



Insight
Financial Services

CASE STUDY:

QUICK SERVICE RESTAURANTS SERVE UP SUCCESS WITH IFS LEASING



INTRODUCTION

As the restaurant industry continues to change, evolve, and emerge from the recent years of serious hardship, many are moving toward the fast, casual dining model. By now, most are familiar with fast casual the experience - a variety of beloved higher quality standard menu items along with evolving additional seasonal choices, followed by a swift ordering process (sometimes unattended), with sit down or take away options, but little to no table service.

According to industry reports, the quick service restaurant market is expected to reach \$209.1 billion by 2027. For those looking to launch or evolve into fast casual dining, there is a lot to consider. Beyond the food, location, and staffing, the technology needed for quick service dining is substantial. Going digital is a must, but cutting edge, new technology can be a challenge because it is expensive. Fast casual restaurants will need to establish a financing strategy that creates a predictable budget and sustainable program for all the latest technology, upgrades, and accessories.

At Insight Financial Services, we help quick service restaurants, obtain, and refresh all the necessary digital technology equipment including displays, digital menu boards, POS stations, kiosks, and more through flexible financing solutions with predictable budgets.

Let's explore further to delve into why and how fast casual restaurants need to go digital.

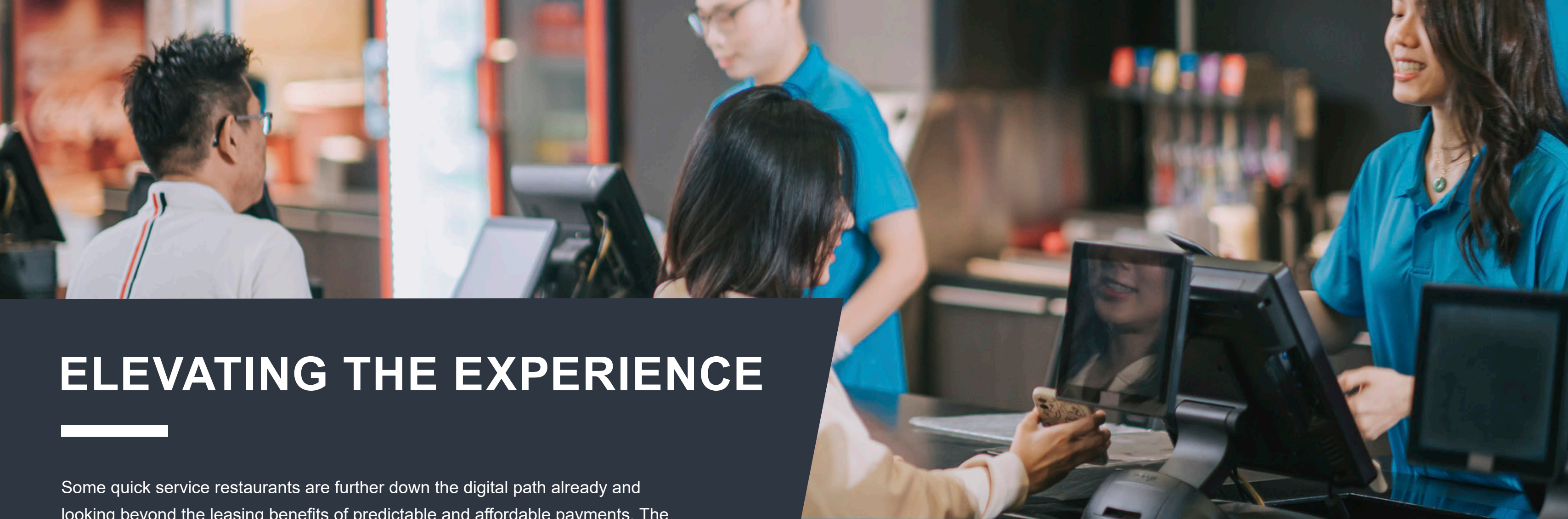




MODERNIZING THE MENUS

The demand for innovation and customization in food menus is one of the primary elements driving the global fast-casual restaurant industry's growth. To achieve this, technology-based equipment such as menu boards must be adaptable so that they can showcase customized, new, or seasonal offerings.

