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THE RESTAURANT OF THE FUTURE IS HERE



DRAGONTAIL TEAM IN COMMUNITY VOLUNTEERING ACTIVITY

DRAGONTAIL SYSTEMS

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DRAGONTAIL

THE RESTAURANT OF THE FUTURE IS HERE

BY ANNIE JOHNSON

Dragontail Systems has streamlined the operations of numerous restaurants. As the food and beverage industry is getting more involved in food delivery in recent years, not only do the customers expect a hot and fresh meal, but they expect to experience a transparent process, get their food after having its quality checked and the delivery on time. However, the industry does not have the required tools or technology to help optimize the food delivery process. Mostly, restaurants make their decisions manually, operational procedures are not supported by the latest technologies, and all while struggling to maintain the efficiency of their food delivery process. “Restaurants need to stay on their

toes to meet customer expectations while checking on food quality, kitchen stock, staff performance, efficient processes and delivery partners,” says Ido Levanon, managing director of Dragontail Systems. To foster transparency and streamline the entire food delivery process, Dragontail Systems combines science and cutting-edge AI technology to enhance restaurant operations by automating the kitchen flow with the process of dispatching drivers. Dragontail Systems is leading the charge to revolutionize the food and beverage industry by ensuring that the restaurants have what it takes to maintain their food and delivery quality, with robust resource management.

The true essence of Dragontail Systems lies in its ability to optimize the resources flawlessly—be it

C O V E R S T O R Y

SYSTEMS



DRAGONTAIL TEAM IN COMMUNITY VOLUNTEERING ACTIVITY



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CHANGE—A STEP UP—IN MANAGEMENT

ingredients, staff, or delivery agents—for efficient and ultimate restaurant operation, maximum kitchen staff productivity. The company's flagship product and algorithm, Algo Dispatching System, leverages AI to refine restaurant operations and food preparation processes. From order receipt and kitchen prioritization for meal preparation to food packing, dispatch, route management, and customer delivery, this AI algorithm covers it all. "We don't just provide the technology to the restaurant, but also a new way of thinking and operating. It is a change—a step up—in management," Levanon adds.

OPTIMIZING PROCESSES FROM ORDER PLACING TO DELIVERY

The Algo Dispatching System comprises four main components, a dispatch module, a kitchen display module, a pack module, and GPS units installed on delivery vehicles. As soon as a delivery meal request is recorded in the point of sale (PoS) system, the dispatch system immediately assigns a driver for delivery and adds the order details to the dispatching screen. In case, a driver is not available immediately, then the system will instruct the cook to prepare the meal and keep it aside in the holding shelf. When the system recognizes an available driver, the relevant shelf on the kitchen display module will start blinking to indicate the cook to heat the order. Alternatively, the Algo Dispatching System enables restaurants to use a digital hold module to reshuffle orders as per the driver's availability. At the same time, Dragontail Systems' solution also helps mix and match orders to show up together in the kitchen such that one driver can carry more than one meal and deliver to customers along the same route. "We start optimizing the kitchen before the orders show up, and so we use a holistic operational

approach, managing the process end-to-end, and fostering a connection between when the food is prepared and when it can be delivered as and when a driver is ready to pick it up. This way the meal will be out just in time to be delivered while ensuring customers get their meals hot and fresh," states Chen Krichevsky, deputy CEO and legal advisor at Dragontail Systems. Dragontail Systems also recently added a new enhancement—driver sharing—to its revolutionary AI-driven platform for restaurant operations. With the driver sharing feature, stores of the same franchisees located relatively close to each other can share a set of drivers. "In case one store is busier than the other, our system automatically dispatches a driver from the other store, and by enabling two stores to share their resource of drivers, we help clients to maintain the same delivery target at a much lower cost," explains Krichevsky. The delivery drivers have a mobile app that tells them where to go and gives them statistics on how well they are doing.

That's not all; Dragontail Systems takes innovation a notch higher with its patented AI-based computer-vision quality management system, the QT camera. This AI camera, as the Algo, is connected to the restaurants' PoS systems and accurately recognizes the quality of the ingredients used for preparing the customers' orders. Apart from supervising the food preparing process, the company's quality management system generates an alert if the chef derails from the predefined recipe.

To give more clarity to the quality management system, Krichevsky illustrates an example of a Pizza store whose number 1 complaint was—"My pizza doesn't look like it should." While some pizzas do not have the right toppings, some of them just have poorly distributed toppings. To

overcome these problems, Dragontail Systems created the QT Artificial Intelligence (AI) Camera, a smart scanner that uses advanced machine learning, artificial intelligence, and sensor technology to monitor the quality of the pizza, or every other food item, and produce the right pizza with even distribution and correct toppings. If the pizza meets the quality standards set by the store, it is ready to go, and if not, the pizza is made again. Today, this smart QT Camera is deployed in over 850 stores across Australia and New Zealand to ensure high product quality and consistency and enhance customer satisfaction.

From the customer's standpoint, Dragontail Systems offers a comprehensive and easy-to-use mobile app that allows customers to track their orders in realtime from the moment they have placed the order. Customers have complete transparency on not just the status of the order but also if they are receiving the right order with the required suggestions. "The whole idea is to treat customers as partners and give them a totally revamped experience from the time they place the order to the time the order is delivered," explains Levanon. Further, the Algo Dispatching System notifies the customer in case the order is running late and generates a coupon to compensate for the delay in delivery.

