



SMART
SERVICE
POWERED
BY OPALA



WE ARE **OPAALA**

A Dubai based company with clients in 14 countries. Opaala was born out of a desire to support the F&B and Hospitality industry by improving efficiency, reducing overhead costs, and increasing revenue. Our innovative approach, flexibility, and contactless nature also means we're the ideal solution for the current COVID reality, and well into the future, to support business growth in any environment.

A FEW OF OUR GREAT PARTNERS



WHAT
DO THEY
SAY
ABOUT
US



“ ”



NIKKI BEACH

Despite a much shorter season with limited capacity, Opaala helped Nikki Beach Dubai reduce their cost and surpass all revenue expectations.

“ Opaala helped us increase our sales by over **10%** of the yearly Budget (2020), and by over **15%** above the last year’s Budget (2019 as compared to 2020).

A great way of introducing promotions effectively. More efficient operation and faster service, almost eliminating time spent over the phone taking orders. ”

Vinod Nair – Private Dining & Celebrations Manager

“ ”

ZABEEL HOUSE

By Jumeirah

“ Opaala has added considerable value to both LAH LAH and Social Company in terms of revenue generation, ease of service and customer goodwill. ”

Luke James - General Manager Zabeel House Hotel

ZABEEL HOUSE

By Jumeirah

“ ”

Leon Surynt

NIGHTJAR

NIGHTJAR

"...The most significant metric is that we have increased sales to peak season levels at the lowest point of the season, which is Dubai's summer, and all this during a pandemic."

Leon Surynt - Owner Nightjar



IT'S ALL
ABOUT
R.O.E

OPAALA WAS CREATED TO SUPPORT THE HOSPITALITY INDUSTRY WITH 3 OBJECTIVES

Using our powerful, cost effective, mobile ordering platform helps you

INCREASE **REVENUE**

DECREASE **OVERHEAD**

IMPROVE **EFFICIENCY**

ALL ABOUT **RESULTS**

Opaala helps increase efficiency improve service, reduce overhead costs, and increase revenue.

REDUCE COST - ON AVERAGE BY

From printing cost, to staff allocation, opaala helps you optimize your team and reduce staffing costs while maintaining superior service.

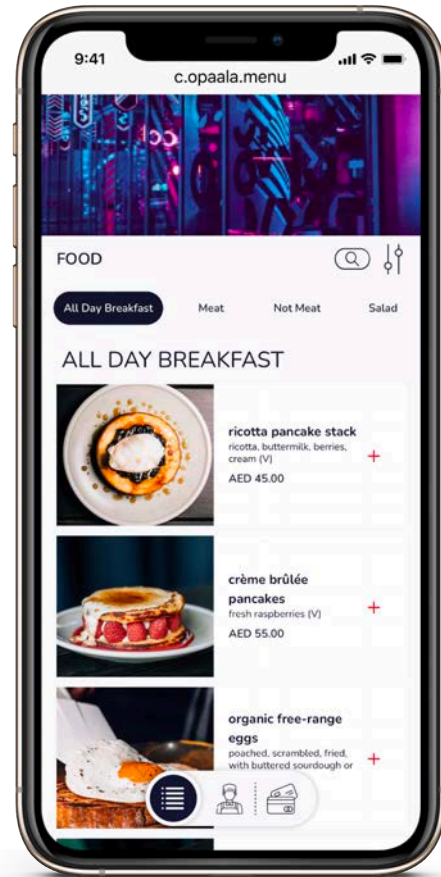
15% 



25%

INCREASE IN ORDERS & REVENUE

By using images, upselling features, and giving your customers the ability to order at anytime, venues are seeing an increase in orders and revenue.



INTUITIVE. BEAUTIFUL. POWERFUL.

Everything your customers need at the tip of their fingertips.

They can order food, buy merchandise, speak with staff, or request services in the language of their choice, directly from their mobile phone.

NOTHING TO DOWNLOAD

PLATFORM FEATURES

NOTHING TO DOWNLOAD

Opaala is not an app and does not require any special software or hardware. It operates directly off your customers mobile phone browser.

