

Shift4's all-in-one restaurant POS caters to evolving consumer payment trends

Article

The news: Payment technology provider **Shift4** launched SkyTab POS, a suite of restaurant-focused point-of-sale (POS) solutions, per a press release. SkyTab POS was already in use at

major stadiums, but it's now available to all businesses.

- **Hardware** includes the SkyTab POS workstation, the SkyTab Mobile handheld device, and SkyTab Glass tablet option.
- The **software** supports ordering and reservations, either online or in person, and QR code payments. It also offers solutions for marketing and loyalty, reporting and analytics, and employee management.
- Restaurants can also use **third-party integrations** with several property management systems (PMS) and online ordering apps like **DoorDash** through SkyTap's built-in Marketplace.

Why it's worth watching: Declining cash use and higher demand for vertical-specific offerings have led payment providers like **Block** and **Adyen** to invest more in restaurant solutions. SkyTab can help Shift4 compete more aggressively with these providers.

- The share of **POS payments made with cash in North America fell 3.5%** year over year (YoY) in 2021, **per** FIS. And between 2021 and 2025, cash use is expected to tumble 45%.
- That makes supporting digital ordering and payments a must for restaurants: **54% of restaurant franchise owners said mobile ordering was a key area of investment for 2022**, **per** TD Bank.

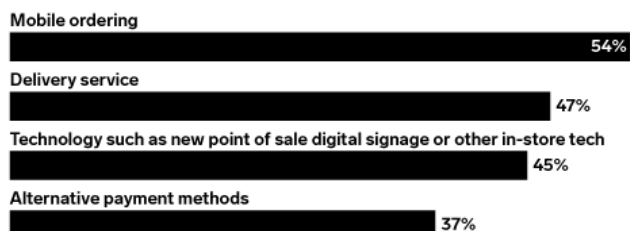
Why this could succeed: SkyTab POS's comprehensive product suite can appeal to restaurants.

- SkyTab POS lets restaurants avoid having to purchase external business tools, which can be more expensive.
- Combining POS functions with value-added services can also help restaurants avoid costs from connecting third-party business services. These savings could be critical for restaurants if the US economy enters a downturn.
- Connecting third-party business service providers can also be complex and time-consuming for restaurants—especially for those with limited staff.

Go deeper: Check out our **[Point-of-Sale report](#)** and our **[Small-Business Payment Disruptors report](#)** to learn more about the key payment trends we're keeping a close eye on.

Leading Areas of Investment in 2022 According to US Restaurant Franchise Owners

% of respondents



Source: TD Bank as cited in press release conducted by Engine Insights, Jan 4, 2022

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