

White Paper Proposal

Title: “Intelligent Building Advances in the Quick Service Restaurant Industry”

Description: The Quick Service Restaurant industry is a dynamic sector of the economy. The high level of competition among QSRs dictates a need to innovation in serving their customers. This innovation includes menu changes, video integration with POS systems, content distribution, and cost reduction through automation. Intelligent buildings serve as a platform for this innovation – base building networks can be leveraged by IoT devices, and secure intra and interbuilding communications deliver information to marketers and operations managers alike. In this paper, we explore some of the technology trends in the QSR industry, particularly those that impact in-restaurant operations. We then suggest an approach to standardize the BBN for QSRs in order to allow owner/operators to customize their own environment.