

5G APPLICATIONS IN QUICK SERVE RESTAURANTS

Cellular Connectivity for Food Service Enterprises

Today, nearly every quick serve chain utilizes electronic point of sale (EPOS) systems and digital displays to deliver customers positive dining and drive-through experiences. The ability to check out patrons quickly and seamlessly has a direct impact on revenue and client retention, as does the ability to quickly and remotely change digital menus and store displays to keep up with new promotions.



Business Needs | Remotely Managing Various Digital Displays

Whether your food service organization manages one or one hundred separate restaurant locations, utilizing current technologies to deliver positive experiences is key to success. Marketing, Operations, and IT teams for local and national food service chains are filling restaurants with smart displays and POS systems that all require fast and reliable internet connectivity for optimal functioning. Many IT professionals prefer to keep EPOS, security, and advertising systems air-gapped from one another to increase security. And to avoid expensive and soon to be phased out POTS lines, they also prefer them to operate over secure cellular networks and encrypted Wi-Fi. With the right cellular hardware and cloud software in place, technicians can remotely manage connections to electronic displays, digital menus, self ordering kiosks, and more from a single pane of glass.

Solution Overview | Purpose-Built 5G Branch Router and Antenna Kits

Some organizations have to set up hundreds of digital signs and POS systems across vast geographies — with lots of applications to connect and varying WAN architecture from one site to the next. It's unrealistic for companies to commission IT specialists to handle every deployment. It's easier to deploy purpose-built Cradlepoint branch adapters and routers at every restaurant location. For failover and primary connectivity needs, we are able to pull from a variety of expert built 5G endpoints from Cradlepoint like their W2000 Wideband Adapter, and E3000 Branch Performance Router. Similarly, we stock several types of 5G antennas from Poynting that pair brilliantly with various endpoints and applications.

Benefits Observed | Flexible and Cost-Effective 5G Connectivity

When problems arise, corporate IT teams can remotely determine their root causes — and often resolve issues — without the need of expensive truck rolls. In some settings, they also need to remotely monitor surveillance footage or adjust climate controls. Cloud-based visibility into signal strength, latency, cellular usage, and other key factors keep your team informed so they can quickly switch from one carrier to another as needed. And with the right CMS platform, marketing teams can deploy new promotional content easily.

Our Team | Device Provisioning, Activation and Installation Services

For over 25 years the team at USAT has provided expert IoT connectivity solutions to retail outlets and quick serve restaurants nationwide. We provide top-tier support for all aspects of your business-critical primary and failover connectivity projects. Our solutions engineers configure, provision, kit, and ship all cellular devices hot and ready for immediate use. And when you utilize our installation services, our techs ensure your devices are functioning securely, reliably, and at peak performance on ultra-fast network carriers like Verizon.



5G Adapter: W2000	Cloud Software: NetCloud Branch	5G Antenna: XPOL-2-5G	Network: Verizon
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