

Creating a Better Hospitality Experience With Contactless Payments Technology

How we helped a startup disrupt the retail industry through a modern point of sale

HOSPITALITY

PAYMENTS

RETAIL

INTRODUCTION

If you have ever been to a bar on a busy night, you know what it's like to have to wait in line or push through a throng of people to be able to rest your elbow on the bartop and request a drink. You repeat this process every time you order drinks or open a tab, and have to remember to close your tab every single time. Barpay wanted to change all of that by allowing people to order drinks right from their smartphones. This would create a better patron experience, allow servers to serve more customers, reduce time spent collecting payment, and reduce credit card processing fees.

Barpay imagined a better nightlife experience, and better payments technology was at the heart of it.

CHALLENGE

Being a startup is hard. Barpay needed to get their Minimum Viable Product (MVP) to market so that they could begin generating revenue. They had an intended user experience but needed payments and development expertise to bring it to reality.

Several critical components needed to get Barpay's MVP to market included:

- Picking the right payments provider to support their business model
- Growing as a company while remaining agile to capture opportunity
- Being efficient with capital required building a sustainable implementation
- Software development capabilities which did not exist in-house

APPROACH

We wanted to live in a world with a better bar experience, so we got to work helping Barpay launch their business by focusing on payments processing and software development.

Our team:

- Mapped out payment flows
- Assisted in choosing a payments partner (Braintree)
- Provided an iterative framework to operate software development efforts
- Built APIs and back-end services
- Developed an administration application



Being flexible was critical to helping Barpay get their MVP off of the ground.

Eric LaForce, SVP, Capabilities



RESULTS

Ultimately, we were able to help Barpay bring their product to life and get their business off of the ground. Barpay was able to improve the bar and nightlife experience using technology to allow people to spend less time waiting and more time enjoying a night out. With this modern point of sale, they were able to expand their business into multiple hospitality markets, including hotels, coffee shops, and other retailers.

TEAM SIZE



x3

TIMELINE



6 months

Because of this project, Barpay was able to:



Net their first customers quickly and effectively



Promote innovation in the hospitality industry



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