



Raydiant & Toast Make Restaurant Management Easy for This Latin Eatery



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"Is Raydiant useful? Does it affect change quickly, benefiting both the restaurant and customer? Is it worth the price? The answer to all of these questions is 'YES!' I wish I'd had this platform 10 years ago!"

Finding Raydiant was a happy accident for Miguel Norat, owner of [Matt's Latin BBQ](#) in Orlando, Florida. Norat started out looking for an easy menu integration with the Toast app, and found so much more in the Raydiant platform. The family-owned Puerto Rican barbecue restaurant now has three Raydiant-enabled screens at their location in south Orlando. Norat sat down for a little Q&A session with us and told us how the Raydiant system has been a time saver for their back-of-house operations, and a boon for their customer experience.

Updating Menus in Real Time Makes all the Difference

Offering authentic Puerto Rican cuisine, Matt's Latin BBQ is a favorite for locals and a hotspot of activity due to its location—just down the street from the Orlando airport. With a busy counter, the restaurant didn't have the time or manpower to sacrifice whenever a menu item needed to be changed. Raydiant solved this problem, as Norat explains: "My primary goal was to be able to update our menu boards in real time, and Raydiant hit the mark 100%. I wanted any of my employees to be able to do it digitally, by simply closing out an item that we're out of stock on, and without needing to get two or three other people involved. Being able to update the menu boards in real time is important so that customers don't try to order something we're out of. It removes any confusion and frustration the customer may feel, and makes for a better customer experience overall."

As mentioned, the Raydiant In-Location Experience platform offers web-based access to authorized users, regardless of their location or the device they use. Raydiant is a cloud-based platform that enables **restaurants** to update their menu boards, drive-thru menus, and other in-house digital screens in a matter of seconds. Single-location restaurants as well as chains can access and update any or all screens from one central interface. Dayparting, happy hour, and other special menus are also easy to create, schedule ahead of time, and update as needed.



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Raydiant & Toast: One Platform, Twice the Power

I came across Raydiant while looking for an integration for the Toast software we use in house," comments Norat. "I was looking for something that organizes menus and other things related to delivery systems, and that brought up Raydiant. I immediately saw the multi-functionality of Raydiant, and how it organizes menus on digital menu boards, which was something else I was looking for. And then I saw that it offers an integration with the Toast system, and that was a big deal for us. It solves a lot of problems for me. As a small business, we don't have the staff to focus on things like marketing, payroll, and HR. It really is a one-man show as a single-location restaurant. So, onboarding Raydiant was about saving time and providing a better service for my guests."

Raydiant's Toast integration is a comprehensive solution for restaurants seeking to streamline their management processes. Together, Raydiant and Toast enable restaurants to manage dine-in, delivery, takeout, and curbside services from a centralized and easy-to-use restaurant management system.

The Perfect Time-Saving Tool for Small Businesses

As a scalable platform, Raydiant grows with your business, and has proven an effective tool for companies large and small. For small businesses like Matt's Latin BBQ, it pays for itself by streamlining and automating back-of-house processes like menu management. Norat expresses it this way: "Raydiant has definitely made life easier, especially for a small restaurant owner like me, who doesn't have the time or manpower to do things like change the menu boards. Now, I can just hit a button and have that menu change in about three and a half minutes."

Restaurant digital signage drives revenue and growth by offering eye-catching photos of mouth-watering food, promoting special offers, and teasing new menu items with high-visual media. Not only does it engage your customers as they order and dine, but it pulls in customers from the street with its bold, animated visuals. This powerful marketing tool also changes the way restaurants do back-of-house business. It simplifies these processes, saving your staff time so they can focus on caring for your customers. As Norat says, "Is Raydiant useful? Does it affect change quickly, benefiting both the restaurant and customer? Is it worth the price? The answer to all of these questions is 'YES!' I wish I'd had this platform 10 years ago!"



Easy to Use, Makes Changes "at the Drop of a Hat"

A busy restaurant owner, Norat doesn't have the time or staff to waste learning a complicated new system. Raydiant's plug-and-play system takes the time and effort out of restaurant management with its simple-to-navigate dashboard and intuitive user interface. Anyone can install Raydiant—there's no IT experience needed. Simply plug the ScreenRay device (similar to a USB drive) into your TV's HDMI port, and follow the on-screen prompts to set it up. In minutes, you're ready to explore all Raydiant has to offer through its comprehensive app library, which includes apps that let you create gorgeous digital posters, automate background music with custom playlists, create larger-than-life social walls that display your most marketable Insta moments, and more.

Like most Raydiant customers, Norat found the Raydiant system easy to use. "It only took me a few minutes to figure out how it operates, but with a little common sense, I was there. The platform really makes sense, how it functions. And now, I can easily make changes, like adding new menu items, in seconds. Literally in seconds, I can make huge changes on my boards at the drop of a hat."

About Raydiant for Restaurants

Raydiant's In-Location Experience Platform elevates the in-store customer experience and simplifies restaurant management all at once. Restaurants who use Raydiant enjoy an increase in revenue and more repeat business, since it creates a more engaging dining experience and offers conveniences—like contactless services—that today's diners are looking for. Restaurant owners love Raydiant because it simplifies their back-end processes, like the ability to make real-time menu updates live in seconds across all screens—at one or multiple locations.

Try Raydiant today, risk-free.