three rocks

Certified
B
Corporation

Buyer's Guide

Introducing three rocks, their product suite and your next steps

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Get to know us

At three rocks, we're a people-first, B Corp-certified tech company dedicated to transforming hospitality. Trusted by leading UK brands like Pizza Hut, Bella Italia, Banana Tree, Café Rouge, and TGI Fridays, we create data-driven solutions that enhance experiences across restaurants and related sectors.

With years of expertise, our technology is built from the ground up - constantly evolving to improve customer satisfaction, streamline team operations, and empower management. By harnessing data and innovation, we help businesses thrive in an ever-changing industry.

Andrew Kaplan
Chief Data Officer

With 20+ years experience in data analysis and solutions, Andrew has worked with national organisations such as BMW, BAe, FCA, and SSE. He was instrumental in data analysis and bespoke application implementation at Pizza Hut. At three rocks he heads up the data side of things, building intelligent solutions, to get the most out of data.

Matt Rawlins
Chief Technology Officer

Prior to becoming the CTO of three rocks, Matt led the design, development and release of bespoke application solutions at Pizza Hut, before launching Six Sevens Solutions, where he took up the position of Director. Matt oversees the design of the bespoke technology solutions, from the tech stack used to the user experience once created.

Scott Muncaster
Managing Director

Scott developed customer ordering and fulfilment solutions at M&S, before joining Pizza Hut. There, he led development of the brand's first online ordering service – which now accounts for over 70% of sales. With a depth of knowledge in the hospitality industry, Scott looks at the big picture, advising businesses on solutions to enhance guest, team, and management experiences.

Kerri Roberts
Head of Sales & Marketing

Prior to joining three rocks, Kerri worked in strategic marketing agencies focusing on several sectors including, professional services, healthcare, hospitality and education. At three rocks Kerri is responsible for marketing and business development ensuring the brand is represented and potential clients are well-informed of what is possible.

Industrys we work in

While we do a lot of work in the hospitality industry, we also support a wide range of other sectors. Providing a range of technological needs, from booking systems, to websites to a control system for smart furniture. Our products and services are fully adaptable and are bespoke to businesses of any size or industry.

- Restaurants
- Pubs and Bars
- Leisure
- Hotels
- Competitive Socialising
- Garden Centres
- Holiday Parks
- Theme Parks

- Sports Centres
- Distribution
- Education
- Shipping & Commodity
- Architecture
- Retail
- Events
- Publishing

Hospitality - the big picture

The hospitality industry is fast-evolving, and we understand the challenges it faces. At three rocks, we look at the big picture while taking the time to understand your unique business needs - ensuring we deliver the right solution for you.

Current trends include:

- Operational issues
- Automation and efficiency to improve service, not reduce staff
- Reduced disposable income
- Increased costs and reduced revenue
- Expectations of a personalised experience
- Omni-channel growth
- Artificial Intelligence

- Growing demand for healthy options
- Compliance and regulation
- Wide range of technology relationships
- More control over experiences
- Demand for sustainability
- Diversity of tastes, opinions and expectations
- Growth over cost cutting

- Most restaurant tech is based on 1990s POS that assumes one size fits all, forcing conformity when USPs lie in diversity and personalisation
- Using AI for actionable insights, including seeing every customer

Key areas of focus:
- Experiences you want to repeat, which drives all key metrics – guest volume, spend, frequency, employee retention
- Efficiency of stock, labour, hygiene, security
- Remain on-brand, but adapt and evolve while remembering why you're famous

Importance of a data-centric approach

Understanding the real issue is key to staying relevant and profitable.

XMS is a modular, data-driven management system designed to optimise operations in the hospitality industry. It seamlessly integrates with existing technology, enabling smarter decision-making, real-time adjustments, and enhanced efficiency without disruption.

We know businesses rely on existing systems, so our data-centric approach allows us to offer a low-barrier integration to your existing systems. Implementation is smooth and disruption-free.

Start with what you need and expand as your business grows. Small additions over time with a pick-and-mix approach that minimises risk and enables continuous measured improvement.

When you take care of your data, it works for you. Our XMS ecosystem makes this possible.

Benefits of a single degree of separation

Each module is never more than one step away from being connected to another.

The Challenge: Disjointed Systems
Restaurants rely on multiple systems including booking, ordering, POS, and labour - often working in isolation and offer single insights. These systems generate vast amounts of data but typically share it through one-way transfers via middleware, creating inefficiencies and many interfaces. This disconnected approach results in delays and a lack of real-time insights.

