Zonal EPoS

The heart of your hospitality business

Zonal

Helping you do what you do best, better.

The hospitality industry continues to face a wide range of challenges. And whilst the economic climate remains volatile, margins are tighter than ever and competition fiercer too. All that means it's more important than ever before to find ways to be even better at what you do – boosting profitability and reigning in costs.

That's what Zonal delivers.

Zonal's EPoS is powerful, reliable, intelligent and incredibly flexible. It makes it easier for you to do what you do best – and do it even better. Our feature-rich EPoS offers in-built modules that can help you to:

• Increase gross profit (GP) by 1% per year on average

• Increase annual sales by 0.8%

• Save 1% of your labour costs

• Save 1 hour per site, per day, through intelligent automation
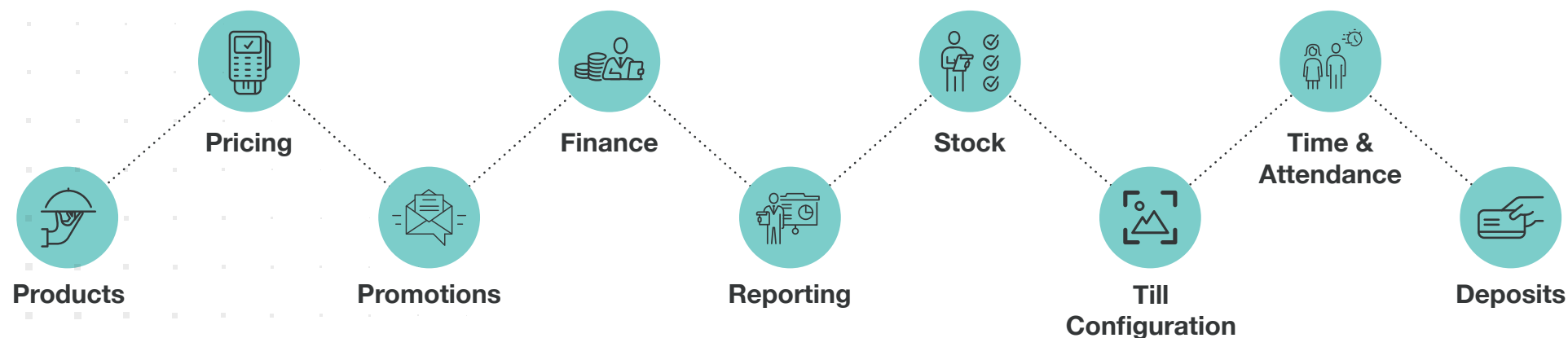
Hospitality is where we come from. It's the industry we love, and it's the only sector we operate in. We are the trusted supplier of innovative, integrated technology solutions to more than 16,000 hospitality and leisure businesses throughout the UK.

Our extensive hospitality experience means that we know the pressures and the pain points – and we also know that no two businesses, venues or even shifts are ever the same. That's why our EPoS system was specifically designed and built for the hospitality industry, and why we continue to make significant investment in its development.

Meet Zonal's EPoS

There are nine key tools in Zonal's EPoS system.

Pricing

Finance

Stock

Time & Attendance

Products

Promotions

Reporting

Till Configuration

Deposits

Zonal's EPoS is a collection of integrated modules designed to help you run an efficient and profitable business. From a single coffee shop to a national restaurant chain, Zonal's EPoS can be as small or as big as you want it to be – and because it's scalable, it can grow along with your business and your ambitions.

Zonal connects your EPoS system to the rest of your business, delivering complete operational control.

It can help boost speed of service, reduce wastage, improve stock control, get vital business insights, increase loyalty, and achieve all kinds of operational efficiencies. It delivers all the tools you need to successfully and efficiently manage your business.

1. Products

Keep all your product data in one place

Flexible and simple to use, the Products module puts all your product data in one convenient place.

Even complex product ranges with multiple portions and ingredients can be managed with ease. You can also add choices for flexible ordering including default items, inclusive items and upsells. Integration with Zonal's Menu Management System enables you to produce creative, comprehensive and accurately costed menus.

Our Products module boasts comprehensive filtering, searching and product tagging for instant retrieval across multiple product types.

As all the modules are included as standard with Zonal EPoS, information is shared seamlessly to eliminate unnecessary data duplication and provide real-time data.

