



Restaurant
OWNER.com

2017 Point-of-Sale Survey
National Insights for Independent Restaurant Owners

Overview

2017 Point-of-Sale Survey

As a service to its members, RestaurantOwner.com surveys independent restaurant owners regarding their POS systems, focusing on several critical features of concern for current and future restaurant owners, including cost, installation and support experience, and features.

Over 1,230 members responded to this survey. We carefully screened the responses to provide the most reliable and valid results and summaries.

Excluding responses from members who reported that they did not currently have a POS system, the data presented in this report are based on the responses of 1,190 independent restaurant owners from across the globe.

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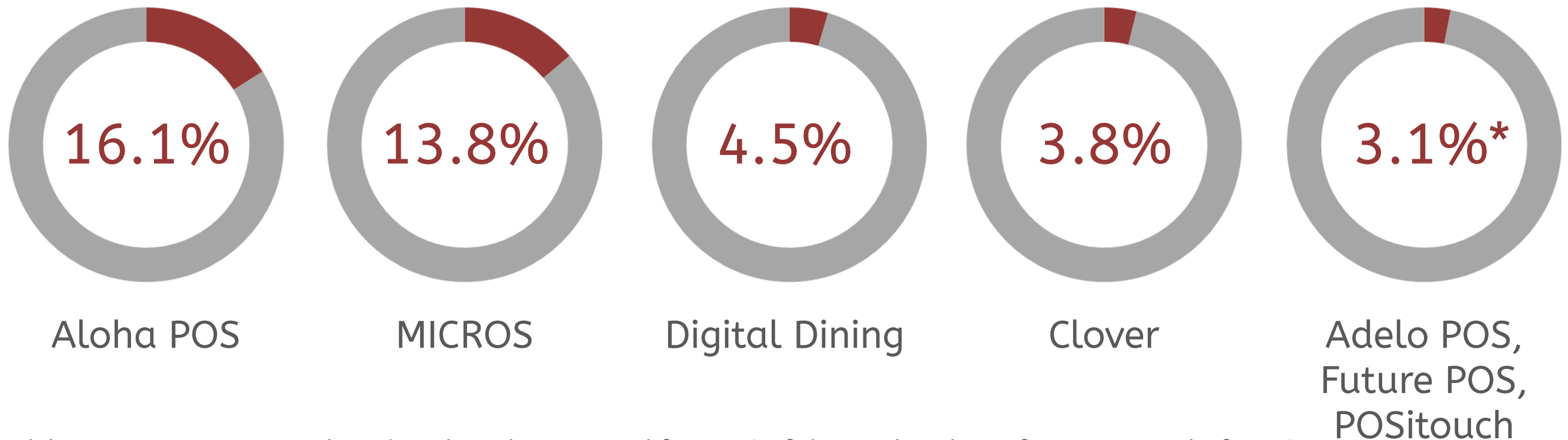
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Brand market share landscape

Members reported using over 100 different brands of POS solutions. The top seven POS solutions accounted for 47.5% of the market. All other POS brands each accounted for less than 3% of the market share. Aloha and MICROS were the top two most popular POS brands, and accounted for 29.8% of the POS market.

These results show a noteworthy shift towards cloud based systems and POS solutions offered by credit card processor provided systems. Clover, Dinerware, Harbor Touch, and Square were the top bank provided POS solutions, accounting for nearly 11% of total market share.

percent of market share by POS system brand



*Adelo POS, Future POS, and POSitouch each accounted for 3.1% of the market share, for a sum total of 9.3%.