Dynamic menus

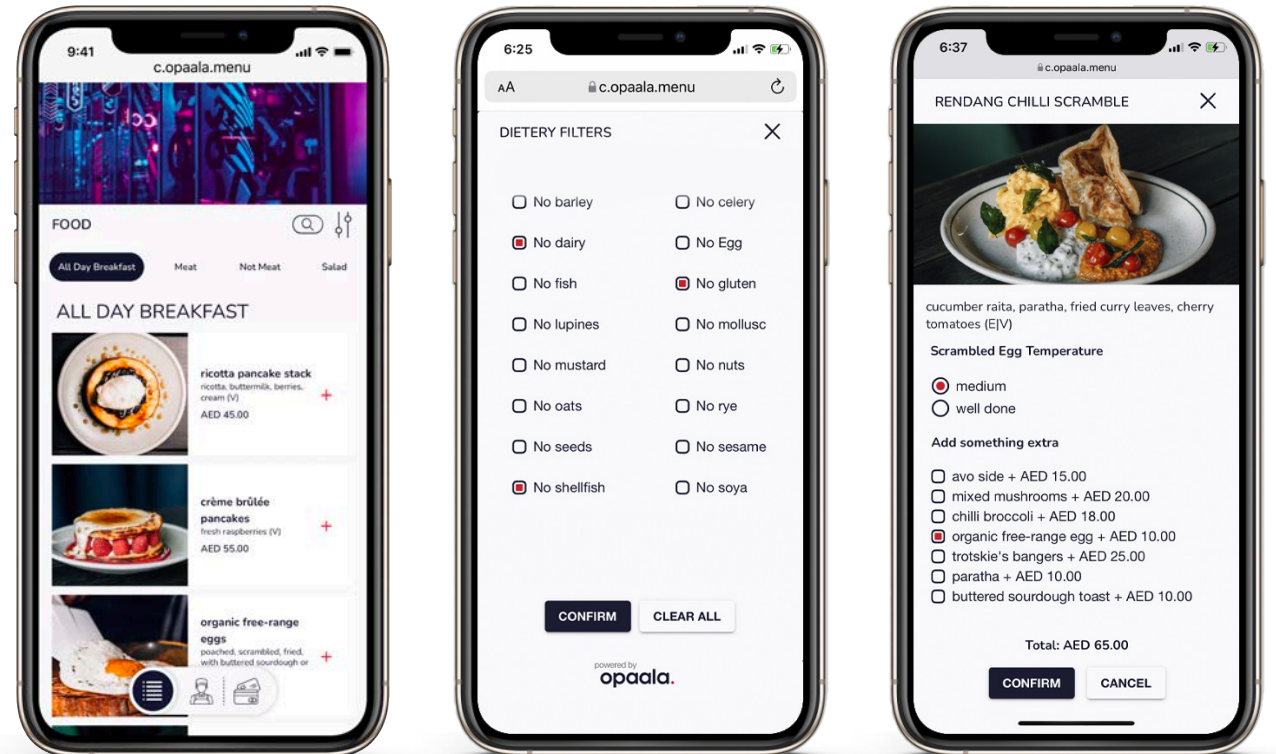
Customizable, dynamic menus that automatically display or hide time/date based specials.

Search & Filters

Live search features allow customers to automatically view the results of their search as they type. Food allergen and diet filters ensure your customers can easily find what they need.

Order Customization and up-selling

Opaala provides robust modifier support, from predefined modifiers to a comment box, allowing your guest to have their order just the way they like it. While your customers are customizing their order to suit their taste, they can automatically be offered add-ons helping you to upsell.

