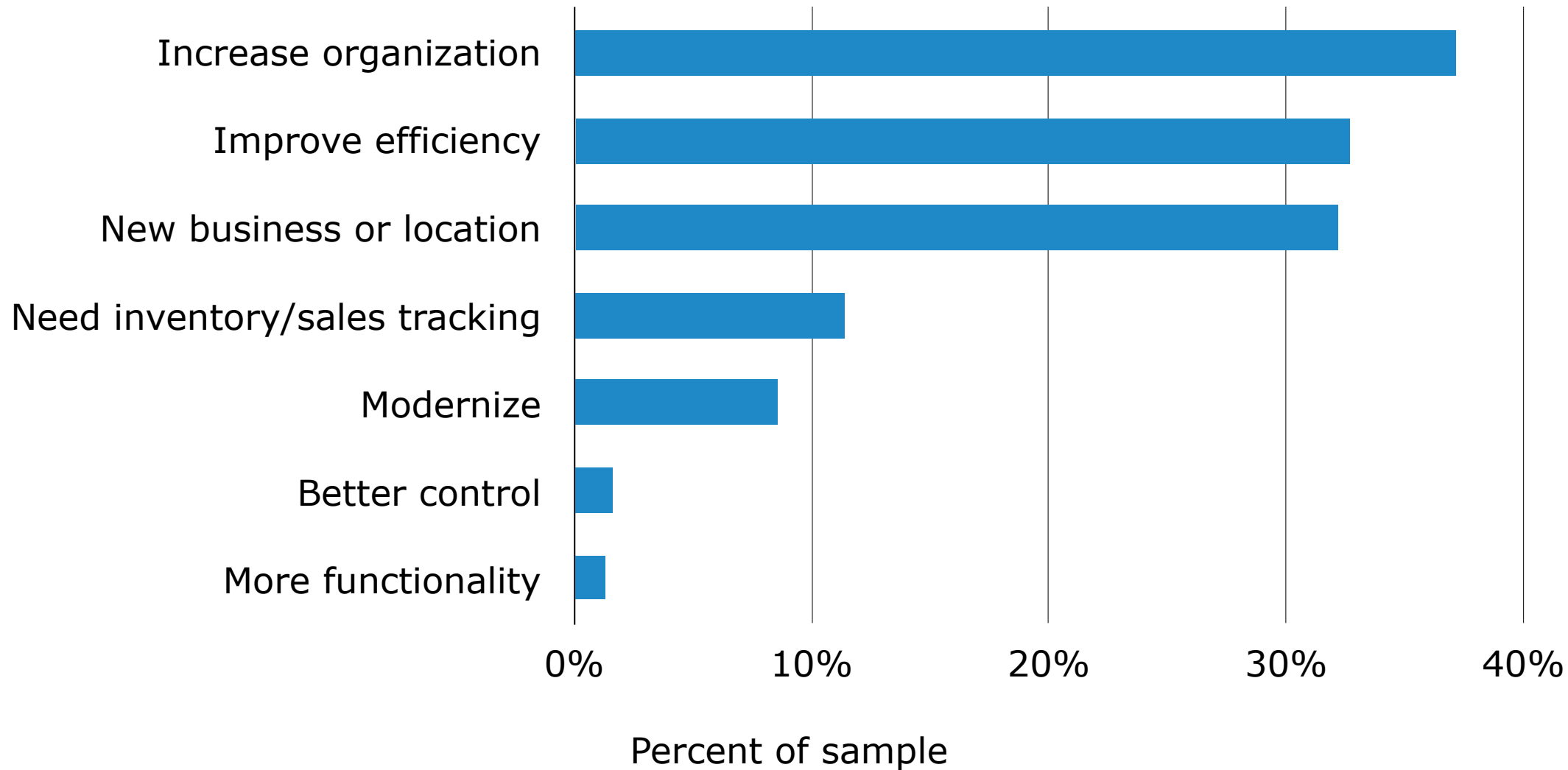
Prospective Buyers' Current Methods

45%

55%

- Manual methods
- Software
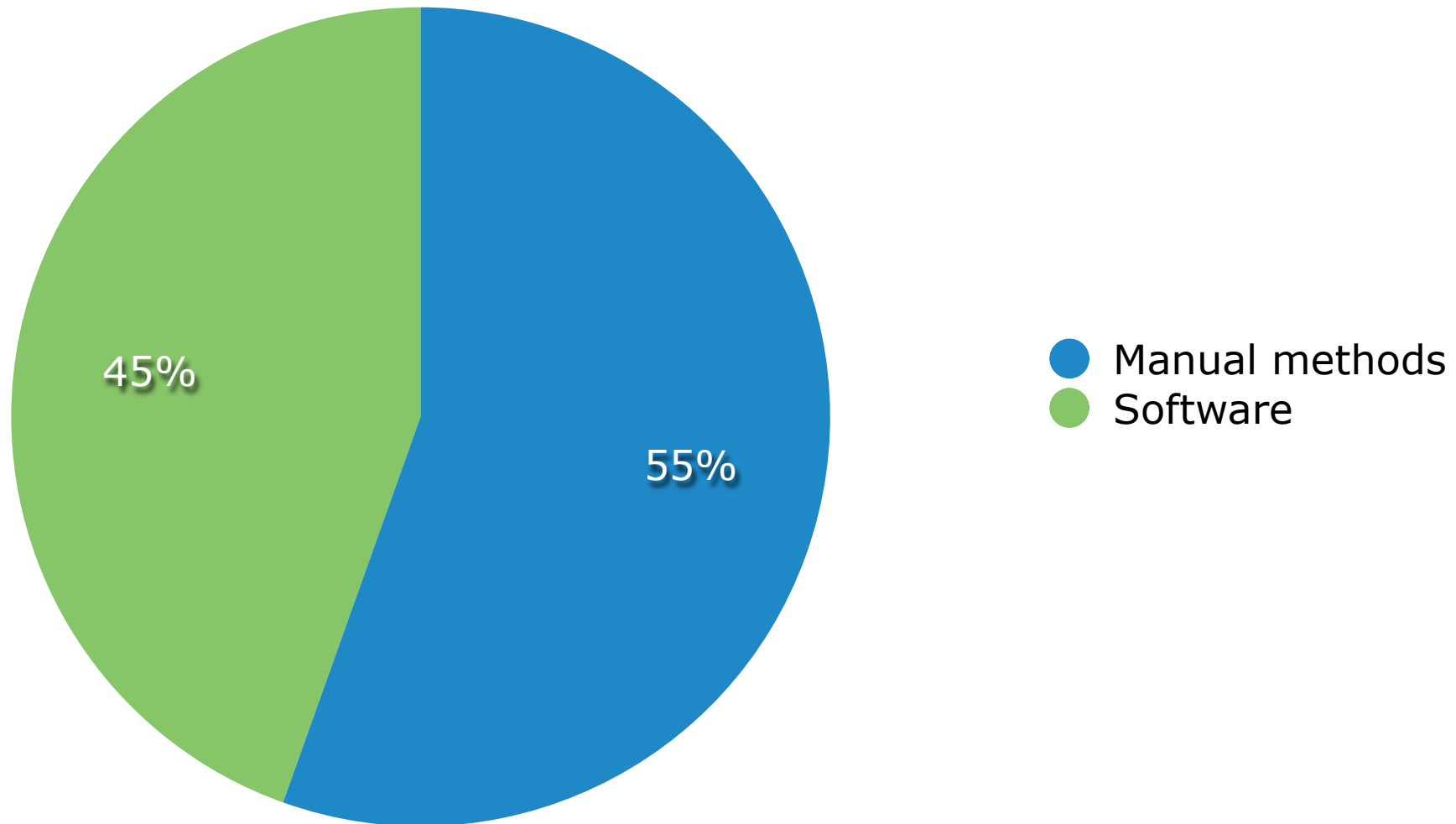
Fifty-five percent of the buyers we spoke with were not currently using any restaurant management or point-of-sale software.

