# Transform Your Guest Experience

WHILE OPTIMIZING OPERATIONS AND DRIVING NEW REVENUE

SQUIRREL

SUPERCHARGE YOUR HOTEL F&B SERVICE
THE 5 STAGES LEADING TO SUCCESS

Enable the Staff

Train & Go Live

Implement and Test

Gather the Right Team

Identify Unique Needs

Optimizing a mission critical system like your point-of-sale system can be daunting but It doesn't have to be that way. This guide will help you understand the 5 steps to successfully migrate to a new point-of-sale system.

You need more than a new vendor, you need a partner that will guide you through every step of the migration so you can focus on running your business.

You need to start with Squirrel.

WHY SQUIRREL FOR YOUR HOSPITALITY POS?

Are you tired of dealing with POS solutions providers that don't give you any attention after the initial deployment?

Do you need a POS partner that will help you with training, troubleshooting, and ongoing support — while providing all the software integrations and analytics your organization needs?

Do you want a change, but need a vendor that recognizes your POS system is complex and has the experience to deliver on the unique customizations and integrations you need?

If you answered yes to any of the questions above, then...

There is no subsitute for Squirrel. Here is why.

Squirrel integrates with over 25 PMS hospitality systems including Oracle Opera

- Certified integration with Oracle Opera, Infor, Springer Miller, and more.
- Major kitchen automation, loyalty, accounting, labour & scheduling, reservations, online ordering, contactless payments, QR codes, and other critical integrations.

Certified integration with Oracle OPERA PMS supporting up to 16 sales categories

The new enhanced IP interface supports up to 16 sales, discount and tax categories as well as support for pre and post stay account pages. This provides deeper insight into revenue center performance at the PMS level. Most other POS systems support only 5 sales categories.

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Squirrel is a proven POS expert.

- In the last 12 months, we have successfully migrated 50+ complex hotel sites from legacy POS equipment, over 1000 terminals, across Canada and the United States

- Example properties that we have successfully migrated include: Sonesta, Marriott Vacations, Westin & Sheraton

Squirrel is ranked the #1 POS for Hotels

- Squirrel was recently ranked the #1 Full Service POS by **Grid Decisions** independent ranking of Point-of-Sale Systems.

Squirrel offers hospitality-grade solutions, expertise and support

- We built the first touch screen POS over 30 years ago, so we understand what it takes to build, install and support POS systems

- Implementation support to integrate systems, setup-and train your staff

- Industry leading, responsive 24/7 support services, often provided in your local area and just a phone call away

We specialize in POS for properties with multiple concepts: restaurant, bar, patio, pool, café and small retail outlets.

IDENTIFY UNIQUE NEEDS

The first step is to identify what your organization needs from a point of sale system. After all, your operation is unique and what makes your current system especially complex is the myriad of integrations with different systems and business reporting needs. This is where our experience will make a difference.

INTEGRATIONS

You'll meet with a Squirrel migration specialist to review existing integrations of your Point-of-Sale and map against our extensive list of supported integrations. If we don't support it, our services team can work with you on any custom integrations.

COMPONENT	SAMPLE INTEGRATIONS SUPPORTED
Property Management Systems	Opera, Infor, Springer Miller, Maestro, Galaxy
Credit Card Gateways	Elavon, Shift4 , Eigen
Kitchen management	QSR Automations
Back office management and accounting	Ctuit, compeat, Avero, Restaurant 365
Payroll and staff scheduling	Ctuit, ADP, HotSchedules, Maximum Control and more
Kiosk	maegan, Byte, Etouch
Workforce Management	Kronos, ADP, HotSchedules
Reporting	Squirrel IQ, Avero, Mirus and more
Inventory management	Optimum Control, compeat, Food Trak, YellowDog, DataWorks
Gift card management	Datacandy, Paytronix, Eigen, and,more
Reservations and waitlist programs	QSR Automations, OpenTable
Menus and digital ordering	Snapfinger, Ziosk, RRT and more
Customer loyalty programs	Datacandy, Paytronix and more
RFID roomkeys	Saflok

ANALYTICS & REPORTING

Getting reporting right can be the difference between and efficient, well run business and an operational failure. Many of the Key Performance Indicators are consistent across the industry, yet everyone runs their business a little bit differently. This is where Squirrel's reporting and analytics shine.

- Built-in (local server) or cloud-based reporting like Squirrel IQ provides hundreds of built-in reports optimized for multi-unit or multi-site operations.

- Squirrel experts can develop customized reports or your technical team can access the SQL database directly for advanced integration with your business intelligence tools.