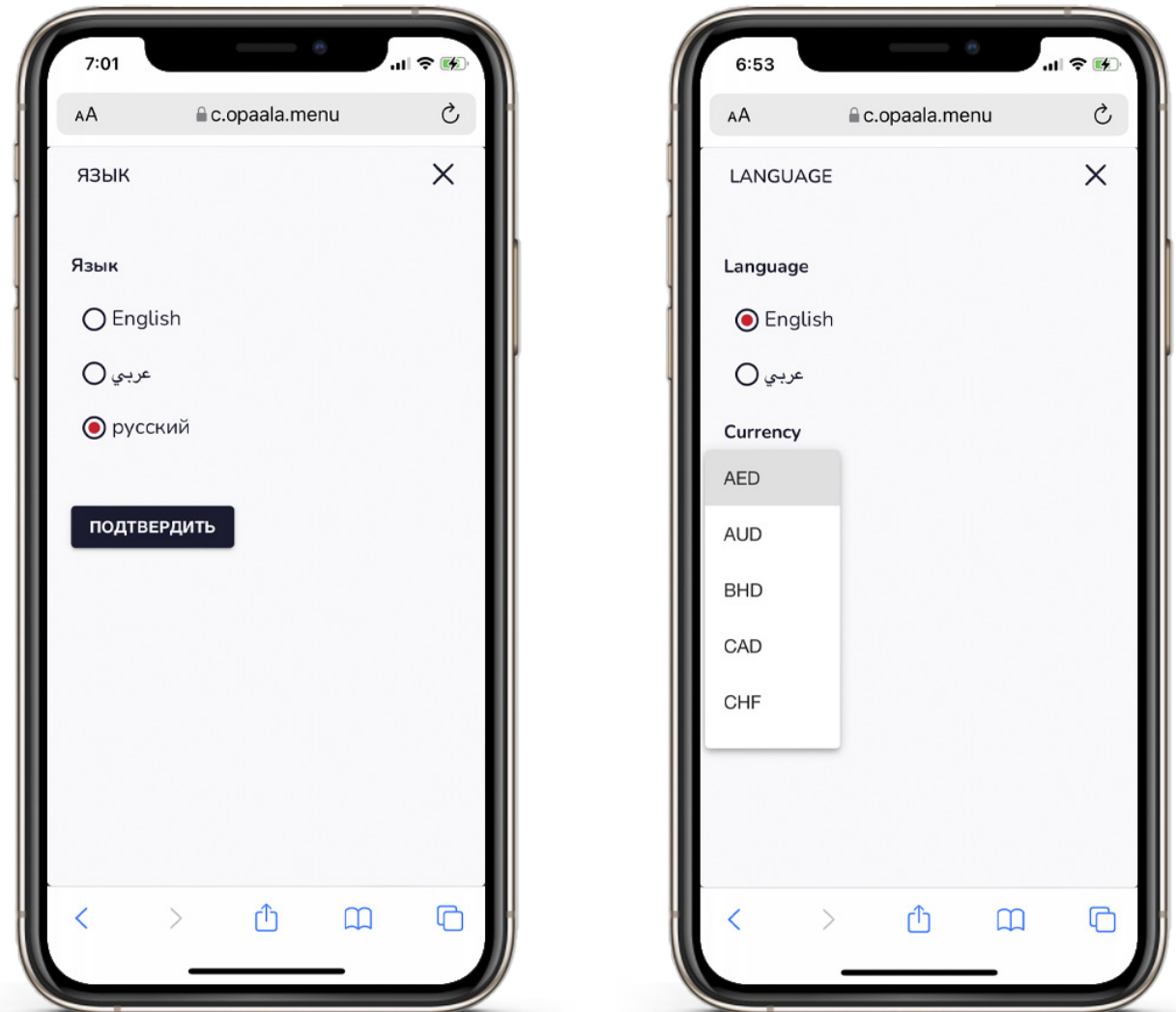


MULTI LANGUAGE & MULTI CURRENCY

Provide your customers with the ability to view your menu in the language & currency of their choice for a better experience. Ideal for hotels, airports, conventions, and much more.

New languages and currency can be added quickly from the CMS, and currency exchange rates can be changed manually or tied to online exchange APIs.

Ideal for restaurants, hotels, airports, conventions, and much more.



PLATFORM **FEATURES**

Clarity

Customers can track their orders during their stay, view all paid and unpaid items for full transparency.

Automatic bill splitting.

Opaala automatically splits the bill of customers.

Order Tracking

Customers can move around from table to table throughout the day and Opaala automatically tracks every order ordered with a timestamp and table number it was ordered from.

Payment

Opaala offers multiple payment options that best suit you and your customers. Bill to room, pay in cash, Apple Pay, Google Pay, and Credit Card payments are all available.

Zones

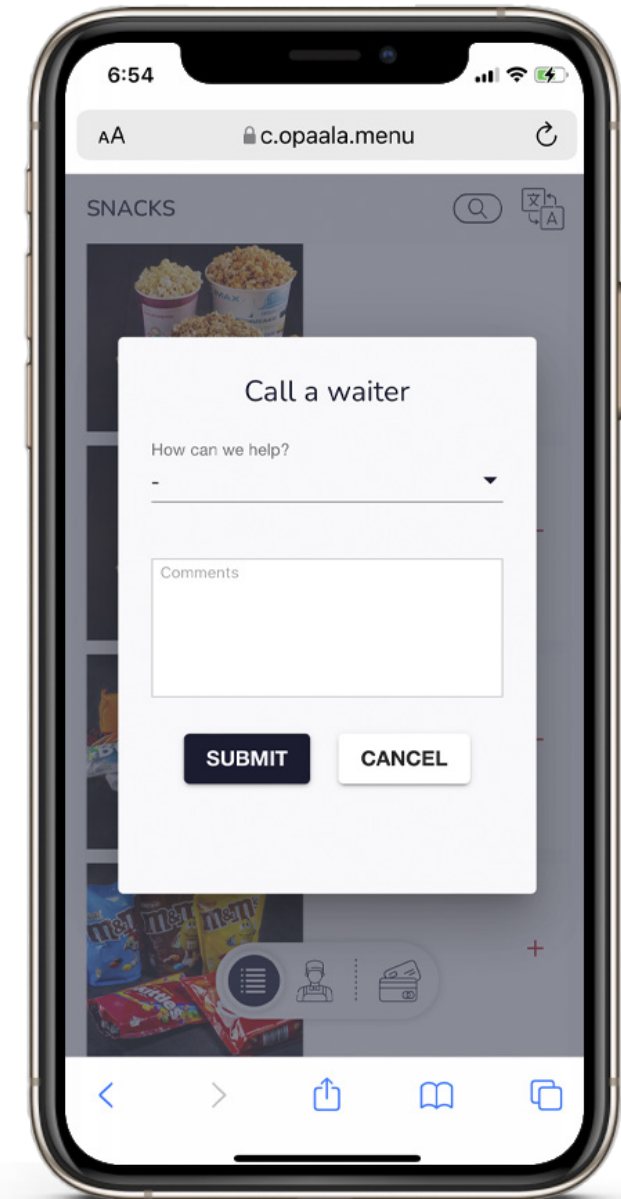
With Opaala you can divide your venue into multiple zones each connected to a different POS, while keeping all the data centralized. You can push different offers per zone, or even different payment options.

Privacy & Security

Your guest's privacy is a key priority. Opaala never gathers any personal information. We never require users to register or provide personal information to use the platform. Creating a profile is an optional process that customers choose to do. Profiles allow you to understand your customers better, their tastes and needs, to better serve them.