Top Reasons for First-Time Software Purchases

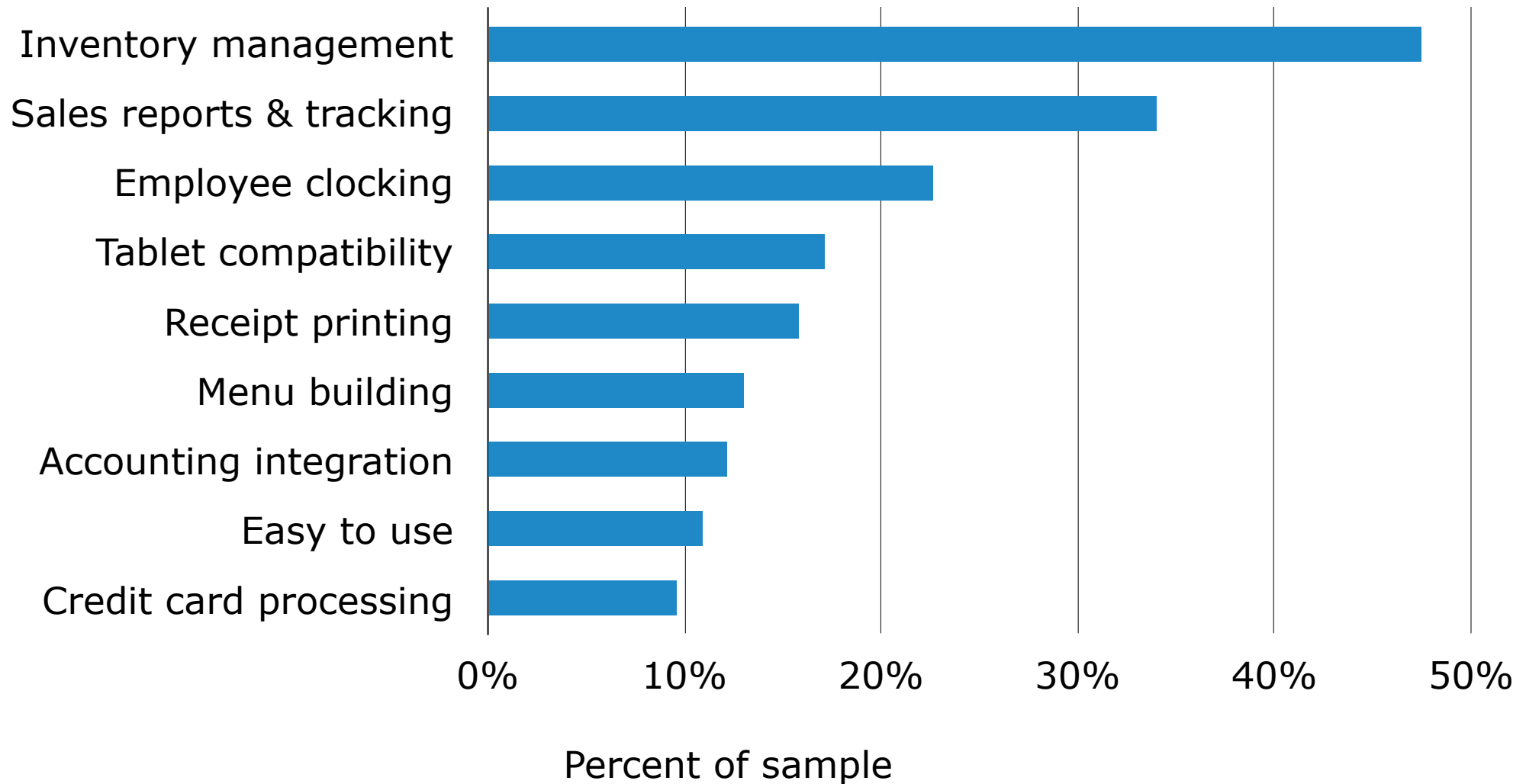| Reason	Percent of sample
Increase organization	~37%
Improve efficiency	~32%
New business or location	~32%
Need inventory/sales tracking	~11%
Modernize	~9%
Better control	~2%
More functionality	~1.5%