The Solution: Seamless Connectivity
To stay agile, restaurants need fully-connected systems that enable real-time collaboration across operations. Instead of the slow "fetch what you need" approach, a unified system allows instant adaptation and flexibility.

XMS: A Centralised Data Core
XMS solves this by creating a central Data Core that integrates all systems, making data instantly accessible across the business. This eliminates inefficiencies and ensures that all information is available to every part of your ecosystem.

Adding an Intelligence layer around the Data Core enables real-time analysis and experience shaping with fast feedback, plus performance monitoring of changes. Changes become dynamic, allowing businesses to quickly refine, expand, or scale changes; reducing risk and enhancing adaptability.

Traditional 'disjointed' restaurant systems
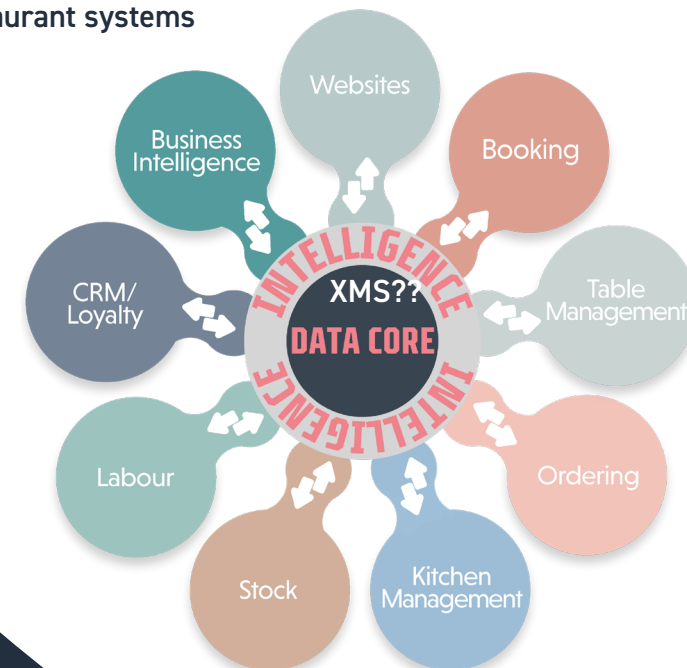
Single degree of separation system

Our approach
Tech and Data Ally Consultancy

Every project begins with our Tech & Data Ally phase, where we use our hospitality expertise to analyse your business, identify gaps and opportunities, and recommend the right tech solutions to boost efficiency and enhance experiences.

We act as your trusted technology advisor, helping you navigate challenges and plan strategically. By understanding your unique needs and objectives, we provide tailored recommendations. Our advice covers all tech options, giving you a clear roadmap for smarter decision-making.

Whether you use three rocks' solutions or not, we offer practical strategies, insights, and industry connections to ensure you stay ahead.

Process

Analysis
Review
Consultation

↓

Goal achievement
Gaps
Opportunities

↓

Output
recommendations

↓

Targets
Options
Priorities
Plan

Benefits

- New perspective
- Alignment with goals
- Enhanced efficiency and productivity
- Cost savings
- Expertise
- Improved decision-making
- Competitive advantage
- Innovation and growth
- Employee retention
- Future readiness
- Clear flexible roadmap
- Prioritising and phasing as needs change

XMS - the power of technology

Helping multi-site restaurants earn a data dividend

- Omni-channel technology: extend your reach
- Financial control: exceptional based reporting
- Business development: explore test and learn

Enhancing experiences for guests, team and management

- Data-driven customer insight: segmentation expanded
- Frequency and spend maximised
- Confusing guest experiences fixed

Outcomes

Improved efficiency and consistent customer service

Shared access to definitive data set

Data analysis and insights

Rapidly refine, test and deploy great experiences

Dynamic decision making with minimal risk

Automated operations

Faster feedback and performance monitoring

Dynamic discounting

Streamlines integration with systems, reducing disruptions

AI

We are doing some smart stuff with AI and data.
Technology, especially AI, is a big part of the answer to issues faced by hospitality; to deliver efficiency, automation, control and choice, through:

Business Intelligence

Using AI to turn data into actionable insights.
- Predict, forecast, report, and track.
- Real-time analysis which shapes experiences, through fast feedback and performance monitoring.
- Performance dashboards tailored to role and location

Automation and personalisation

Reduce friction, increase accuracy, and free up staff to focus on what matters - consistent excellent experiences, increasing growth and saving costs.
- Automated tailored marketing journeys
- Inventory and staffing suggestions based on demand forecasting
- Dynamic pricing and promotions
- Personalised in-venue recommendations based on preferences

Websites

We've created websites for a number of brands including Bella Italia, Pizza Hut, Cafe Rouge, Las Iguanas, Banna tree and Groves.