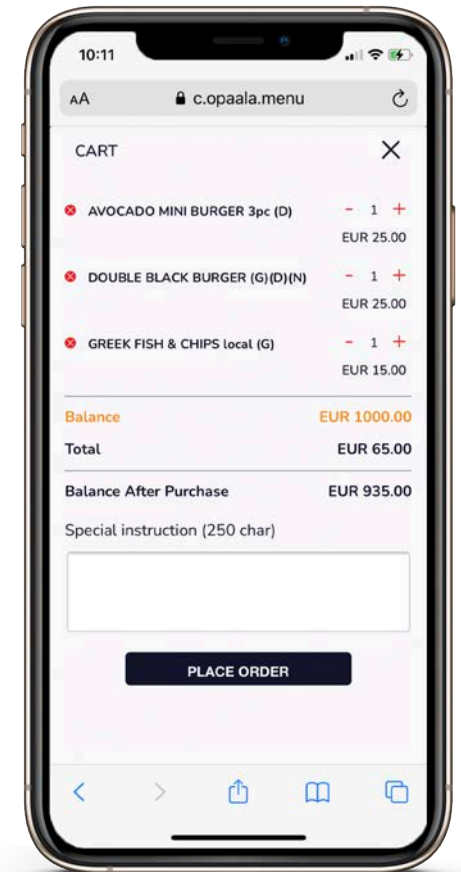
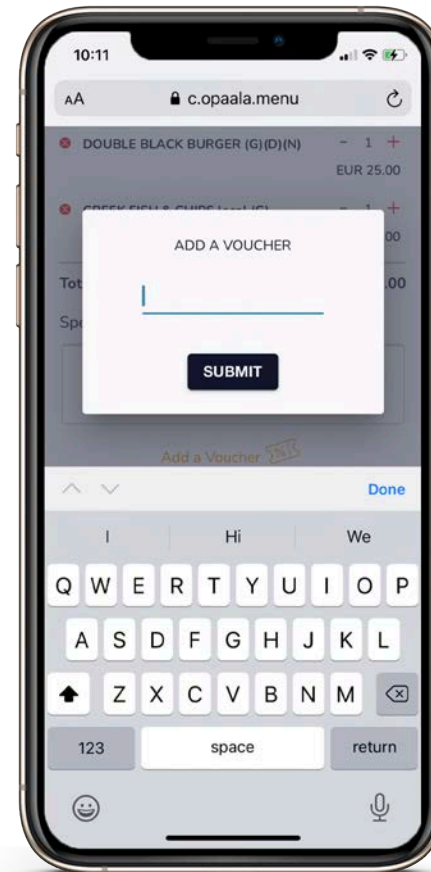
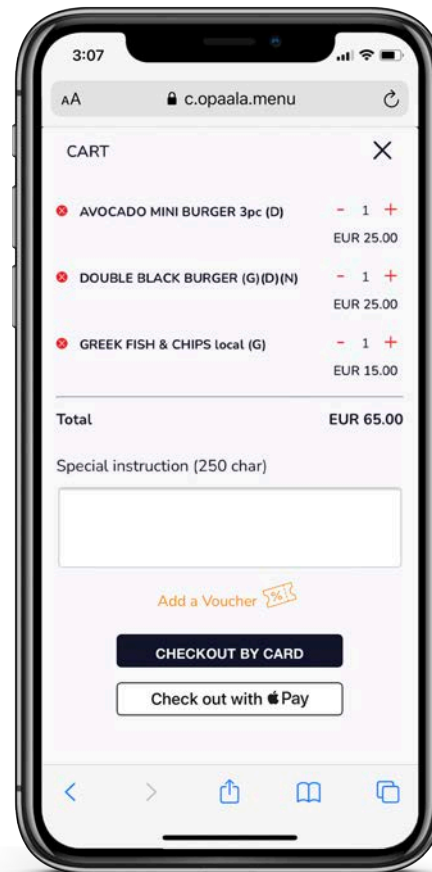
COMMUNICATION WITH **STAFF**

With the "Call Staff" feature, customers can communicate with your staff instantly. They can choose what they need from a drop down menu of your choice and type in their request. Your staff receives the request instantly along with the table number, cutting down the number of trips required while improving service and efficiency.



LOYALTY. VOUCHERS. eWALLET

Loyalty card integration, discounts codes, personalized vouchers, and wallet balance are all new features that have quickly become a hit with our customers and their customers.





OPAALA
FOOD COURT
A TRUE
MULTIBRAND
SINGLE CART
EXPERIENCE



COFFEE



MEXICAN



FUSION



PIZZA



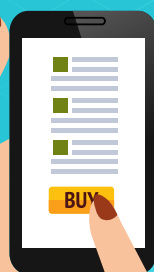
BBQ



SALADS



THAI



CUSTOMER JOURNEY



1

Scan QR Code
to access the
Food Hall menu



2

Browse menu in
chosen language,
filter vendor, food
type, allergies



3

Place order from
multiple vendors
in one cart



4

Pay @ checkout in
chosen currency - all
cards and apple pay
are accepted



5

Receive
notification that
order is ready for
pick up (or it's
delivered)



1

Customer places and order and makes the payment



2

Order is sent to vendors POS or admin panel, which is accessible via tablet



3

Order is approved and processed by service staff



4

Notification is sent to the customer to pick up the order or service staff deliver the order and identify the customer based on table & zone

