

Überbrückungshilfe III

eligible projects in  
**Digitalization**



# Software Systems

- Apps for customer registration
- Document management
- Update of software systems
- ERP system
- Digitization of information folders or menus
- Guest loyalty programs/software incl. setup and training
- Implementation of booking and reservation systems
- Token for chain of infection detection and active distance warning e.g. for customers without smartphone
- Change of POS system to enable new digital services e.g. "order at the table by smartphone".
- Further training measures for digitalization



# Technical Conversions

- Expansion WLAN
- Fiber optic connection
- new cloud-based telephone system
- taximeter and similar cab specific hardware



# Investments

- Convectomat with Internet connection and thus a location-independent, programmable control
- Hardware for better presentation of products in the Online Shop e.g. Photo Studio Composer
- Laptops as well as other IT hardware and software licenses for the implementation of home office solutions
- Cash registers, including POS software e.g. TSE solutions
- Smartphones/tablets for digital contact tracking



# Marketing

- Costs for digital marketing (social media, SEO, SEA, email marketing, etc.)
- Establishment of an online shop
- Image films, info brochures, food offers
- Costs for support of social media channels
- Editing/updating of the website/homepage