Module features and benefits

Quick and simple interface

Multi-user support

One location to create and maintain product items

Create multiple product types including recipes, choices, prepared items and instructions

Comprehensive filtering and searching

Multiple product types can be created

Multiple suppliers per product

Product tagging

Controls behaviour of the product in other modules within the EPoS system including stocks, ordering and deliveries

Future-dated ingredients and cost prices

Multiple portions per product

Barcodes assigned for sales scanning

LOUNGERS

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The Zonal team not only had relevant sector experience, but their EPoS system gave us the integrated solution we were seeking. It offers a range of modules, giving us detailed and timely reports, with up-to-the-minute performance data for each site.

Central Operation Manager, Loungers

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2. Pricing

Complete control over pricing

Zonal's EPoS Pricing module gives you total control over your prices.

It enables you to easily determine the pricing structure that you want, such as a standard pricing model for your entire estate, or individual or multiple price bands for specific venues or areas within the estate.

It's simple to set up future price changes by pounds or percentage and apply them automatically, eliminating the need for last-minute manual changes. You can also export your entire price matrix, edit it in Excel, and import it easily back into the Pricing module, saving you time and enabling you to make even extensive changes quickly and effectively.

Module features and benefits

- **Limitless price bands**
- **Multiple price bands per site**
- **Future date price changes**
- **Export/Import to Excel**
- **Price changes by £ or %**
- **Off-band pricing**
- **Set pricing across one or multiple sites**
- **Eliminate the need for last-minute manual changes**
- **Quick and simple to set up**

> "Zonal's technology allows us to see exactly where our cash is coming from, so we can understand without any ambiguity which events, guest ales or new premium products work and which need to be removed, revised, or marketed more heavily."
>
> **Haulfryn**
>
> **IT Implementation Project Manager, Haulfryn Group**

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3. Promotions

Flexible promotions and discounts

The Promotions module gives you freedom to create bespoke promotional activities, no matter how simple or complex.

Thanks to its simple wizard-based setup and a flexible range of rules and configuration options, you can create promotions at an individual site level or even complex promotions across your entire estate in a matter of minutes. Whatever you want to achieve, Zonal's EPoS can do it: timed promotions, BOGOF offers, event promotions, barcode or QR code-based promotions and other offers.

Promotional data can then be fed back into your marketing system, enabling you to monitor the results of each promotion and identify the specific customers who responded to them.

Manual or barcode discounts can be created with fixed pounds or percentage amounts. Discounts are added to theme panels and can be given security for the required front-of-house jobs.

Module features and benefits

- Multi-buy promotions
- Timed promotions
- BOGOF promotions
- Event promotions
- Convenient setup wizard
- Multiple configuration options
- Automatic or manual activation
- Head office or site created
- Fixed-rate and fixed-amount discounts

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4. Finance

A complete cash management and reporting solution

Your EPoS system is a mine of information and the Finance module brings it all to you in a fully configurable environment that delivers real-time visibility of all transactions and tight integration with a wide range of third-party accounting packages.

Zonal offers a complete cash management solution with detailed reporting of all cash movements, enabling you to assess your business performance over the periods you specify. It can significantly streamline everyday tasks, reducing manual intervention and producing hard copy cash declarations and reports on a variety of key business functions. And its extensive configuration operations mean it can fit with multiple brands across your estate.

Module features and benefits

Automatically count and report on money taken once the PoS is closed

Record all monies sent to the bank including cheques and foreign currency

Enter all monies received into the site as change deliveries

Action uplifts entered via the PoS terminal

Perform automatic counts for all repositories: safes, floats, money belts and ATMs

Declare all terminals and money belt users at the end of a session

Set up and create floats for the PoS and money belts

Enter all petty cash expenses recording type and amounts

Enter any cash income that has not been raised via the POS

Transfer money between multiple safes on-site

Float, deploy, declare and control ATM cassettes used on-site

Perform machine refills and collections used on-site

Record bankings that are collected by third-party security companies

Sign off the business day or week to commit all financial figures

Complete cash management

Detailed finance reporting

Simple user interface

Reduce manual entry

"The extremely reliable EPoS system gave us good central control and access to sales data, key to identifying our customers' wants and needs. We were able to feed the data easily into our accounting system, streamlining the process and improving efficiency.

BISTROT PIERRE 1994

Finance Director, Bistrot Pierre

5. Reporting

Comprehensive reporting tools for actionable insights

Zonal's Reporting module delivers actionable insights to overcome obstacles, identify bottlenecks, and maximise your revenues across individual and multiple sites.