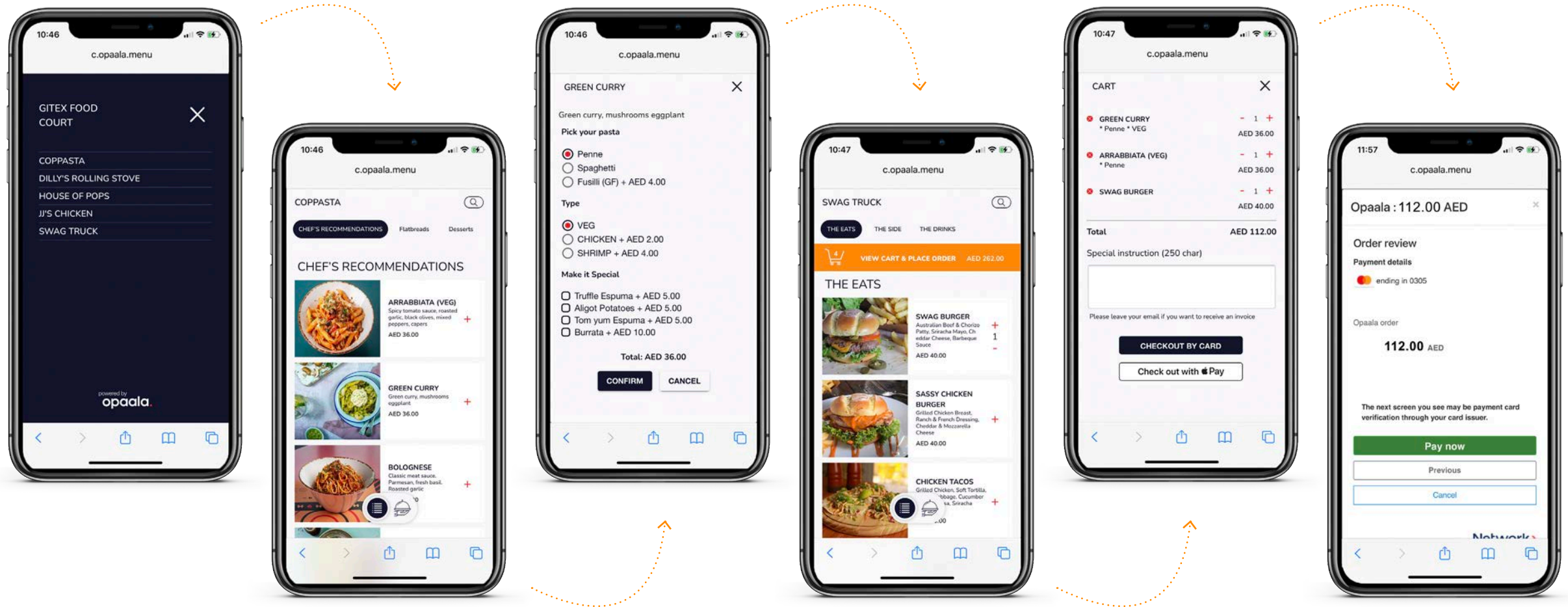


5

Enjoy increased order volumes & higher AOV. Get full visibility on orders plus real time analytics at your fingertips. Incentives repeat visits via vouchers + monetize customers via ads

RETAILER **JOURNEY**

MULTIPLE BRANDS ONE CART



1. One menu multiple venues. Choose any brand -
2. Pick your items -
3. Choose modifiers
4. Pick items from other brands -
5. Review cart and pay one bill