Percent of sample

Organization and efficiency are the top priorities for restaurant managers seeking restaurant POS software.
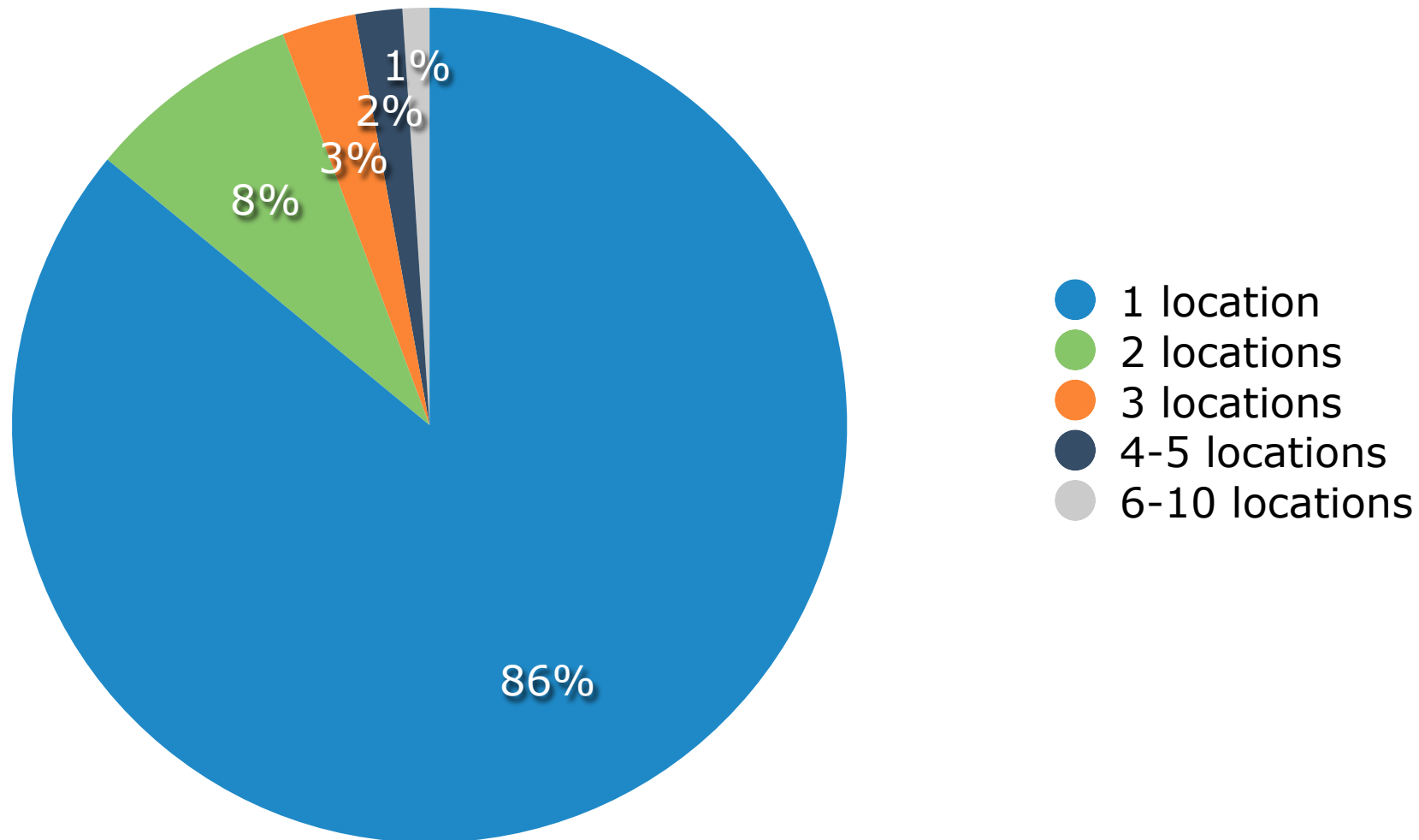
Integration Requirements