Cost of a restaurant POS system

The average cost for restaurant POS systems has decreased significantly since 2012. In 2012, the average expenditure for a POS system was just over \$18,000, as opposed to \$13,344, currently. This decrease is due in part to the growth in credit card processor provided systems which are offered with little or no upfront cost. About 13% of respondents indicated they use a POS system provided by their credit card processor.

reported total cost of POS system

upper quartile

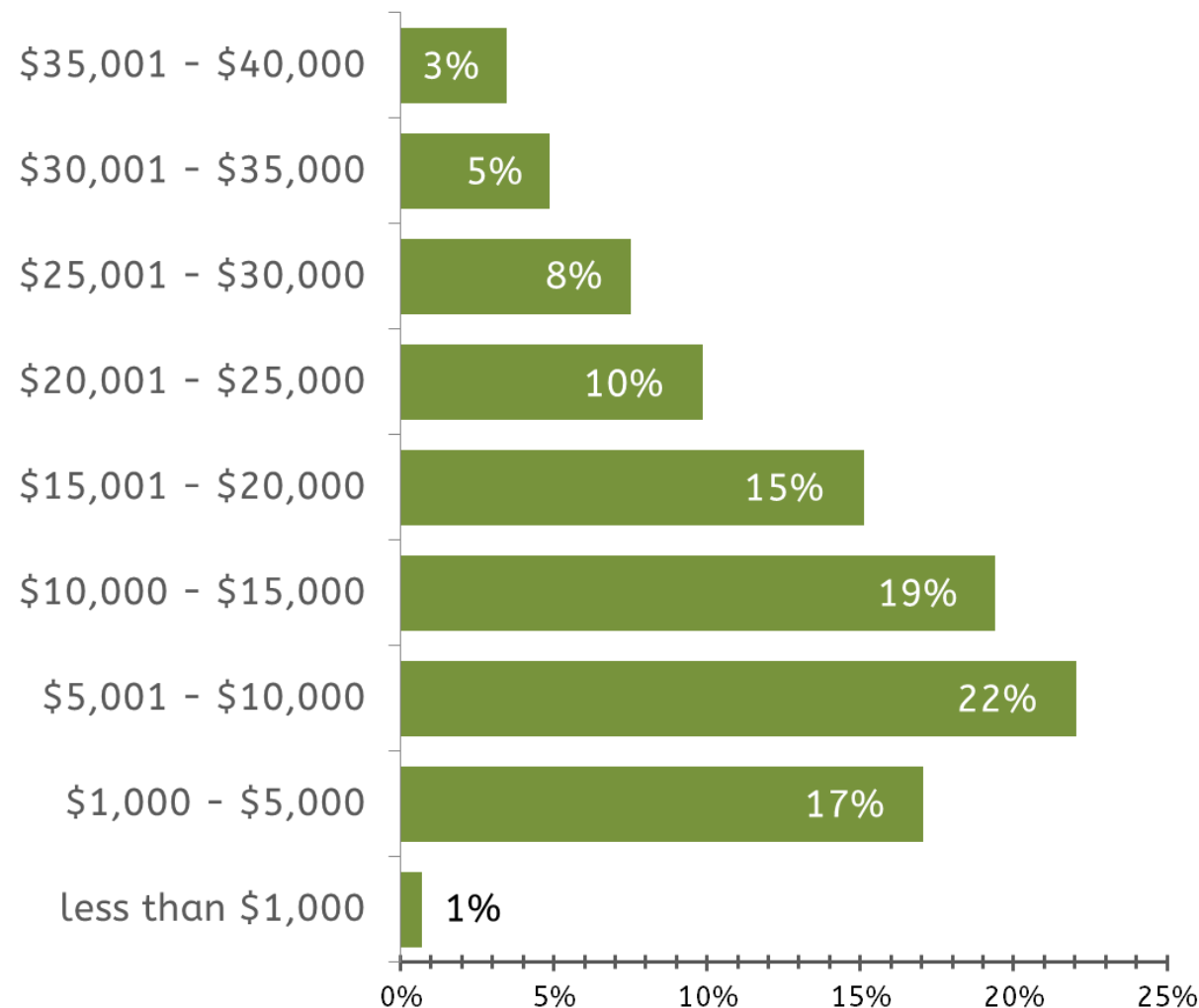
\$20,000

median

\$12,000

lower quartile

\$6,000



average total POS system cost

\$13,344

average per seat system cost

\$104.44

financed system through a leasing company

22%

credit card processor provided system

13%

Installing a POS system

Upwards of 80% of respondents indicated they were satisfied with the installation process of their current POS system. Interestingly, only 74% reported using an authorized POS vendor for programming, training, and support. Improvements in plug and play components, increased Wi-Fi capability, and a tech savvy labor pool are allowing many restaurant owners to opt for self-installation and remote support.