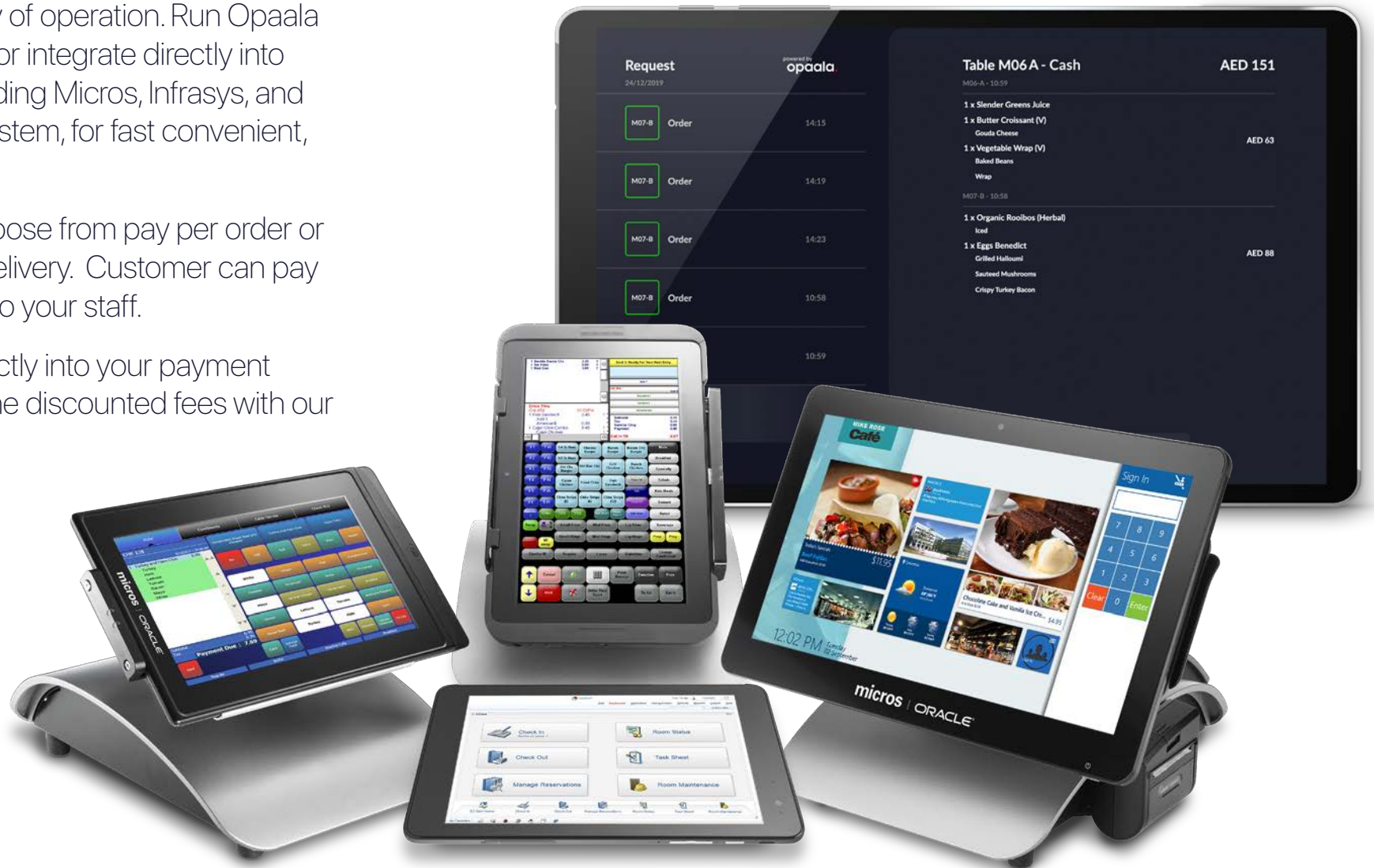
TABLET. PRINTER. POS

Opaala offers complete flexibility of operation. Run Opaala off a tablet, plug it into a printer, or integrate directly into your existing POS system (including Micros, Infrasy, and many more), or cloud kitchen system, for fast convenient, customizable setup.

Same applies for payments. Choose from pay per order or pay at the end, pickup or seat delivery. Customer can pay through the platform or directly to your staff.

And finally we can integrate directly into your payment gateway, or take advantage of the discounted fees with our payment gateway.

Opaala is created around you.



TABLET, POS, & PAYMENT GATEWAY OPTIONS

YOU CONTROL **PAYMENT**

Prepaid or Postpaid. Apple Pay, Card, or Cash you decide the options you want to give your customers.

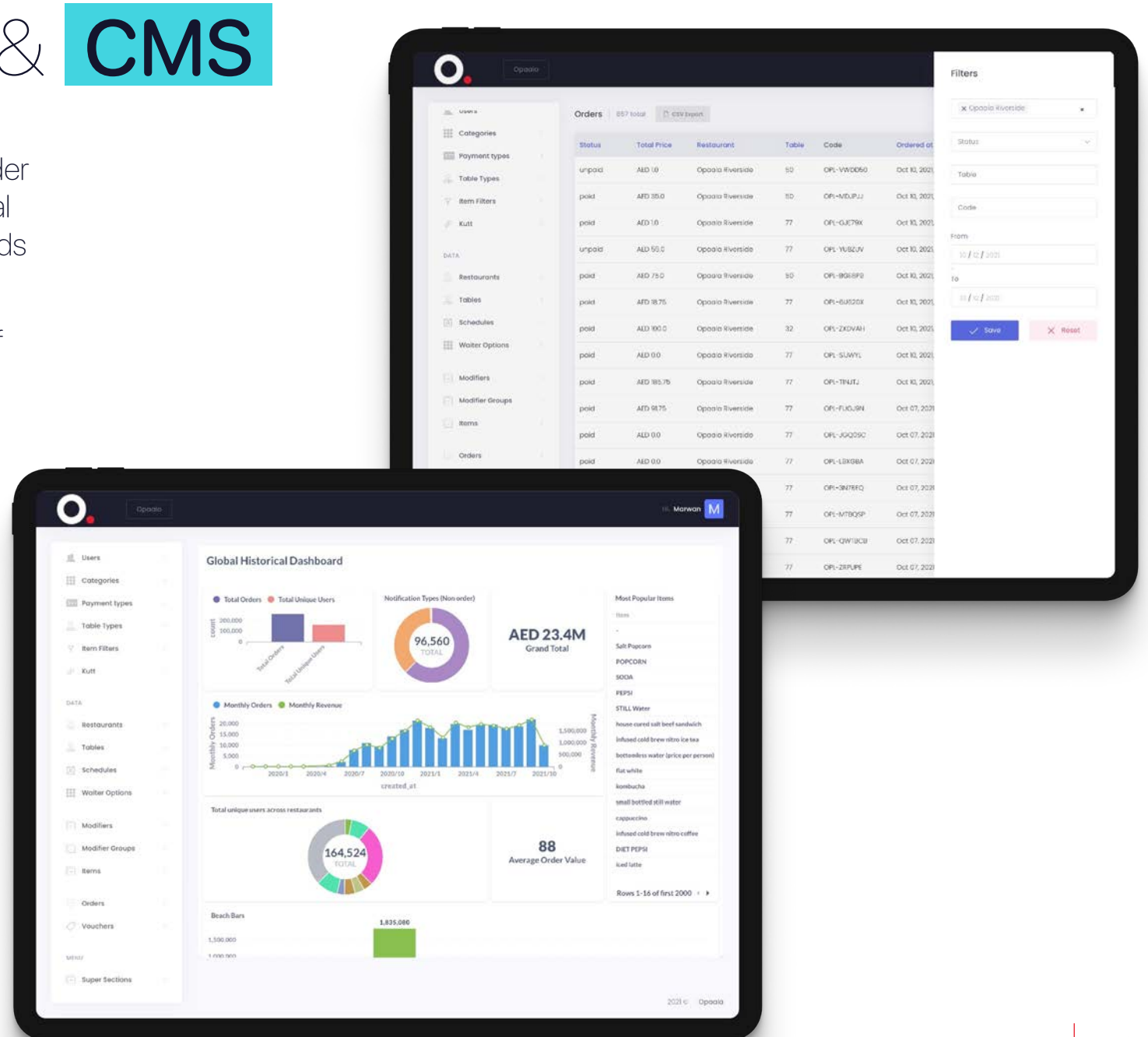


DATA DASHBOARD & CMS

Your dashboard allows you to create multiple brands, each with multiple venues that are all under the same umbrella. You can view daily or historical data on an individual venue level or across all brands and venues at the same time.