Get full insight into your data on a per-site basis or across the entire estate, with access to over 140 reports. Our Reporting module gives you instant detailed analysis, allowing you to make the right business decisions at the right time.
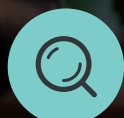
Module features and benefits

- Access to over 140 reports
- Drill down functionality for further analysis
- Personalised custom reports and graphs (available at additional cost)
- A complete reporting solution for your entire business
- Flexible reporting on all business data
- Data insight to drive business decisions
- Easy to set up and use
- Integration with Microsoft Power BI available for more detailed reporting

"The quality of the reporting is excellent, giving us detailed and timely reports, with up-to-the-minute performance data. As a result, we have made savings on better stock management, and menu changes and pricing have never been easier."

General Manager, Trent Bridge

6. Stock

Superior stock control included as standard

Zonal's industry-standard Stock module replaces guesswork with reliable data to ensure that not only do you not order too much, but that you don't run out of anything important either.

Included as standard within the EPoS system, our Stock module is one of the most powerful stock management systems around. You have the ability to create multiple stock threads as needed, such as dry, wet, merchandise and retail goods. It supports multiple stock locations for vastly improved accuracy, and it enables you to record wastage by individual or by prepared items. Mobile stocks and digital count sheets use intelligent technology to bring additional efficiency to your stock management.

With comprehensive reporting and a two-tier hierarchy stock count on each product, you can reduce holdings, minimise wastage, and maximise margins.

Module features and benefits

- Included as standard – no extra cost

- The external audit count process automatically creates an internal stock result updating the site stock with accurate counts

- Integration shares updates between your PoS and your stock module

- Comprehensive reporting

- Multiple stock threads including food, wet, merchandise and retail goods

- Mobile stock management via an app for extra speed and efficiency

- Record wastage by individual or prepared items

- An accurate picture of every item, available in real time

- One real-time version of the truth

- Two-tier hierarchy stock count on each product enabling internal and external audits

- Ability to create multiple stock locations for tighter accuracy

- Monitor individual product lines during a stock period via PoS or back office

- Analyse how well individual items are selling

- Advanced reporting facilities for smarter financial decisions

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We need to be able to offer a seamless service and Zonal's technology, which is robust and reliable, will help us achieve that from taking the orders front of house, to fulfilling the orders in the kitchen, to payment and keeping track of sales and stock availability.

General Manager, Trent Bridge

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7. Till Configuration

Intuitive PoS configuration

With 72% of customers saying that food not coming fast enough is their biggest frustration*, streamlining the PoS can make a huge difference to your venue. The Till Configuration module ensures that the right information is always available at the PoS and improves the speed and accuracy of service.

Deliver menu planning, seasonal changes and special events by creating them in advance and scheduling their deployment to specific sites or the entire estate as necessary – simultaneously. You'll have the ability to personalise PoS designs, including buttons, colours, sizes, and security features.

This customisable module gives you complete control over every aspect of the PoS theme, and ensures that everybody has exactly what they need when they need it.

Module features and benefits

- **Multiple theme panel designs**
- **Shared panels**
- **Panel variations**
- **Site panels**
- **Timed changes**
- **Configuration sets**
- **Estate-wide printing control**
- **Promotional footers to include retargeting and marketing promotions**
- **Make service faster and more accurate**
- **Add QR codes to printed receipts for Pay My Bill integration**
- **Reduce the amount of input required for PoS**

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Staff have had an input on the screen layout, improving accuracy when it comes to orders and billing.

Managing Director, Bath Pub Company

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Get the very best from your people and monitor sales performance

Whether you need to manage staff information, monitor payroll or just create and share weekly rotas, the Time and Attendance module is a benefit to any hospitality operation: according to HR Magazine*, UK workers spend almost 80 days a year on administrative tasks.

The Time and Attendance module doesn't just cut down on the admin. It also allows you to set and monitor sales and performance targets, delivers helpful employee performance analysis options, integrates beautifully with industry-standard payroll packages and boasts extensive automation. All of which makes managing your team quick and easy.

Module features and benefits

- Seamlessly joins with existing payroll packages
- Automatic warnings for employee working hours
- Staff timings and attendance
- Management of staffing levels

- Employee performance analysis
- Save time by automating manual tasks
- Avoid duplication of data entry
- Define role types

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Our team members simply clock in at the start of a shift via a Zonal screen, which automatically updates the rota/timesheet on S4, saving a huge amount of time for our managers, giving them the time to focus on customer service.

