

# Clover Dining Battle Card: NCR/Aloha



NCR's Aloha is a feature-rich POS system offering hardware, software, and services to Enterprise and SMB hospitality merchants. A "legacy" system, Aloha offers many features that can accommodate a variety of complex restaurant needs. As a result of this complexity, installation is cumbersome and very costly. Everything from installing hardware, upgrading software, and configuring the menus comes with a substantial fee. Adding to this, the base code for Aloha's software is old, causing bugs and integrating challenges with other systems (and even to other Aloha products). Because Aloha is not entirely cloud-based, regular updates are not seamless. Aloha has been selling Connected Payments, its retail EMV solution to restaurants. Connected Payments is not set up for taking tabs or tips, and therefore causes substantial problems for many of its merchants. Finally Aloha's 6.7 system, which had almost 20k users as of mid-2018 is not PCI-compliant and requires new hardware and software to become so. Given the substantial costs operators will incur to upgrade and the challenges listed above, these 6.7 users provide fertile ground for Clover sales.

## NCR/Aloha Strengths

- Market leader and an established brand with high name recognition and 78k restaurant globally
- Over 30 restaurant products and 200 third-party integrations
- Feature-rich, can customize systems to the most complex restaurant needs
- Progressions Services, Managed Services and Transactional services enable NCR to offer Support for everything from website builds to menu configuration to everyday troubleshooting
- Multiple configuration options to fit almost any hospitality operating model.
- NCR is developing a 100% as a Service (aaS) model to include hardware, software, payments, And services all bundled together
- Offers the ability for product/menu pictures

## NCR/Aloha Weaknesses

- NCR/Aloha is seen as a hardware company, with less credibility in software, which is for the most part not Cloud-based
- Dated and complex code makes feature enhancement and product operations difficult to develop and support
- UI of core POS and critical support applications look utilitarian and outdated.
- Software upgrades are difficult to execute without impacting other integrated products
- Orderman, Aloha's handheld device requires a third part for order/fire and pay from table
- NCR Silver, the company's simple commerce solution has a different sales team, which often competes with NCR's sales teams for the same customer, "Silver" is not FSR-focused this year
- Software upgrades are not automatic, are costly, and require scheduling an onsite tech
- Expensive pricing (processing and SaaS) and setup fees
- Requires two different sales teams to support merchant (HW/SW + additional Cloud service)
- No financial solutions, such as Clover Capital to help merchants grow
- No market viable EMV payment solution' through NCR recently purchased JetPay