method of installation

members who used an authorized POS vendor for installation

74%

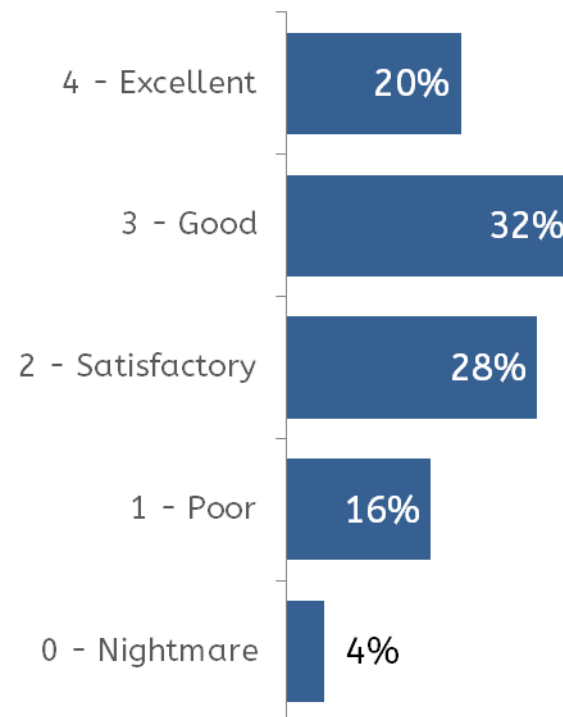
percent of members who installed the POS system themselves

