**UNITED KINGDOM**

**Alitica**

**INNOVATION**

ABOUT THE PROJECT

Alitica is a company that specialises in automated data analytics for the hospitality industry. The initial product being developed focusses on waiter-served businesses (i.e. restaurants, bars, pubs, etc). The long-term objective is to apply the same technology also in fast food chains, hospitals, care homes and other services that temporarily accommodate customers.  
  
The system is composed of both an analytics portal and physical sensors. Together, they gather information that empower businesses with previously unseen insights. These will, in turn, help lower operational costs, maximise efficiency and help reach organisational objectives.  
  
In water-served businesses, the system will allow managers to track performance, automate stock management, optimise customer service, minimise staff shifts, anticipate customer demand, evaluate individual staff members and much more.