The intuitive CMS allows you to take full control of your menu, make changes instantly, add items, images, or schedule specials and offers.

Create users each with their own unique level of access based on your requirements.



OVERVIEW

Opaala is a remote delivery platform that allows customers to browse a menu on their phone and order food and beverage items direct to their table or seat within venues.

TECHNOLOGY

Opaala is a browser-based, cloud native platform using https from the browser inside the phone. The end customer is not required to download anything.

END CUSTOMER FEATURES

Opaala identifies individual tables via unique QR codes and NFC tags. When the menu is displayed in their phone, customers can filter the for food allergies, display items in multiple languages and prices in multiple currencies. Live search lets them navigate to specific dishes.

Customers can modify their order via a list from the venue and add additional comments. They can also call the waiter directly for non menu items like clearing the table or bringing an ashtray.

Menus also have a Bestseller section. This updates the menu every day at 3am with the previous days best selling items and adds them to the cumulative list.

Opaala automatically splits the bill of customers on the same table.

OPERATIONS FEATURES

We provide an intuitive browser-based CMS that allows venues to update their menus, add, edit & hide items and sections. Scheduling lets venues display specific sections (breakfast, happy hour etc) only when they are relevant. Menus can be displayed in any language or character set, RTL or LTR. Our dynamic currency conversion also allows you to list multiple currencies so the customer can display prices in their choice.

Venues can add calories and VAT to items. These are automatically tracked in our data dashboard.

Opaala also provides robust modifier support, allowing the venue to upsell items and increase SPH.

Tracking: Customers can move around from table to table throughout the day and Opaala automatically tracks every order ordered with a timestamp and table number it was ordered from.

Features such as "Call Waiter" for inVenue and "Concierge" for inRoom allows your customers to instantly communicate their needs with your team through the Opaala platform or our direct WhatsApp integration.

OVERVIEW

OPERATIONS ADMIN PANEL

The Admin Panel for receiving orders and waiter requests exists as an iOS app & Android app. We also offer the Admin Panel via a secure https URL, viewable via a browser.

Operations is informed of new customer requests (orders, waiter calls, bill requests) by a notification tone. Customer requests are easily identifiable and are kept in the history of the panel for 12 hours. Orders are kept in the CMS forever and can be easily accessed. Orders can be confirmed, edited or canceled from the Admin panel.

DATA

Opaala provides both daily and historical data dashboards that display spend per table, per hour, top selling items, compare new customers to returning ones and list combinations. We can group this any way that suits you and can compare different venues or even different areas of a venue side-by-side so operations can improve efficiency of both staff and table layout.

INTEGRATION

Opaala can integrate with most POS systems or run as a stand-alone platform.

PAYMENT

Our payment gateway uses 3D Secure Authentication & is PCI-DSS Certified. It is accessible through an iFrame or direct via API.

We're also able to integrate directly into the venues payment gateway for instant transactions between customer and venue.

SECURITY

All communications between the users' phone and operations are secure via tokenisation. They remain anonymous and Opaala does not keep any personal information.

A high-angle, black and white photograph of a large crowd of people, seen from behind. The crowd is dense and fills the entire frame, creating a sense of scale and anonymity. The lighting is somewhat dim, with the crowd appearing as a sea of dark shapes. The text 'OPALA IN THE NEWS' is overlaid on the left side of the image in a large, white, sans-serif font.

OPALA IN THE NEWS



IN THE NEWS



Featured On Business Dubai
By Dubai Tourism



Zabeel House Uses Opaala To Be Covid
Complaint & Improve Service



Bloomberg Asharq

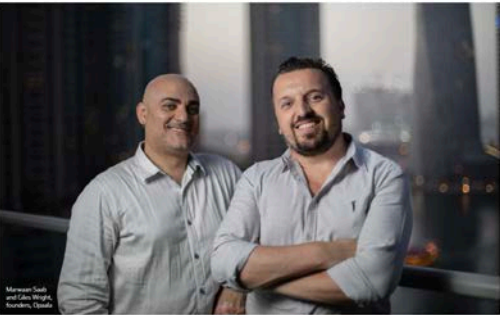


The Business Breakfast
By Dubai Eye

IN THE NEWS

Entrepreneur Middle East

MOVE FAST AND FIX THINGS | SOLUTIONS FOR 'THE NEW NORMAL'



Marwan Saab and Giles Wright, Founders, Opaala

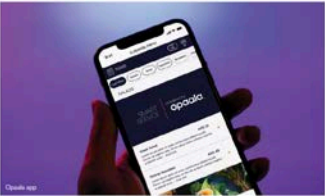
"WE DON'T BELIEVE IN A ONE SIZE FITS ALL. WE KNOW VENUES HAVE THEIR OWN WAY OF DOING THINGS, AND WE'RE NOT THERE TO CHANGE THEM. WE ARE THERE TO IMPROVE THINGS, TO ANSWER ANY SPECIFIC ISSUES THEY MIGHT HAVE THROUGH TECHNOLOGY"

As for the future of GoFood, Dowlatbahi is ambitious and open to collaboration. "Essentially, we want GoFood to be the catalyst and benchmark for other existing or up-and-coming aggregators to follow," he says. "The harsh reality is that the home delivery model is here to stay, and it will be more significant moving forward than ever before, as customers with busy lifestyles demand convenience, speed of service, and accessibility. Competition is healthy, so we welcome others getting on board with our mission, thereby creating a competitive marketplace where ultimately the customer benefits, and one which restaurant operators can sustain with a viable business model."

