



IHOP Revamps 1,500 Restaurants with New POS Technology

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U.S. IHOP Restaurants Reach Implementation Milestone with TRAY Point of Sale Provider

PASADENA, Calif.--(BUSINESS WIRE)--Apr. 30, 2024-- Dine Brands Global, Inc. (NYSE: DIN), the parent company of Applebee's Neighborhood Grill + Bar®, IHOP® and Fuzzy's Taco Shop® restaurants, announced today that it has reached an important milestone in its implementation journey updating 1,500 U.S. IHOP restaurants to TRAY POS systems.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240430240516/en/>



(Photo: Business Wire)

The brand is nearing the end of a roughly two-year migration initiative which set out to enable a cloud-native POS platform that could retain its current hardware stack while providing cost-effective hardware

flexibility for restaurant franchisees and operators.

"This is a critical step in the evolution of our iconic brand," said Justin Skelton, CIO and Senior Vice President of Information Technology at Dine Brands. "POS systems are essential to efficient operations and have major impacts on the guest and team member experience. Through this process, we've seen this technology has the power to decrease table turn times and increase tip and check."

By updating 15-plus year-old POS systems in IHOP restaurants, the Dine Brands IT team has already been able to provide franchisees with a variety of features to improve operations, including reporting and performance analytic improvements, and more. The system's open architecture allows for quick and robust integrations to the brand's critical platforms, from back-of-house technologies to online ordering and payment platforms.

"We've not only modernized the IHOP guest and team member experience but have also adapted to the needs of our franchisees as the industry evolves," said Jay Johns, President of IHOP. "With new technology like server tablets, our franchisees' team members can stay closer to our guests and ultimately provide a more efficient and joyful dining experience."

The organization has reported over 10,000 POS server tablets being leveraged across IHOP locations using TRAY, which enable faster ordering and checkout directly at guests' tables.

"Our collaboration with IHOP is illustrative of the industry-wide need for smart and efficient technology that can cut costs and improve efficiencies for restaurants, and is compatible with existing or new hardware," said Peter Kellis, CEO of TRAY. "Restaurants like IHOP are seeking ways to incrementally improve operations without massive spend and equipment changes, and that can be achieved with cloud-based solutions. We are proud to serve IHOP and look forward to supporting the brand for the long term."

About IHOP

For more than 65 years, IHOP has been a leader, innovator and expert in all things breakfast, lunch, and dinner. The chain offers 65 different signature, fresh, made-to-order breakfast options, a wide selection of popular lunch and dinner items, including Ultimate Steakburgers, Hand-Crafted Melts, Burritos & Bowls and more. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of December 31, 2023, there are 1,814 IHOP restaurants around the world, including restaurants in all 50 states, two U.S. territories and 13 countries outside the United States. IHOP restaurants are franchised by affiliates of Pasadena, California-based Dine Brands Global, Inc. (NYSE: DIN).

About TRAY

TRAY is a leading provider of cloud-native enterprise-class POS systems for the hospitality industry. The company's mission is to empower restaurants to operate more efficiently, increase revenue, and provide a better experience for their customers. TRAY can deploy its on-premise software on many generations of hardware devices from 20-year-old PCs to modern Android terminals and tablets. Devices connect directly to TRAY's cloud-based server platform, removing the need and complexity of maintaining a server device on premise. TRAY's software allows all in-store devices to interconnect and operate fully in offline mode in case of internet outages, making it one of the most resilient systems available. TRAY integrates with other solutions used by large restaurant brands for reporting, inventory, labor, and payments. Further, TRAY's solution includes tableside ordering and payment, QR Code payment, online ordering, apps, tablets, and self-service kiosks, offering a best-of-breed solution for cutting edge operators.

For more information on TRAY and its POS solutions, please visit tray.com.

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