

FOOD AND BEVERAGE: GUESTMETRICS



guest | METRICS

“WE BELIEVE THAT PARTNERING WITH MICROSTRATEGY FOR THE IPHONE AND IPAD IS GOING TO CHANGE HOW WE DO OUR BUSINESS AND ALLOW US TO CREATE ADDITIONAL PRODUCT OFFERINGS WITH VERY LITTLE EFFORT UP FRONT.”

— BRIAN BARRETT, PRESIDENT, GUESTMETRICS

APPLICATIONS:

MOBILE APPLICATION FOR THE IPAD AND IPHONE, FOCUSED ON CONSUMER SPEND AND MARKET BASKET ANALYSIS IN THE FOOD & BEVERAGE INDUSTRY

PROVIDING THE FOOD AND BEVERAGE INDUSTRY WITH INSIGHTS INTO PRODUCT PERFORMANCE AND CUSTOMER TRENDS

Company Overview

GuestMetrics is the leading provider of Customer Insight Solutions for the hospitality industry and its suppliers/distributors. The GuestMetrics software is fully integrated with the leading point-of-sale (POS) systems and allows hospitality providers at every level of the market to improve business operations.

Leveraging Restaurant Point-of-Sale Data to Provide Companies with Invaluable Insight

GuestMetrics collects data from restaurants' point-of-sale systems, including check-level details on menu item sales, time of sale, beverages purchased, discounts, service charges, voids, and tender used to make the purchase. GuestMetrics gathers a great deal of this data in its intuitive Food & Beverage Analysis app for the iPhone and iPad.

Built using MicroStrategy Mobile, GuestMetrics' Food & Beverage Analysis app for the iPhone and iPad leverages check-level detail to provide in-depth analyses to beverage, alcohol, and food suppliers. This highly intuitive app enables users to gain individual item level insight and make informed decisions regarding the most important aspects of the marketing mix: product, price, promotion, and distribution.



The app provides insight into the following:

- **Consumer Behavior by Brand** – What is the average guest spend? What are the average number of guests per table? What is the duration of their stay? What is the average tip percentage for the brands?
- **Consumption Preference** – How are the drinks consumed? What food items are they typically consumed with?

- **Consumer Spend Analysis** – How is the economy and other factors affecting year-over-year consumer spend amount?
- **Brand Performance** – What brands are performing well per their sales? What is the % change over last year?
- **Check Insight** – What is the average check amount? What is the average number of items per check?
- **Holiday Uplift** – How do the beverage brands perform on a particular holiday (e.g., Valentine's Day, St. Patrick's Day)?

Food, alcohol, and beverage suppliers use this information to:

- Market new products based on consumer preferences
- Evaluate brand performance
- Analyze occasion spending year-over-year
- Plan effective consumer promotions
- Benchmark competitor pricing and distribution



Leveraging MicroStrategy Mobile to Optimize Screen Real Estate on the iPad and iPhone

Why has GuestMetrics entrusted its mobile BI strategy with MicroStrategy Mobile? Brian Barrett, President & CEO, notes, “We at GuestMetrics have been impressed with not only the extremely rich and intuitive interface of MicroStrategy Mobile for the iPad and iPhone, but also the underlying scalability and breadth of the MicroStrategy platform. In addition, MicroStrategy Mobile enables our app developers to make optimal use of the limited real estate available on the iPhone.”

Mr. Barrett adds, “Even though the screens are tiny, working with MicroStrategy Mobile for the iPhone and iPad allows you to use the real estate in the most economical way. You can slide through screens very easily with your finger, you can customize reports, you can point and click, you can save your favorite reports just like you do on your laptop today, and the flow of it is very simple.”

Future Development Plans

GuestMetrics sees so much potential in MicroStrategy Mobile that the company is excited about the other avenues it can take with mobile BI. In the near future, GuestMetrics plans to develop a Wine Advisor app that will enable users to find the most popular wines based on different criteria by analyzing a huge dataset of restaurant consumption with MicroStrategy. This consumer-focused app is designed to help consumers find the right wine for a specific dish based on what other consumers are drinking.

GuestMetrics is planning to develop a District Manager app that will empower District Managers in the Food & Beverage industry to monitor the performance of their restaurants while on the road. These users will be able to easily access the information they need when visiting restaurants in their jurisdiction. Designed to send alerts when a problem arises, the app will help District Managers better manage their restaurants and communicate important information to headquarters (e.g., District Managers can complete a survey of the restaurant, take pictures of the restaurants, record noise levels, and save information in a database that users at headquarters can access at any time).