22%

satisfaction with the installation process

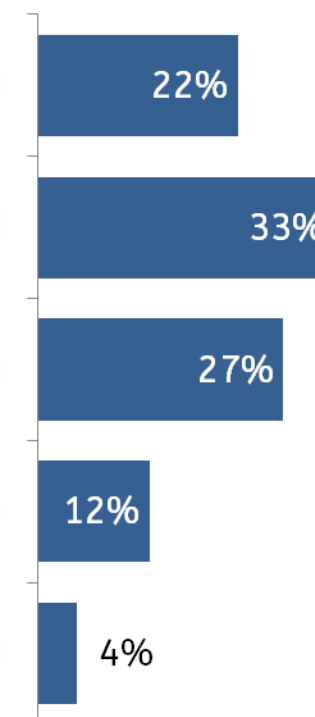
training

80%



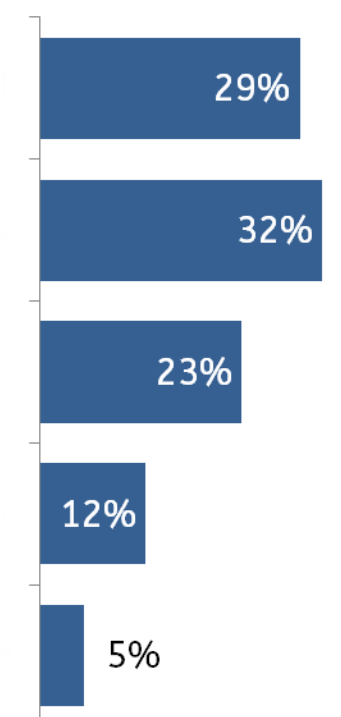