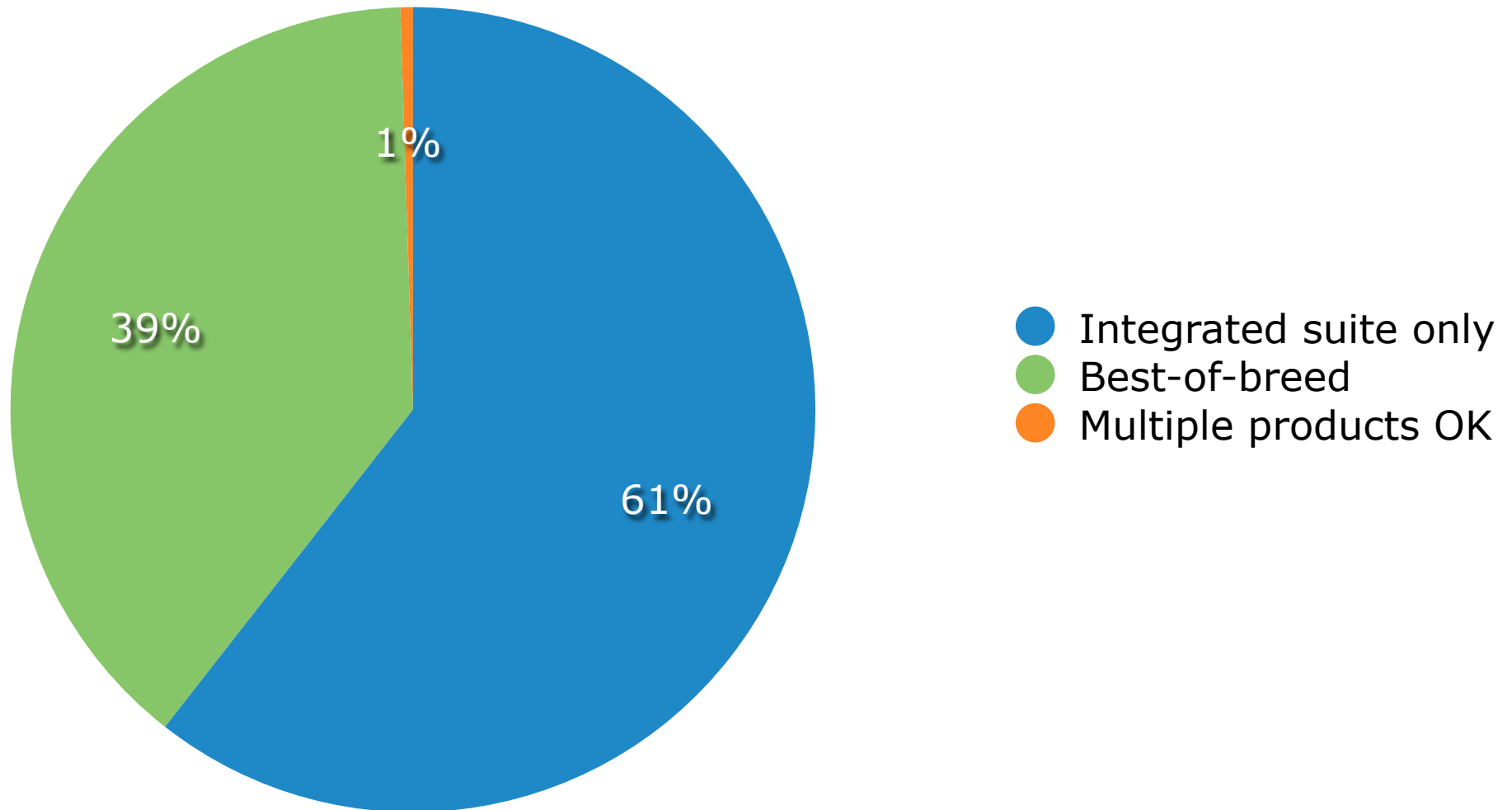
Sixty-one percent of the restaurant software buyers we spoke with were looking for integrated suites; most of the remainder wanted best-of-breed products.

