Clover Dining Battle Card: Square for Restaurants

□ Square

A pioneer of the POS disruptors, Square has grown from targeting small micro-business to larger enterprises with a focus on key verticals. In May 2018, Square launched Square for Restaurants, a built-from-scratch point of sale platform with software, hardware, and payments that streamlines the whole restaurant operation – front-of-house and back-of-house. Square's Marketing emphasizes how it's built for speed. The strategic purchase of delivery system, Caviar, and website developer, Weebly, allows Square to offer added value to the restaurant vertical. Square offers local meet-ups, such as "How to Build a Website" as a means of engaging merchants. Additionally, Square stays top of mind by investing millions of dollars in marketing each month. Recently Square announced integrations with more delivery companies, i.e., DoorDash, Postmates, and Chowly.

Square Strengths

- High brand awareness, solid market penetration, POS disruption pioneer

- Easy to use and Feature Rich

- Same-day Funding

- Powerful, simplified insights reporting

- Free trial with no commitments or long-term contracts

- Software runs on iPad which gives "a foot in the door" with smaller customers

- Delivery integrations includes DoorDash, Caviar, Postmates, and Chowly to integrate other services

- Positioned well with merchants with complex needs
  - Creates multiple menus, edits easily, and menu item pictures
  - Includes coursing
  - Supports comp and void reasons
  - Flexible for moving items between checks/combining orders
  - Supports auto-gratuity
  - One-tap coursing feature
  - 86' an item on the fly
  - Conversation modifiers (i.e., No, extra, sub)
  - Alerts servers when order is ready

Square Weaknesses

- New Square handheld Terminal does not support order/fire at table

- No Pre-auth/EMV compliant bar tabs

- No ability to take partial payments on an order

- Does not support the ability to apply a service charge

- Does not support alternative item names (used for firing items to the kitchen in another language)

- Limited on-device settings
  - Cannot update floor plan
  - Cannon adjust inventory
  - Cannon adjust employees

- Associating items to guests is for food running purposes only. No ability to:
  - Print individual guest bills
  - Pay by guest
  - Move a guest

- Hardware Limitations
  - NO hard wired connection
  - NO native LTE support
  - NO employee login cards or fingerprints
  - Limited security for log-ins, no fingerprint or employee loging cards
  - iPad hardware is not as secure as Clover's purpose-built hardware