programming

82%



support

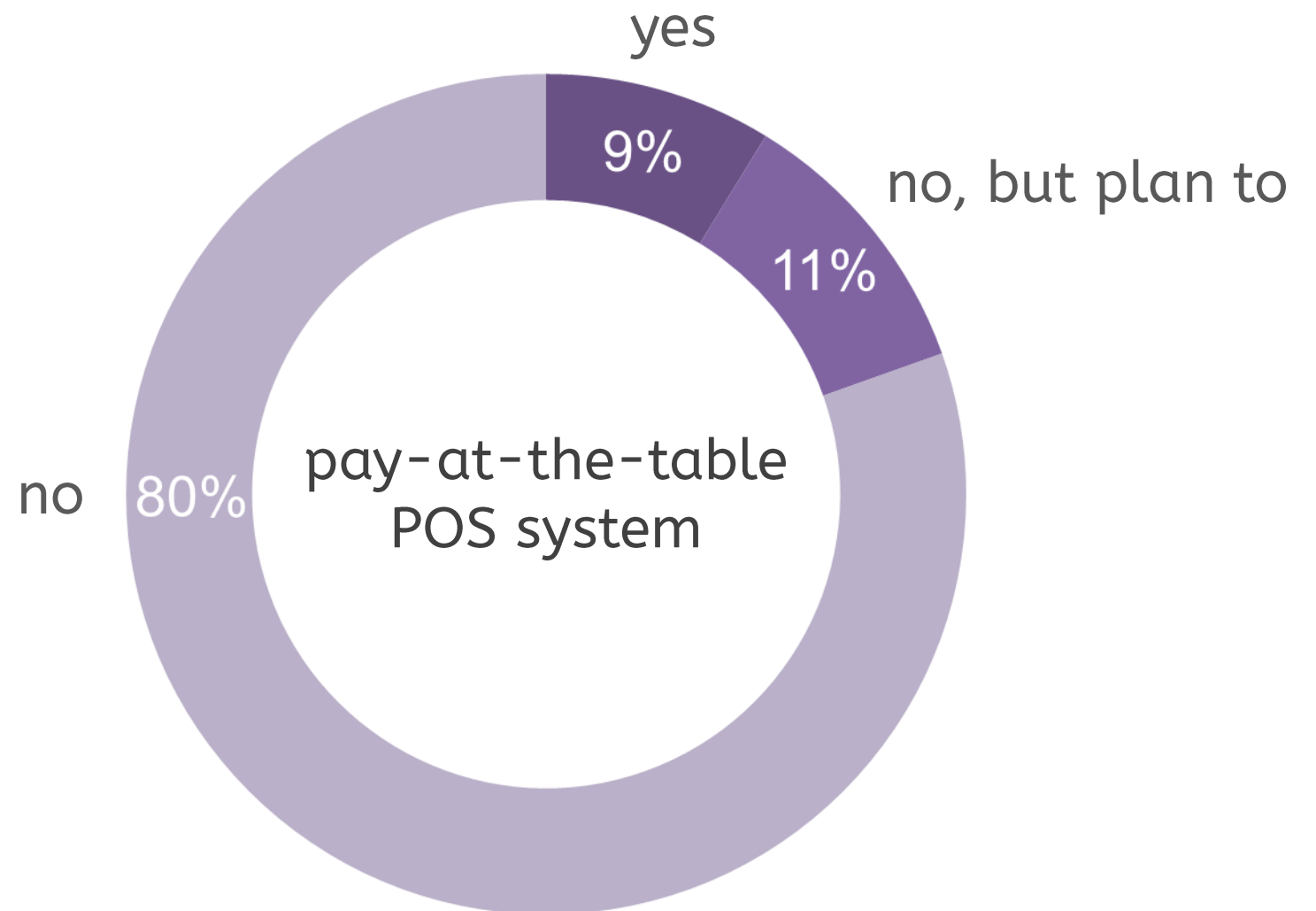
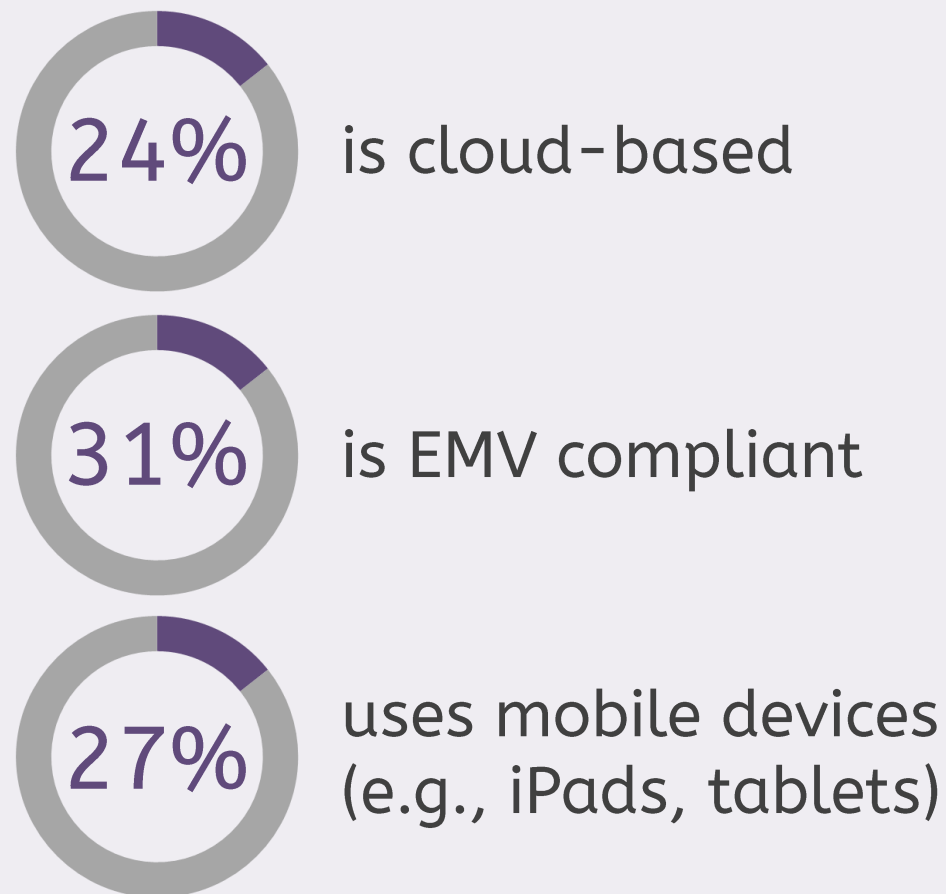
84%