Another hospitality tech startup that launched amid this crisis is Opaala, founded by Marwan Saab and Giles Wright, which offers a smart service system to boost sales and provide contactless interaction for operators in the hospitality industry. A cloud-based platform, Opaala aims to provide a user-friendly platform for customers to easily access the menus and other services at hospitality venues, so they can have greater control over and personalize their experiences, while also reducing staff costs and service wait times for the venue owners.

Besides providing away from the eight-step service model traditionally seen in the hospitality sector, Saab explains that his three-pronged system -Opaala in/venue for restaurants, Opaala in/venue for hotels, and Opaala in/venue for businesses-

START IT UP | ECOSYSTEM



Opaala app

"THE FINANCIAL IMPACT HAS BEEN HORRIBLE, AND VENUES NEED TO FIND ANY WAY TO SAVE MONEY. VENUES ALREADY OPERATE AT MINIMUM MARGINS, AND THIS CRISIS HAS SHOWN HOW DANGEROUS THIS IS."

impact has been horrible, and venues need to find any way to save money. They already operate at minimum margins, and this crisis has shown how dangerous this is. We identified the typical experience most of us have when we walk into a venue, where the pain points are, and then thought about how we can make it a smoother experience, for both the guest and the venue."

An important observation here is that the Opaala services are seemingly two-directional- every step taken towards easing the financial and other burdens on the hospitality sector has a directly connected impact on the customer service aspect of its business model. "Guests can personalize their service, from doing everything automatically to using the platform to communicate with staff, and receive one-on-one service. For venues, this means providing guests with a better experience, in addition to a very tangible financial impact. We've seen 30-35% reduction in overhead costs, along with

they need to print add-ons, and in the COVID-19 era, those away menus are the law. We eliminate all of that- no more reprints, no more mistakes. That cost is gone, and paper consumption and waste is gone."

Their system, Saab adds, enables a better guest/venue connection. "We are not there to replace the brand; we aim to enhance it," he says. "And we do not charge from both ends." However, it raises the question of how Opaala will sustain its own revenue streams in the long run. Saab invites that the start to their journey has been unexpectedly promising. "We expected usage numbers to start off slow, we wanted to see if there's any frustration from both guests and venue, but even we've been surprised by the results," he says. "One of our partners saw an immediate impact, with 95% of orders coming through the platform, and because they're able to engineer their menu better based on actual data, and adding images, they saw a 20% increase in orders within the first week of implementing Opaala."

Saab believes that it is Opaala's innovative and flexible approach to the issues at hand that will stand the startup in good stead in the long run. "What really sets us apart is we're constantly improving and adding features, from things we already have in our pipeline, to special request features made by our partners and their guests," he says. "We don't believe in a one-size-fits-all, we know venues have their own way of doing things, and we're not there to change them, we are there to improve things, to answer any specific issues they might have through technology. We work closely with venues to understand their pain points, and automate things for them." While he has plans to expand Opaala to other areas of the GCC, Turkey, Mexico, and Canada, Saab says that a big part of the end result he's aiming for is to educate the customers on what all the hospitality sector, and how they can help. "We would love for guests to be more aware of the margins F&B and hospitality operate on, so much time and effort is put into creating great experiences and great food at a direct cost to venues, and the margins are shrinking. So please go out, enjoy the atmosphere and food, and help these great businesses."

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Opaala: A contactless and eco-friendly dining solution

Mobile-based dining platform helps reduce operational costs for hospitality venues

Published: August 12, 2020 07:00
Gulf News Report



Opaala co-founders Marwan Saab and Giles Wright
Image Credit: Supplied

Hospitality-tech start-up, Opaala, offers a smart service platform that reduces overhead costs, eliminates the waiting period, and increases revenue through a contactless, mobile-powered solution. Following the Coronavirus pandemic, Opaala's exciting smart-service system has now been integrated into multiple food and beverage and hospitality venues across the UAE.

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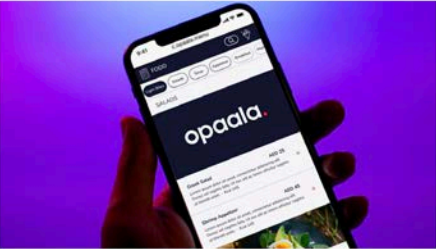
Mon 28 Dec 2020 20:51 AM

SHARE

Aa By Nabila Rahal

How Dubai's 'virtual waiter' Opaala saw growth during coronavirus crisis

Opaala co-founders say they garnered 205 local and international clients in the wake of the pandemic



When Opaala's co-founders first launched their contactless, smart ordering platform in November 2019, they had no idea their product would later be in such demand by a hospitality industry adapting to the coronavirus pandemic.

The original goal of Opaala is to help F&B outlets to reduce overhead cost and increase revenue by being 'an additional virtual waiter'; but when coronavirus hit the UAE in early March a new opportunity opened up for the platform in the shape of the coronavirus related safety measures, said Marwan Saab, one of the four founders of Opaala.

"We realised there will be a need for something like this once venues start to reopen: they can't have full staff anymore so they need help taking orders and customers don't want to be touching the

powered by
opaala.

WELCOME TO
OPAALA

hello@opaala.com