Top-Requested Restaurant POS Software Features

| Feature	Percent of sample
Inventory management	~47%
Sales reports & tracking	~34%
Employee clocking	~23%
Tablet compatibility	~17%
Receipt printing	~16%
Menu building	~13%
Accounting integration	~12%
Easy to use	~11%
Credit card processing	~10%

Percent of sample

After inventory management and sales tracking, the third most frequently requested feature is employee scheduling and clocking management.

# Demographics: Buyers by Number of Locations

Legend:
- 1 location
- 2 locations
- 3 locations
- 4-5 locations
- 6-10 locations

Pie chart values: 86%, 8%, 3%, 2%, 1%

Of the buyers we spoke with, 86 percent plan to use software at only one restaurant location.

Prospective Buyers' Time Frames for Implementation

Legend:
- <1 month
- 1-3 months
- 3-6 months
- 6-12 months
- Other

Pie chart values: 31%, 34%, 9%, 2%, 24%
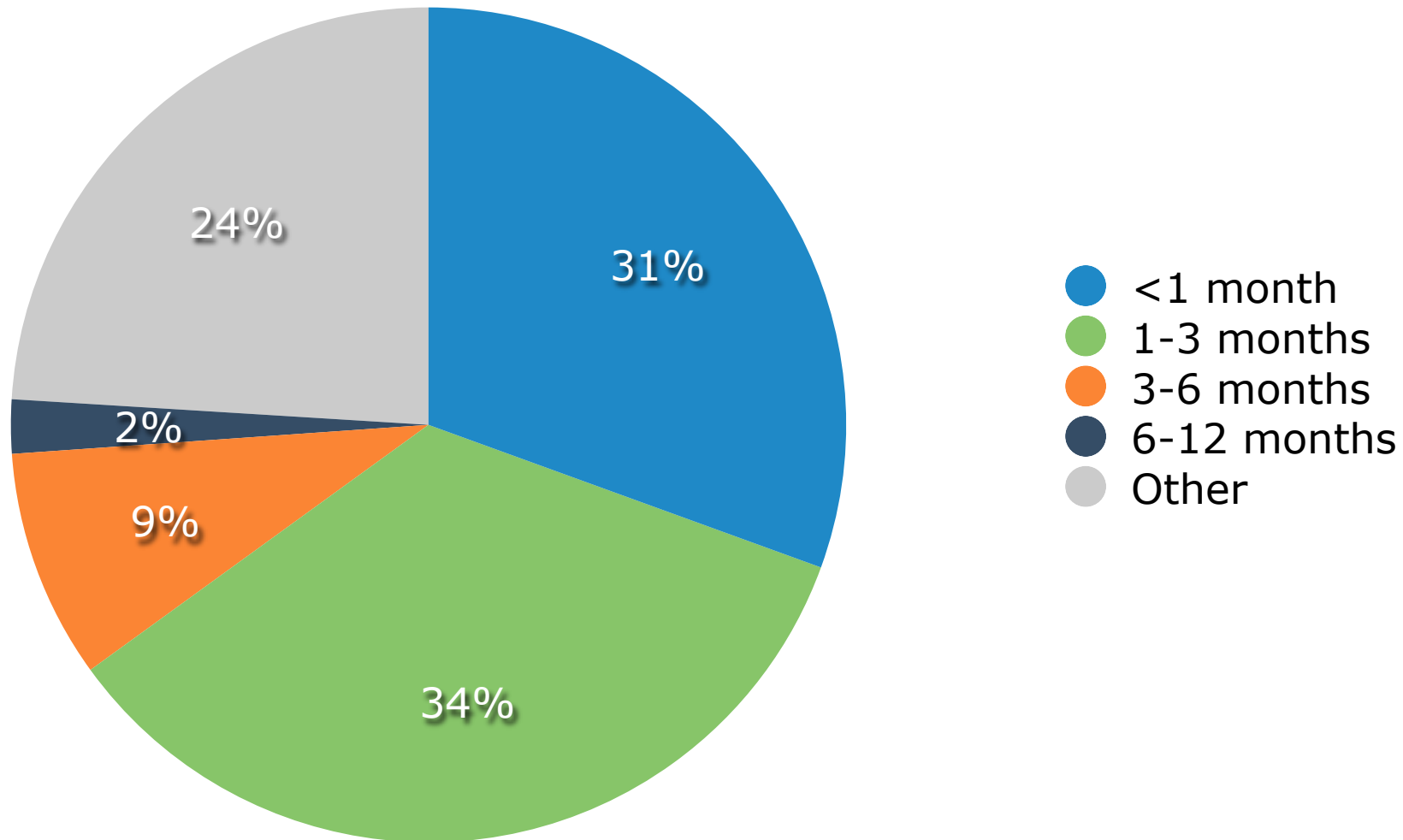
Sixty-five percent of the buyers we spoke with planned to make their purchase within 90 days, while another 11 percent planned to purchase within a year.