POS system features

Our results reveal a number of trends, including a shift toward cloud-based POS systems, and use of mobile devices. Yet, less than 10% of respondents indicated they use pay-at-the-table devices. Only 31% of restaurants reported using EMV compliant POS systems. This is particularly noteworthy considering the fraud liability shift that took place in October 2015, mandating that merchants upgrade to EMV (Europay, Mastercard and Visa) chip technology or accept increased liability for fraudulent transactions.

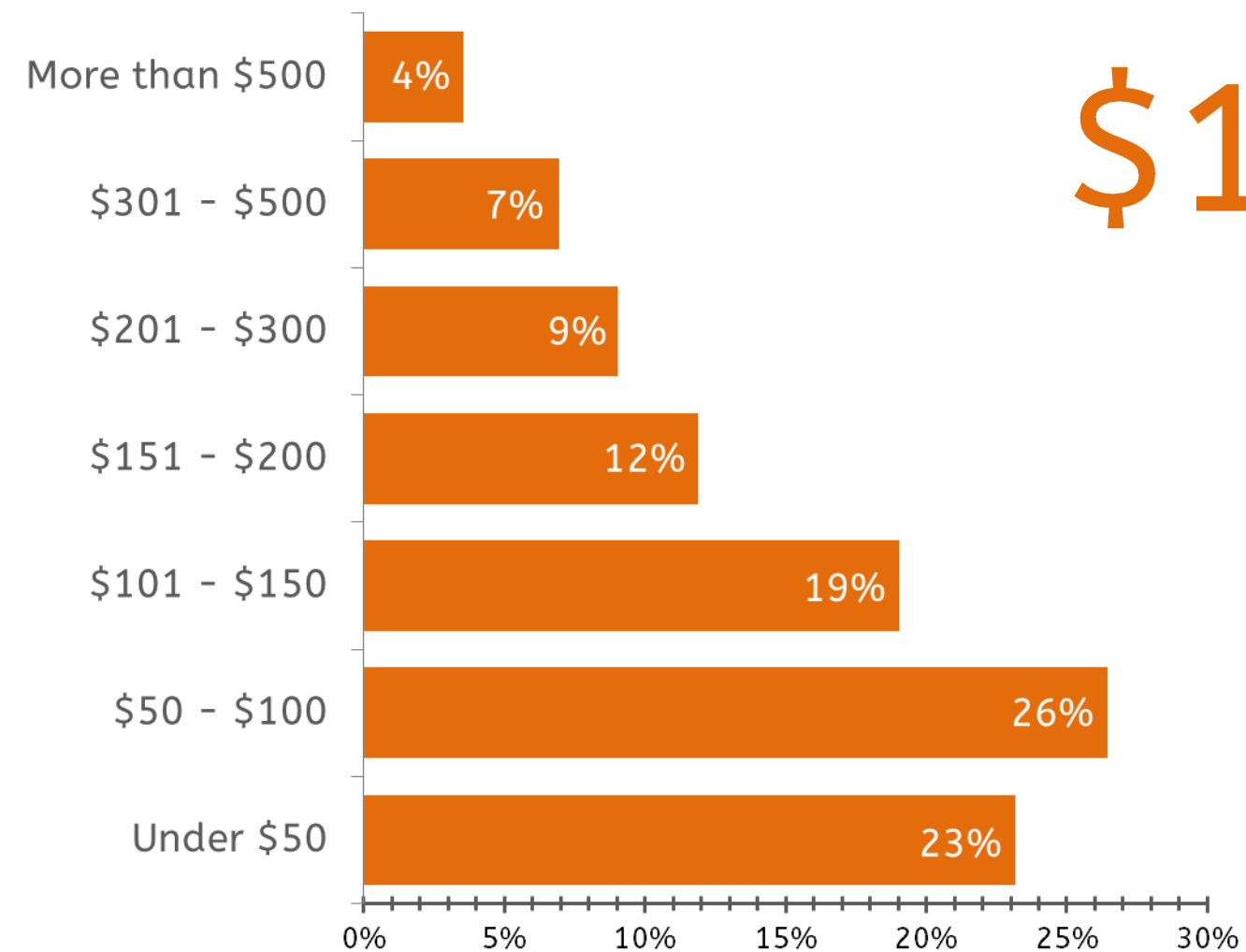
current POS system:



Support cost and characteristics

We observed a noticeable increase over our 2012 results in the number of respondents using out-of-area or national support centers. Those using local vendor support parallel the 74% who reported that they used an authorized POS vendor for training and installation. More than half of restaurant owners (65%) indicated they have an annual support agreement.