Managing Director, Bath Pub Company

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9. Deposits

Full traceability of deposits

Accepting deposits at the time of booking allows you to mitigate the financial risk of no-shows.

Zonal's Deposits module gives you the ability to take advance booking deposits through the PoS terminal. Multiple configurations can be set up to capture booking details along with the type of deposit – such as Christmas parties or private functions.

Monies taken become part of the session and are declared as part of the normal finances processes. Detailed deposit reporting is contained within the Reporting module, giving you a full view of all deposits taken, redeemed, and outstanding.

Module features and benefits

Configurable booking options

Booking types

Full or partial redemptions

Forfeits

API third-party sources

Detailed reporting

Full integration with Zonal Bookings

Module features and benefits

- Configurable booking options
- Booking types
- Full or partial redemptions
- Forfeits
- API third-party sources
- Detailed reporting
- Full integration with Zonal Bookings

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Handheld ordering

The power of EPoS in the palm of your hands

Zonal's handheld ordering solution, iServe, delivers a cost-effective, reliable replacement to the traditional order pad. Install iServe on any Apple or Android device to instantly create a handheld EPoS terminal. With an intuitive user experience, team members can take orders, print and process payments, and take payments from anywhere in your venue, providing a superior service to customers.

iServe enables orders to be processed faster and tables turned around quicker. Staff visits to the bar and kitchen are reduced leaving your team more time to focus on delivering a great customer experience.

iServe is the perfect ordering solution to help streamline operations. Using recognisable iOS navigation, the user will quickly become familiar with the application and its easy-to-use interface.

Unlike other handheld solutions, should WiFi become unavailable, iServe will notify the user but continue to operate for ordering. Once the connection is re-established, offline orders will be submitted to the EPoS network.

iServe handheld ordering features and benefits

Loyalty, Voucher and Zonal Bookings integrations

Mobile order taking and payment processing

iOS navigation

On- and offline functionality

Intuitive user experience

Faster order processing

Take orders from anywhere in the venue

Turn tables faster

More time to focus on the customer experience

Software-only solutions compatible with existing hardware

At Zonal we're committed to your financial success. That's why, depending on your requirements, our EPoS solutions are available as a software-only solution or complete with hardware.

This allows businesses that have already invested in their existing systems to retain their hardware, while benefiting from Zonal's full EPoS functionality. This also includes any supported printers and cash drawers, which can be staged to run on Zonal's EPoS.

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The EPoS software is intuitive and easy to use, so requires minimal training. Above all it's reliable, which allows our staff to focus on delighting our customers

Rich Zammit, co-founder, 7Bone

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Quality hardware that's built to last

Our range of hardware combines stylish features with smart functionality to allow your operations staff to work easily and efficiently.

Z8 PoS terminal

Reliable and affordable EPoS for any hospitality venue.

Our Z8 terminal offers a sturdy and flexible solution, purpose-built for fast-paced customer service environments such as hospitality. The high-quality finish has been crafted to complement all modern hospitality venues, and with a range of mounting options and accessories the Z8 will look at home in any setting.

The Z8 comes complete with a range of port formats to support peripheral hardware such as cash drawers, receipt printers, Chip and PIN devices and barcode scanners, as well as optional integrated customer display screens.

The colour touch screen means it's crystal clear and easy to use, and a range of customer displays are available.

Peripherals and consumables

Added extras to ensure the smooth running of your operations.

We provide a range of perishables and consumables to use in partnership with your EPoS system. We also supply a diverse range of consumables all of which assist the smooth running of your office and EPoS systems.

The **perfect partner** for your business

We're not like other providers, and Zonal's EPoS is not like other EPoS platforms.

No other provider has the wealth of industry knowledge and experience we've gained in our 40+ years in the hospitality sector. No other tech partner has a system that's as powerful, flexible and customisable as Zonal's EPoS. And no other provider can make it easier for you to do what you do best: deliver great customer experiences and run profitable hospitality venues.

Our award-winning UK-based training, project management and dedicated account management teams will support you every step of the way. Our experts are on hand 7 days a week, 365 days a year to offer you the very best service, powered by our fleet of 80+ service engineers who work around the clock, covering every UK postcode, to ensure your business is trading effectively. From project initiation right through to going live, you're always in safe hands.

Get in touch to find out more about Zonal's EPoS, our connected technologies, and how they can help your business.

Contact us

Get in touch today

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