Restaurant Industry Growth: 2004-2013

People employed in restaurant industry
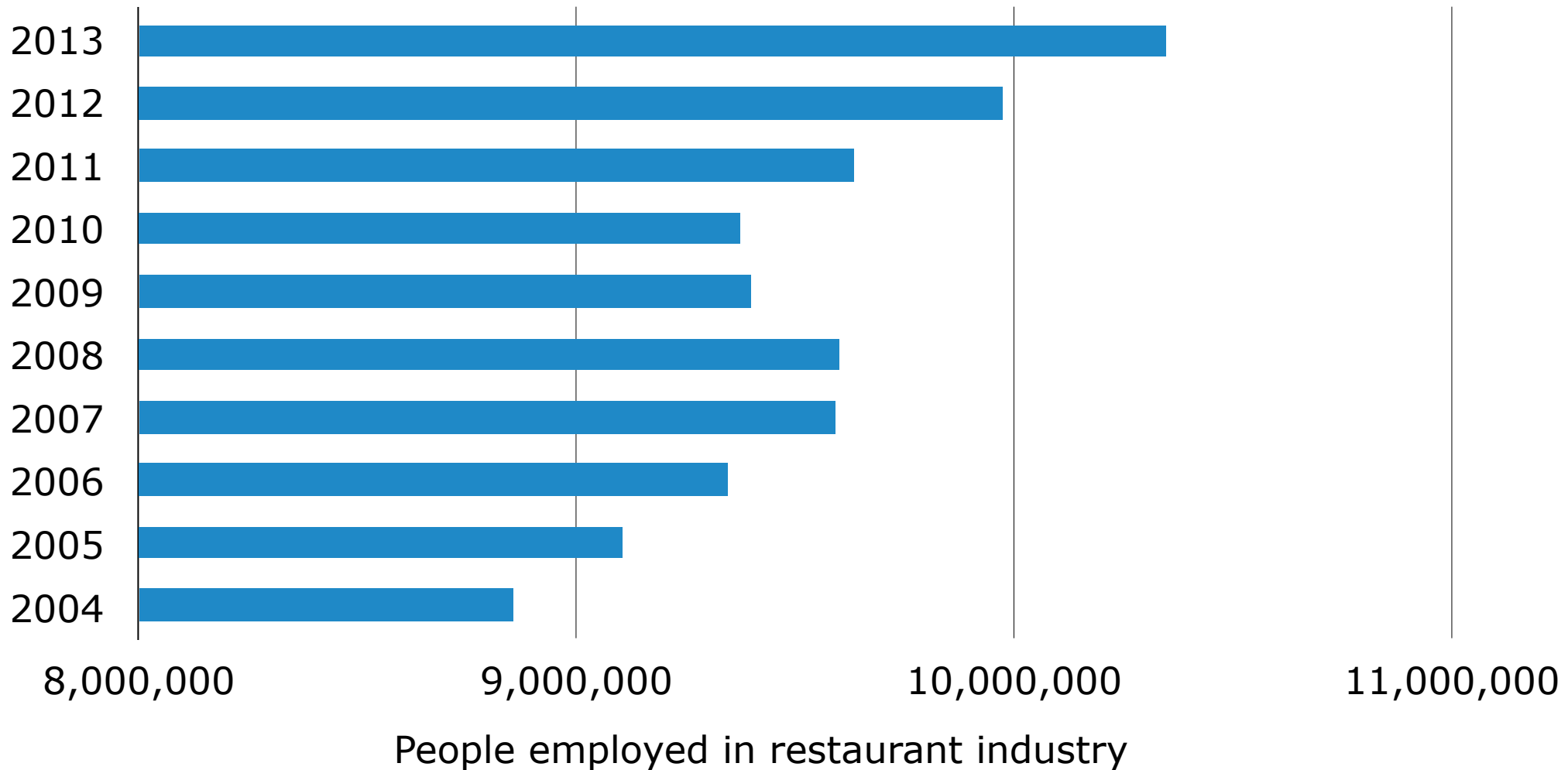
Source: U.S. Department of Labor

The food-services industry has been growing strongly for well over a decade. With its growth comes an increased demand for software.

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