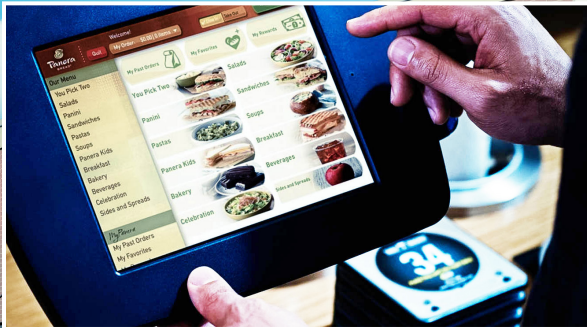


Zones mobile solutions expertise helps Panera Bread® accelerate service



Chances are that the next time you enjoy a sandwich or panini made with fresh, authentic artisan bread at a Panera Bread® bakery-cafe, you'll be placing your order using a fast-lane kiosk.

Zones is working with Panera to roll out the mobile kiosk solution in 900 corporate bakery-cafe locations across the U.S.

The Project

For decades, the \$200 billion fast-food industry has relied on a system that often results in long lines at cash registers and drive-thru windows. But now Panera is raising the bar on customer satisfaction by using mobile technology to enhance service and operations.

Zones is working on the Panera 2.0 project, a 36-month overhaul of the bakery-cafe's restaurant pager system which notifies customers when their food is ready. The new mobile kiosk is much more than a payment system or digital ordering process. The fast-lane kiosk is an integrated, comprehensive, end-to-end solution which reduces wait times, improves order accuracy, and minimizes or eliminates crowding. And it does it all while delivering more personalized customer experiences.

The Project

Overhaul the bakery-cafe's restaurant pager system which notifies customers when their food is ready

The Solution

- Zones services including the acquisition, and deployment of the mobile fast-lane kiosks
- Configuration of Apple® iPad® devices
- Provisioning and management of product inventory
- Oversight of the deployment master schedule, which starts when devices go to the Zones integration lab for configuration
- Zones on-site installation and installation

The Benefits

- Kiosks are highly visual, easy to use, and include a menu builder to assist with order accuracy
- Link to MyPanera® loyalty program and Apple Pay™ results in a fast ordering experience
- Food is delivered right to dine-in customers – no waiting in lines – by an associate using an electronic table finder
- To-go customers can view order-status monitor to get real-time information as orders are prepared and completed

The Solution

Zones provides the technology behind the fast-lane kiosks, including the tablet devices that enable customers to place dine-in and to-go orders. The mobile kiosks are available in addition to cashier stations, so that wait time is reduced for all customers.

Fast service is one significant change that is sure to be appreciated by customers. Other noticeable perks:

- > Kiosks are highly visual, easy to use, and include a menu builder to assist with order accuracy
- > Customers can save custom orders, past orders, and “favorites” for easy, fast ordering on future visits
- > When linked to the MyPanera® loyalty program and Apple Pay™, customers can enjoy an even faster ordering experience
- > Food is delivered right to dine-in customers – no waiting in lines – by an associate using an electronic table finder
- > To-go customers sitting in the pick-up area can keep an eye on the order-status monitor that provides real-time information as orders are prepared and completed

Zones coordinates the acquisition, configuration, and deployment of the mobile fast-lane kiosks. There’s a dedicated team at Zones coordinating a complex supply chain that includes:

In addition to products, Zones support services include:

- > Configuration of Apple® iPad® devices
- > Provisioning and management of product inventory
- > Oversight of the deployment master schedule, which starts when devices go to the Zones integration lab for configuration
- > Consulting and capabilities around optimizing mobile device management
- > Coordination of delivery and on-site installation services
- > Onsite equipment testing and problem resolution

An award-winning solution

In September 2015, *Restaurant Business* selected Panera Bread Company as the Tech Accelerator of the Year, the restaurant industry’s top technology award.

Panera is being recognized for setting a new benchmark with its rollout of Panera 2.0, a technology solution provided by Zones that extends from a mobile app to self-ordering kiosks.

“Its integrated, technology-driven approach has helped make ‘frictionless’ service a pillar of the fast-casual experience, resetting customers’ expectations around speed of service and producing enviable results in sales and utilization.” says Kelly Killian, group editor of foodservice for Winsight Media, the publisher of *Restaurant Business* magazine.