

# OVER UNDER

## History

Founded in 2017, Over Under is a collection of small, specialized London-based coffee shops with a mission to serve “coffee, brunch and good vibes” in an unpretentious environment.

Founder and Chief Executive Officer Ed Barry fell in love with the hospitality scene while living in New York City, where he noticed that efficient, fast-paced environments and swift service were common themes. He moved back to his hometown of London knowing he could pull from that inspiration and add his own unique spin to a coffee concept.

The result was **Over Under**, and unlike other coffee shops, the Over Under experience continues after hours. In the evening, the shop “flips,” transforming daytime spaces into upbeat, yet low-key cocktail bars by night.

Ed is responsible for much of the ingenuity employed at Over Under locations, as well as the name of the



brand. Ed’s father is English and his mother hails from New Zealand, and the name Over Under is a nod to his family’s lineage. It also lends itself nicely to the fact that “we do over by day, under by night transformations,” according to Ed.

And Over Under is growing, fast. In 2021 alone—despite pressures brought on by the pandemic—the brand added two additional locations to its footprint in London, now totaling seven locations.

With a healthy dose of passion for great coffee, visible differentiators, and the right technology in place, Over Under has made a name for itself amongst London-based beverage aficionados.



## The Revel Challenge

Revel's open API was a key driver of Ed's decision to switch point of sale (POS) providers. As the brand continues to rely on off-premises orders more than ever before, Revel's open API makes it easy for the team to work with key third-party partners.

"Revel integrates with loads of different partners and technology, which makes growing and becoming more operationally efficient easier," Ed explains. "Not to mention, service, quality and speed are all impacted by having great integrations," says Ed.

Today, a partnership with delivery management platform Deliveroo accounts for a considerable percentage of

their orders. In 2021, Over Under was also humbly rated the number one restaurant on the Deliveroo platform.

## Ease of Use

To support their unique coffee and cocktail concept, Ed and team also knew they needed a POS that valued simplicity and ease of use when it came to training employees.

Revel's platform is built on the Apple iPad, an interface that is familiar and intuitive for many. As a result, Ed's team can better balance their time between training new staff on the POS and carrying out their unique flip element.

## Scalable Technology

Over Under is guided by three pillars: quality, speed and service. Their three pillars compliment their mission, which is to always have a positive impact on someone's day. In order to live up to these brand standards and pivot alongside the changing demands of their clientele, Ed knew scalable technology needed to be at the forefront of the brand.

Revel's centralized management console helps the team replicate core functionalities, processes, and menus with the push of a button. And because Revel is built on a cloud-native platform and offers new feature releases quarterly, Ed knows his team will always be equipped to handle what's next.

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**Ed Barry,**  
Founder and CEO,  
Over Under

## The Revel Solution

Revel's cloud-native platform was the perfect blend for the team at Over Under, and has remained a great fit for the technology-savvy coffee chain for over five years.

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The innovative brand continues to stand out in the saturated coffee scene, and much of that success can be attributed to a sense of fearlessness when it comes to technology adoption. The team plans to continue investing in their native app to support off-premises ordering trends and in their partnerships with third-party partners like Deliveroo— both of which fully integrate with the Revel POS.



In the near future Ed and his team are excited about implementing the brand's first self-service kiosks, technology that he knows will empower customers to order and pay on their own and free staff to focus on serving more customers.

With Revel's Kiosk XT, Over Under's in-house design team is able to take advantage of a fully brandable self-service solution. They are hard at work adding visual-forward, branded touch points throughout the self-service ordering experience. The result will be a memorable ordering experience that appeals to today's on-the-go consumer.

*"We've invested a lot in technology, including Revel, to make our operations as slick as possible. I've worked in so many different places where the way the order was taken was very backwards, so our goal is to be a market leader and we do that through technology."*

**Ed Barry, Founder and CEO,  
Over Under**



For more information, please visit [revelsystems.com](https://revelsystems.com) or call +1 (833) 437-3835