Our UX designers and developers work closely with your team to get to know your business, personality and expertise. We also take time to understand your customers, map their journeys, and create a seamless path from interest to action.

UX & UI Design: We prototype and design user-first interfaces that are intuitive, accessible, and on-brand.

Custom Development: Built for speed, scalability, and integration, whether you need a single-page site or a multi-location platform.

Ongoing Support: From launch to iteration, we provide hands-on support and performance insights.

We combine modern design with intuitive functionality, making it easier than ever for guests to explore menus, book tables, and learn about the brand.
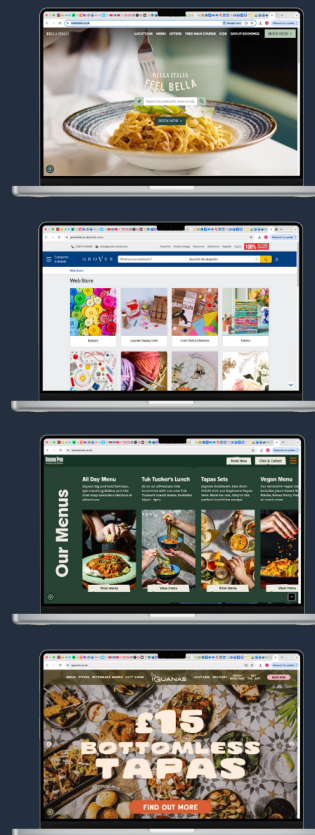
Business Intelligence

Understand today's performance to improve tomorrow's outcomes.

Whether you're a large chain or single site business – our XMS BI is tailored to your needs and grows with you.

Deliver timely insights that drive smarter restaurant operations and reap a data dividend.

How we do this:

Gather all your data
Integrate all your systems and tools, in one format, joined up.

Centralise, Organise, Normalise
Automatic preparation of your data ready for analysis.

Process, Contextualise, Compare
Deep dive into current performance and compare against targets, history and competitors.

Communicate, Format, Forecast
Present the right data to the right people in the right way.

Gain actionable insights
Analyse trends and performance across past, present and future data to create calls to action.

Benefits:
Data-backed decsions
Improved operational efficiency
Stronger financial performance

Custom reports
AI Ready
Track KPIs and metrics
Alerts for fast responses to issues

Omnichannel

Expanding into new formats, such as retail, delivery, or home kits, opens up new revenue streams and enhances the customer experience. Customers can engage with your brand across multiple channels: in-venue, online, in-store, or at home.

But with that opportunity comes complexity.

Without joined-up systems, each channel can operate in isolation, creating inefficiencies and brand inconsistency. Lack of visibility across touchpoints means missed insights. For example, a successful retail product could unknowingly be ruining restaurant sales.

Comprehensive data management is essential to track, consolidate, and act on data collected across your omnichannel.

BI consolidates data across omnichannel transaction points, allowing organisations to: identify high and low performing products channels and customer segments, monitor trends and shifts in customer behaviour, generate actionable insights to guide marketing, inventory, and staffing decisions and create a consistent service, that always shows the brand at its best.

BI helps turn omnichannel complexity into clarity, and customer engagement into measurable growth.

XMS in different contexts

BOOKING

Captured bookings and reduced no-shows
Through UX refinement, addressed:
i)   incomplete online bookings
ii) different requirements for large party bookings
iii) no-shows

ORDERING

Bigger tips for team members
Increased average value of tips per team member per shift through optimisation of:
i)   kiosk
ii) mobile 'order at table' user experiences at point of payment

BUSINESS INTELLIGENCE

Identified new locations for growing brand
Developed a data-driven process to shortlist and evaluate 17 potential new sites for a French bistro brand. Transitioned from a high street retail model to one based on:
i)   leisure activities e.g. UK seaside and national park visitors
ii) spending habits of core customer personae

Let's start with a chat

Book a meeting with one of our team to discuss your business needs and see if we can help

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Book a call