Omniscient / **Observations Suite**

Strategic Roadmap

Timeline

2019 March | June | September | December | 2020 March | June | September | December

Marketing Plan

Establish a Presence
- FAQs
- Feature Descriptions
- Industry Blog
- Information Packet
- Convention Booths
- Sales Calls
- Feature Descriptions

Support the Soft Launch
- Setup Guide
- In-Person Demos
- Video Walk-Throughs
- 24-Hour Business Support
- Weekly Newsletter

Initial Promotion
- Targeted Advertising
- Conference Booth

Establish Expertise
- Case Studies
- Sponsored Conference Speakers

Ongoing Promotion
- Feature-Update Notes
- Commercials
- Print Ads
- Sponsored Conference Speakers

Customer-App Promotion
- Targeted Advertising
- Commercials

Observations Suite

Features

Features will be released simultaneously across all existing platforms

Seating Management, CRM & Analytics Tools
- CRM Tool
- Seating Management
- Aggregated Analytics
- Customer Analytics
- Movement Analytics
- Booking Analytics
- Periodical Progress Reports
- Setup Guide
- Demo Mode
- Employee Permissions

Location Management & Employee-Scheduling Tools
- Store-Performance Analytics
- Employee Analytics
- Employee-Scheduling Interface
- Feature Updates
- Insights

Inventory Tools
- Inventory Analytics
- Inventory Status
- Recipe Customization

PoS, Reservations & Orders, & Inventory-Ordering Tools
- Loyalty Programs
- Inventory Ordering
- PoS System
- Loyalty-Program Fulfillment
- Order-Fulfillment Interface
- Reservation Fulfillment
- Incoming-Orders Interface
- Order Analytics

B2C (Business-to-Consumer) White-Label Apps
- Customer-Feedback Analytics
- Customization Guide
- White-Label Site
- White-Label App

Marketing & Employee-Growth Tools
- Professional-Growth Tools
- Individual-Growth Interface
- Campaign-Creation Tool
- Campaign Analytics
- Online-Acquisition Tracking
- Campaign Fulfillment
- Mentorship Program

Platforms

- Web
- iOS
- Android
- Windows
- MacOS

Consumer Tools

Touchpoints

- Web
- Mobile

Email Receipt
24-Hour Customer Support

Feedback Forms
Ordering Interface
Reservations Interface

Marketing Communications

Goals

- 5,000 subscribers to news about Observations Suite
- 500 sign-ups to participate in Observations Suite beta program

- 10 installs with subscriptions

- 50% subscription upgrades to include new tools
- 50 new installs with subscriptions
- 100 app downloads
- 4+ star rating in app store

- 50% subscription upgrades
- 50 new installs with subscriptions
- 500 app downloads
- 4+ star rating in app stores

- 50% subscription upgrades
- 100 new installs with subscriptions
- 500 app downloads
- 4+ star rating in app stores

- 25% subscription upgrades
- 20 new installs with subscriptions
- 1,000 app downloads
- 4+ star rating in app stores

- 25% subscription upgrades
- 250 new installs with subscriptions
- 2,000 app downloads
- 4+ star rating in app stores