monthly cost for maintenance and support



\$138.38

average monthly cost of maintenance and support

74%

use local POS system vendor for support

22%

use an out-of-area or national support center

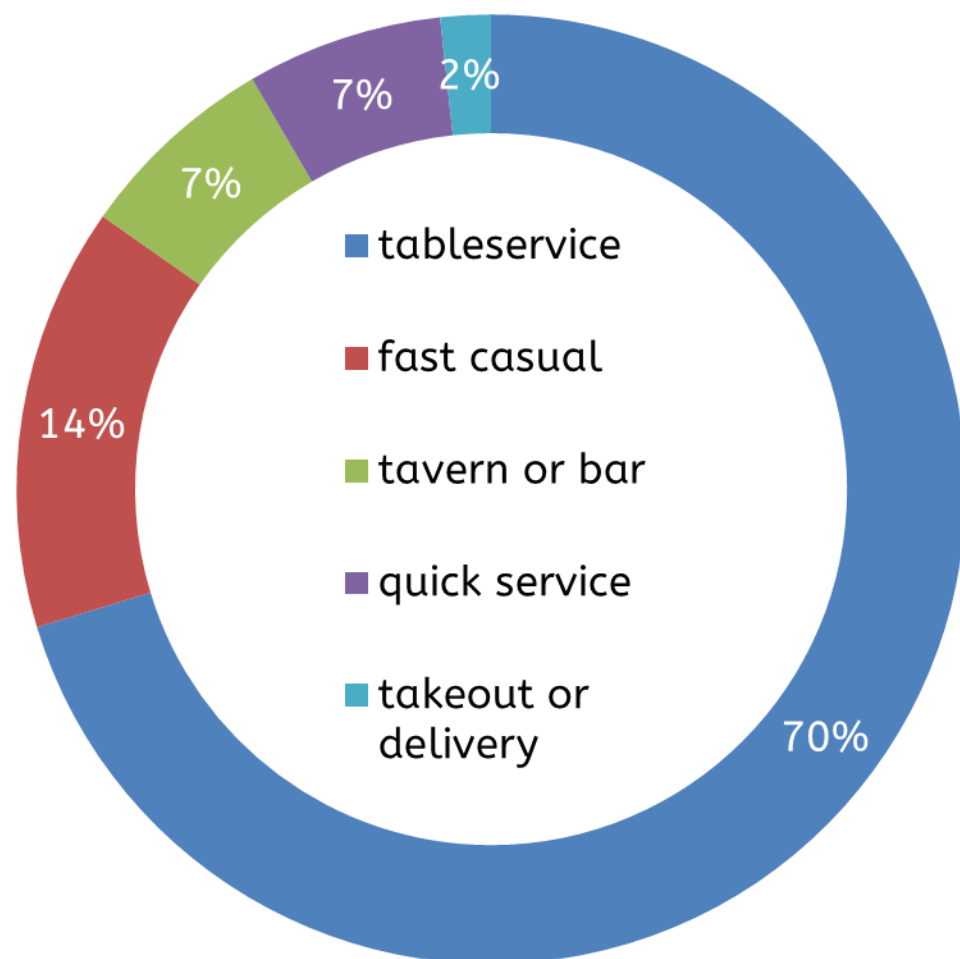
65%

have an annual support agreement

Sample demographics and characteristics

The table service segment made up the largest proportion of respondents. The average number of fixed POS stations remained similar the average reported in 2012. Less than half of respondents reported having owned their POS system for more than 5 years, similar to our 2012 findings.

percent of responses by restaurant description



1,190

number of survey responses

128

average number of seats per restaurant

4

average number of fixed POS stations per restaurant

44%

have owned their POS system for more than 5 years

About RestaurantOwner.com

We believe independent restaurants occupy a distinctive position in the world of business. They are visible, important and integral parts of the communities they serve. Unlike their chain counterparts, people often have a personal connection to one or more of their home grown restaurants. Independents have a local identity and are often one of the most tangible representations of an area's heritage, history and unique characteristics.

RestaurantOwner.com is a community of independent restaurant owners. With more than 46,000 members since 1998, RestaurantOwner.com serves a worldwide member base that operates in more than 160 countries.

RestaurantOwner.com members represent a wide-range of restaurant concepts and sizes, from small to large, with over 35% of members operating multiple locations.

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Report Authors and Research Team



Joe Erickson, COO

Joe Erickson is the Chief Operating Officer at RestaurantOwner.com. Joe's efforts focus primarily on developing easy-to-implement, yet highly effective systems and processes to help members improve their restaurants' efficiency, product utilization and most importantly, deliver a more consistent guest experience.



Anton Villado, Ph.D., CPO

Anton Villado is the Chief People Officer at RestaurantOwner.com. Anton's efforts focus on equipping independent restaurant owners and managers with practical, proven leadership and management skills and personnel systems to build and sustain a culture of hospitality, excellence and accountability.

Research Team

The 2017 POS Survey and this report were made possible by a team of RestaurantOwner.com personnel, including:

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