GATHER THE RIGHT TEAM

Your business will likely have complex change and project management processes. Whether you have 5 or 25 people, we can work with your team and processes.

During this stage Squirrel will schedule a kick-off meeting between our experts and your department heads, managers, stakeholders, and IT staff to:

- ✓ Ensure internal and external alignment on the project
- ✓ Identify constraints or roadblocks (organization-wide or in individual departments)
- ✓ Confirm the scope and extent of the project to ensure all goals are met
- ✓ Review implementation plans for a smooth transition

We'll work with you to identify key resources from both Squirrel and your team prior to implementation to ensure a successful project. The following roles act as authorizers for the project:

ROLE	KEY RESPONSIBILITIES
Project Sponsor (Client and Squirrel)	• Communicate project mandate to the business • Ultimate decision-maker for the project • Accountable for the project benefits
Project Manager (Client and Squirrel)	• Accountable for the completion of the project deliverables • Manages the project budget and team resources • Manages issues and risks • Point person for communications around the project

Client-side team members in the following roles will also be actively involved in the project:

- ✓ Director of F&B
- ✓ Operations / Outlet Managers
- ✓ CTO/VP of IT
- ✓ Network Administrators/System Engineers

- ✓ CFO/Accounting team
- ✓ Executive chef
- ✓ VP Technology (or CTO)
- ✓ Inventory control lead

IMPLEMENT & TEST

IMPLEMENTATION

When all the planning is completed and everyone is on board, we're ready to begin implementation. This stage involves both the Squirrel team and your own IT staff or consultants to ensure everything comes together when it's time to go live.

Your team will ensure all the necessary networking, power, and other infrastructures are in place and ready for launch day. The Squirrel implementation team takes care of everything else, including:

Software installation

Hardware installation (includes terminals, cash drawers, bar/kitchen printers, receipt printers)

Integration with PMS, payment, gift cards, kitchen automation, reservations, etc.

Development and setup of reporting solutions

Building your menu and database

During the implementation stage, you'll have weekly or bi-weekly (depending on your schedule and the scope of the project) meetings with the Squirrel team to get updates on milestones, progress, and any roadblocks that may exist.

TESTING & QUALITY ASSURANCE

Before your business goes live on your newly-implemented Squirrel POS solution, we make sure everything is working exactly as it should. Once the implementation stage is complete, our quality assurance experts will stage the system in a lab or bench environment to ensure the POS integration is ready to meet all your needs. In this environment we will test the following:

Baseline performance under load	**Credit Card Payment systems**
Central menu management	**Property Management integration**
Remote access management	**Inventory control**

We will also document how Squirrel POS interacts with network, security, and system architecture, so that your in-house teams can maintain and ensure integrity with all other network systems.

TRAIN & GO-LIVE

This is where you will really see the difference between Squirrel and other point of sale solutions providers.

TRAIN

To ensure your entire organization knows how to get the most from your new system, we conduct on-site training and access to self-paced online learning system (LMS).

- ✔ Management training sessions include instruction on back- and front-of-house functionality to maximize the benefits gained from your new POS system

- ✔ Staff training sessions in front-of-house functionality help minimize disruptions to your business caused by the transition

- ✔ Online web-based training so your current and new staff can learn at their own pace.

GO LIVE

To minimize disruption to your operations, Squirrel deployment experts will be on-site to launch the new system. We'll start the launch at end of a business day and complete before the next day, eliminating downtime for your organization.

Three-day Go-Live Support including:

**LIVE
(on-site) support**

**Additional Training
as needed**

**Aiding with
database changes**

**Providing
troubleshooting
assistance**

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SUPPORT THE TEAM

While other POS solutions providers may leave you high and dry (or with lengthy waits for a response), at Squirrel, we take pride in our unmatched levels of customer service and support. Count on us for responsive, attentive support for the life of your system, including:

✓ **On-site support immediately after going live**
Our experts will stay on site with your team for the first two or three days after launching the new system to troubleshoot unexpected issues and answer your questions.

✓ **Direct-line support for 30 days after launch**
You'll get 30 days of direct-line phone support from Squirrel to help ensure your transition goes off without a hitch.

OPTIMIZE YOUR GUEST EXPERIENCE WITH A SQUIRREL POS SYSTEM

Are you ready to partner with a point of sale solutions provider that continues to value your business, even after your system has been deployed? Make the transition to a Squirrel POS system today.

Contact our experts now to discuss your needs.

SQUIRREL

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OUR SERVICE
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