Overall, the Algo Dispatching System improves delivery times, product quality, and ultimately, customer satisfaction, which comes down to increasing the restaurant's profits. The Algo host the entire process with the customers placing an order, the order being given to the kitchen and the whole preparation process, right through the dispatching station and finally to the delivery and the customer receiving it. At all times, the system enables real-time employee management, functions



WITH OUR TWO ARTIFICIAL INTELLIGENCE FLAGSHIP PRODUCTS, OUR ALGO PLATFORM FOR DELIVERY OPTIMIZATION AND THE QT CAMERA, WE SOLVE ALL MAJOR PAIN POINTS OF ANY RESTAURANT

◀ Ido Levanon,
Managing Director

like a shift manager and makes all the hard decisions after calculating the relevant variables. “With such a busy business, where things are changing so fast, so many details to look out for, and multiple tasks that managers have to handle at once, the “Algo” is calculating every single second in the background while displaying the best possible decisions both in the kitchen and on the dispatching station,” adds Levanon. In addition, management receives valuable reports and real-time data on employee productivity and unusual events during the shift, such as late deliveries and/or problems during preparation, enabling them to improve their operations further. The Algo system also offers state-of-the-art management reports on an easy-to-use dashboard to present bottom-line recommendations that help in making improvements in restaurant processes. The unique heat map reports enable executives to manage their entire coverage area and help them identify areas that can be most profitable to them.

Dragontail Systems’ uniqueness stems from its ability to truly improve a restaurant’s productivity, efficiency,

and profitability. The company focuses on enhancing restaurant’s internal operations, which subsequently helps them operate more effectively, and subsequently bringing more business and customers. “We tailor our solutions to meet various needs of restaurant operations and allow seamless integration with a variety of PoS systems,” remarks Levanon.

ADD-ONS—FURTHER ENHANCING RESTAURANT OPERATIONS

The company provides add-ons to clients as per their requirements. These include priority ordering and an advanced drive tool. With priority ordering, Dragontail Systems empowers restaurants to allow end customers to fast track their food delivery by paying an extra amount. “Because we control the entire food preparation process, we can allow restaurants to expedite the delivery of certain orders if the customer chooses to pay more,” says Levanon.

Dragontail Systems not only specializes in food delivery but also takeaways and sit-out customers. The company’s cutting-edge drive tool

allows customers to place an order for pick up by clicking on a link and the Dragontail Systems tracks the location of the customer and ensures that the order is prepared just in time. Here, the customer can drive in and receive the order while being seated in the car without having to look for parking and then going up to the restaurant to pick up the order.

The benefits of Dragontail Systems’ solution were on full display when one of its largest clients tested and scrutinized the company’s AI-powered systems to study its impact on their operations. After a period of rigorous testing, the client experienced faster delivery times, improved food quality and customer satisfaction, and reduced complaints through surveys.

Continuing on its path of helping restaurants leverage the power of smart technologies like AI, Dragontail Systems plans to accommodate new customers and enhance its products to improve restaurant operations. Besides, the company aims expand its presence across North America, Europe, New Zealand, Australia, Singapore, and the Philippines. **ACO**

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Top 10 Food and Beverages Technology Solution Providers in Australia and New Zealand - 2019

With rampant technology innovation, the food and beverages (F&B) industry is witnessing a radical shift in operational workflow and management. More restaurants today are adopting smart technology solutions that aid cooks and chefs to prepare food. Growing demands for faster delivery times will further push these restaurants to adopt automation and robotic technologies. Automation is set to make a grand entry into the F&B expanse. From flipping burgers to managing the grill to tossing salads, the potential for robotic intervention is boundless.

Customers today demand more personalized services. In such a scenario, personalization is the next big push in the F&B industry, and companies and restaurants plan to achieve this with data. Restaurants are constantly assessing their customer's patterns to deduce food preferences, performances of various food options, and modify their services accordingly. These insights also provide vital information for supplies-gathering and allow

internal systems to place replenishment orders automatically. Such technological features will arm small restaurants to compete with globally established favorites.

Concurrently, the demand for organic produce is also urging the food industry to adopt new technologies. Food warehouses and supply chains are also undergoing changes to keep up with the commercial trends in the industry.

To help CIOs navigate through the list of food and beverages technology solution providers, our distinguished selection panel, comprising CEOs, CIOs and VCs, industry analysts and the editorial board of APAC CIO Outlook narrowed down the top 10 food and beverages technology solution providers in Australia and New Zealand that exhibit competence in enhancing restaurant performance and customer experience.

We present to you APAC CIO Outlook's "Top 10 Food and Beverages Technology Solution Providers in Australia and New Zealand - 2019"

Dragontail Systems

Recognized as

APAC CIO Outlook TOP 10
FOOD AND BEVERAGES
TECHNOLOGY SOLUTION PROVIDERS IN
AUSTRALIA AND NEW ZEALAND - 2019

*The annual listing of top companies providing Food and
Beverages Technology Solutions in the APAC region*

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