

Roving Reporter Recap MURTEC 2023

The Multi Unit Restaurant Technology Conference (MURTEC) 2023 was filled with executives from some of the nation's most popular food chains and experts from technology companies that are making an impact on the way restaurants today do business. Our Roving Reporter, Courtney Radke, Retail & Hospitality Field CISO at Fortinet, talked to some of these great brands about trends and challenges that are shaping the industry.

Tech Integration

Technology is taking the restaurant industry by storm, but improper implementation of technology can have a negative impact on operations and the customer experience. When selecting technologies, it's also important to stay true to your brand and brand experience, rather than focusing only on what the competition is doing.



“Technology is great but you have to implement it effectively.”

—Courtney Radke, *Retail & Hospitality Field CISO at Fortinet*



“It’s about the promise to the customer. It’s about balancing what the guest wants with your operational needs.”

—Karl Goodhew, *Chief Technology Officer at BurgerFi*

About the Customer

Putting the customer at the core of each decision is an ongoing practice throughout the restaurant industry. Executives are looking for technology that not only enhances operations, but creates a better experience for their diners.

Artificial Intelligence

Is AI more than just a buzzword? The answer is ‘yes’! Although we have a long way to go, AI is providing real value in areas like conversational ordering, translating languages, and back-office automations.

Increased Technology Deployments Call for an Increase in Security Measures...

The restaurant business has transformed into a world of technology. “New tech can create threat vectors and gaps in security,” states William Stanton, Director of Cloud Engineering and DevOps at Jersey Mike’s Subs. As more applications are being launched in the store, connectivity, backup, and security support are more important than ever.



“Any downtime will affect the quantity of orders coming in, so having the right connectivity, security and support is key.”

—Carl Udler, *Sr. Director of Marketing at Hughes*

Watch the full Roving Reporter video here: <https://bit.ly/3KtscZx>

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