Consider the example of one company that is currently moving all its static menu boards to digital displays. IFS worked with the national restaurant chain's technology vendor and reseller partner to deliver a flexible, 36-month technology refresh lease. Without leasing, the capital expense for the digital menu boards and POS equipment would be in the millions. But by partnering with IFS, the company has a central contact, and simply pays a predictable and affordable monthly amount, making it possible to upgrade all menu boards by the end of the year. IFS' leasing solution gave the quick service restaurant company the flexibility going forward to keep its technology up to date as the term matches the equipment warranties. With digital menu boards it can customize its food menus based on seasons, new items, promotions and more.



ELEVATING THE EXPERIENCE

Some quick service restaurants are further down the digital path already and looking beyond the leasing benefits of predictable and affordable payments. The right leasing solution can go even further, by providing full technology lifecycle support. By taking advantage of all that a strong leasing partner like IFS has to offer, quick service restaurant companies can create unique and exceptional experiences that will drive customer loyalty.

As an example, IFS partners with another quick service restaurant customer, to provide leasing solutions for all new and refresh technology equipment requirements across the country, including indoor and outdoor drive through units, digital menu boards, POS equipment, and more. With many locations nationwide and new restaurants being added frequently, this company has a more complex technology refresh cycle. Because different locations have different needs, this company needed an efficient way to track and manage all assets across the business. IFS' asset management tool called AMOS provides the ability to easily see the status of all leased assets and manage as needed. IFS also provides equipment return and disposal when the term of the lease comes to-

an end and it is time to refresh the technology. Off-lease equipment can be returned to the IFS technology center where it is audited, repaired, and can be remarketed to other businesses.

Because IFS understands that there is more to a great financial partner than just a rate, it strives to provide the most transparent, and customized leasing program so that it meets every customer's unique needs. In this case, the fast casual restaurant company relies on IFS for a full lifecycle lease solution that is designed to provide support for years to come. The tailored leasing structure along with AMOS and end of term services, allow the company to be efficient and stay ahead of the trends to help create the best experience possible for its customers. With the most advanced technology, real-time menu changes can be made, new messaging can be communicated, and special promotions can be added instantly. To further elevate the customer experience, the company is also considering leasing electric vehicle charging stations to some of its locations.

BUILDING THE BUDGET

When making the shift to quick service dining, one of the first steps must be to review the available budget and create a strategy to maximize it. Because the digital technology equipment required to succeed in the increasingly competitive quick service is expensive, equipment leasing is an excellent option. Working with an organization like Insight Financial Services that understands the needs of the restaurant industry, has deep experience with fast casual dining, and will go the extra mile to create a solution that works for the unique needs of your business will be extremely advantageous. Flexible leasing solutions enable quick service restaurants to maximize their budget and create a predictable and sustainable schedule going forward. At IFS, in addition to creating optimal leasing solutions with flexible terms, we work with restaurant corporations to help with the acquisition of the equipment, make sure it is delivered on time, and provide an asset management tool that keeps track of all assets. When it is time to refresh equipment, we work with the IT teams to manage that process. Building a successful fast casual dining company requires the right partners to support your goals. IFS has the experience, resources, and industry knowledge that will help your company thrive today and into the future.



Insight Financial Services (IFS), a division of Insight Investments, LLC, delivers customized leasing solutions for the acquisition of technology, equipment, and associated services. Corporate enterprises, education institutions, and government agencies benefit from IFS' fully transparent IT refresh and lease solutions. Value Added Resellers (VARs), Original Equipment Manufacturers (OEMs), and Managed Services Providers (MSPs) leverage IFS for customized vendor programs that help their customers acquire more of their solutions.

With a national managed portfolio exceeding \$1.4 billion, IFS prides itself in a hands-on, collaborative approach to leasing. Its Asset Management Online System (AMOS) provides clients with anywhere, anytime asset and lease management. For more information, visit www.ifsleasing.com.



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