

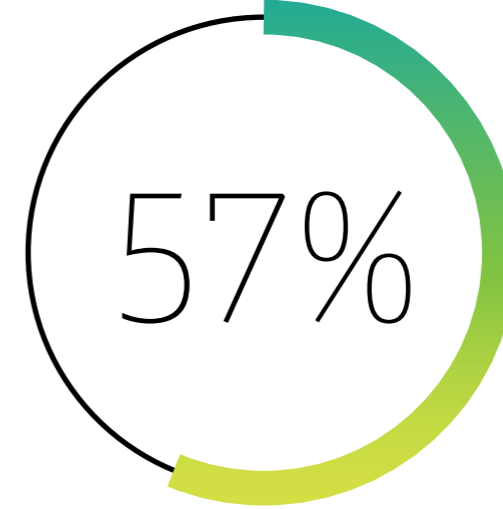
Digital transformation in the restaurant industry



1 Avoid getting burned by network outages

A recent Windstream Enterprise survey—focused on restaurant industry decision makers—dishes up a taste of reality:

57% of survey respondents suffered a network outage in the last 12 months that restricted guest access to online ordering

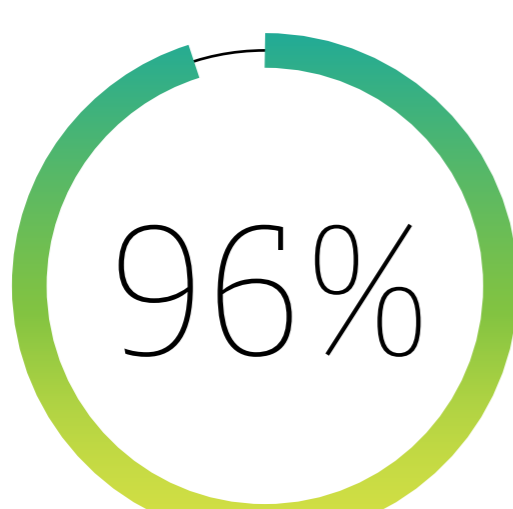


- + Network outages also hit everything from back-of-house equipment to payment processing
- + Loss of productivity and reputation are other pain points linked to downtime

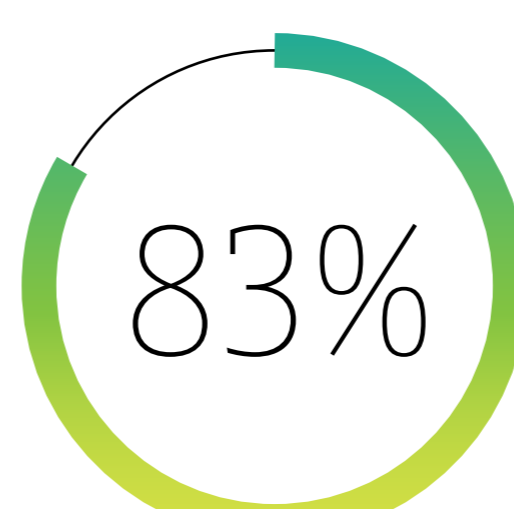


2 Prepare for the costs and stay competitive

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96% of survey respondents are setting up or already use a third-party ordering platform like UberEats or DoorDash



83% have adopted unified communications solutions to streamline ordering

- + At least 50% use QR codes or self-checkout kiosks
- + Network stability is vital when using third-party ordering platforms—especially at busy times

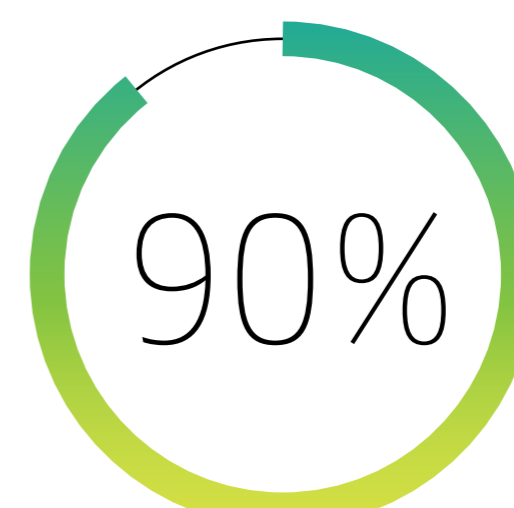


Activate your digital transformation recipe

3 Cook up the right vendor relationships

- + Consider aggregating mission-critical network services under a single vendor to ease implementation and get the most from your budget
- + Outperform the competition with best-in-class connectivity, communications and cybersecurity solutions from a leading cloud-based provider

A top casual dining brand relishes their Windstream Enterprise relationship: “Since implementing SD-WAN, we’ve seen network performance uptime improve dramatically, and we estimate that repair tickets have been reduced by about 90%.”



4 Feast on the opportunities

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Get a best-in-class digital toolkit from a trusted digital transformation partner like Windstream Enterprise to:

- + Protect your business with managed security solutions for minimal downtime and secure guest data
- + Maximize your bottom line with improved operational efficiency and reduced inventory costs
- + Grow a loyal customer base with a personalized experience that leaves a great taste in your mouth



Windstream Enterprise can help you achieve a seamless digital transformation with a reliable and secure network.

In the second quarter of 2022, studio ID of Industry Dive and Windstream Enterprise conducted a national survey of 376 senior professionals (from Director to C-level) about what issues restaurant leaders are facing when it comes to technology. C-Suite respondents included roles, such as CFO, COO, CMO and CEO. Administrative respondents included focus areas, such as finance, marketing and operations. Information Technology respondents included focus areas for information technology/cybersecurity in organizations of casual dining full service, fine dining full service, quick service and fast casual.

Cloud-enabled connectivity, communications and security. Guaranteed. Windstream Enterprise drives business transformation through the convergence of our proprietary software solutions and cloud-optimized network to unlock your revenue and profitability potential. Rely on our financial stability, unrivaled service guarantees and best-in-class management portal—delivered by a team of technology experts. **To learn more, visit windstreamenterprise.com**