



Throttling for eCommerce: Using Throttling with Online Ordering

**QUICK REFERENCE
GUIDE**



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Introduction: Throttling Overview

The purpose of this document is to explain what Throttling is, how it can improve processes, and step-by-step instruction for enabling this feature with your Online Ordering account.

What is Throttling?

Throttling is a feature add-on available for merchants who use Online Ordering. Throttling gives merchants the ability to:

- Help manage the traffic of simultaneous orders accepted through the web.
- Improve management of kitchen capacity any time, especially during peak hours.
- Promote timely order turn around, improving customer experience.

How Does Throttling Work?

This feature measures order capacity and throttles against orders generated from website orders only. Throttling gives merchants the ability to control the volume of simultaneous online orders accepted, at any time.

Note: While throttling is now available for merchants, this feature must be enabled in the Admin Portal before using. Throttling is only available for use with online ordering.

How Can I Start Using This Feature?

Throttling is a feature available for use with Online Ordering only. To begin using this feature, you will need access to the Admin Portal.

Feature Description

Throttling for Online Ordering allows merchants the ability to control the number of orders accepted at any time from online ordering website only. Throttling for Online Ordering will only measure capacity against and throttle against website orders only. Throttling allows the merchant to provide a better customer experience and improve the management of their kitchen capacity.

Not Supported:

- Mobile App
- Third Party API (i.e.: OrderAi, It's A Checkmate)
- Next-Gen API (i.e.: DoorDash)
- On premise (POS)

Throttling Strategies

Online Ordering offers three unique strategies merchants can manage their throttling capacity by:

- Order Count
- Item Count
- Cook Time Minutes

Each strategy requires the merchant to set a max value allowed which will be universal across all 15-minute timeslots for the store. Once a user completes and order the value of their order will be deducted from the Throttling max value per timeslot.

All strategies support the ability to apply override rules at the store level to modify the max value per a specific time interval.

Strategy 1 - Order Count

Our most basic strategy and a great introduction to throttling. A merchant can set the value of max orders allowed at the store. Each order will deduct 1 order from the max value allowed.

Strategy 2 - Item Count

This strategy will count all the items in a customer's basket as they place an order and deduct that value from the max allowed.

Please consider that the throttling logic is built to allow ANY order in the requested timeslot if ANY items are available in the remaining max value.

BASIC: This strategy can be quickly implemented to count all items in the basket from XL Pizzas to Bottled Sodas.

ADVANCE: This strategy offers the ability to filter by select Kitchen Print Categories. Specifying Kitchen Print Categories will help refine which items Throttling Item Count will measure against.

Example: A Pizza Shop that only wants to Throttle Item Count against the number of pizzas per order. All other items (Salads, Wings, Breadsticks, Sides) will be ignored.

Strategy 3 - Cook Time Minutes

Only supported for POS Legacy. Specific Item KDS settings are required.

This strategy similar to Item Count will calculate the total amount of Cook Time Minutes associated with the items in a customer's basket.

Please consider that the throttling logic is built to allow ANY order in the requested timeslot if ANY minutes are available in the remaining max value. Cook Time Minutes will not alter or influence the order estimated time for pickup/delivery.

BASIC: This strategy can be quickly implemented to count all of Cook Time Minutes on items with associated Prep Time Seconds in the basket from XL Deep Dish Pizzas to Side Salad.

ADVANCE: This strategy offers the use of Kitchen Print Categories. Specifying Kitchen Print Categories will help refine which items Throttling Cook Time Minutes will measure against.

Example: A Mixed Grill Store that only wants to Throttle Cook Time Minutes against items that require cooking on flat-top grill per order (Burgers, Hot Sandwiches). All other items (Salads, Cold Sandwiches, Sides, Drinks) will be ignored.

Using Throttling / Guest Experience

Online Ordering Throttling has been designed to have minimal impact on guests when checking out online. Below are some specific scenarios to demonstrate what happens when the throttling logic is applied to an order.

ASAP Orders

A customer who intends to checkout for an ASAP order will go to checkout page and see no changes if their intended ASAP timeslot is available.

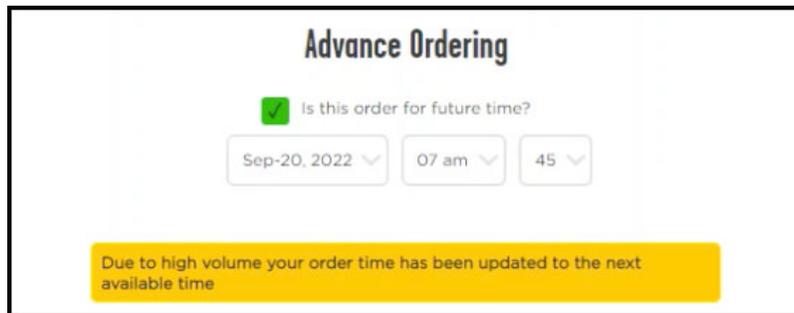
USER FLOW 1: Max Orders, 10 orders per 15-minute timeslots.

The merchant has a 20 minute estimated order time for customers. The below customers placed an order from 10:11 AM+ will be placed in the 10:30 AM - 10:45 AM timeslot.

Customer(s)	Order Time	Capacity	Estimated Timeslot
9 Customers	10:11 AM	$10 - 9 = 1$	20 mins, 10:30 AM – 10:45 AM
Joe	10:15 AM	$1 - 1 = 0$	20 mins, 10:30 AM – 10:45 AM
Pam	10:16 AM	$10 - 1 = 9$	35mins, 10:45 AM – 11:00 AM

All orders were accepted. Pam’s order was now changed into an advance order and the next available timeslot is preselected at checkout. This is displayed with an alert message that ‘Advance Order’ has been selected with the next available time.

Notice that Advance Ordering has been selected.



Advance Orders

Advance Orders require the customer to select a timeslot before submitting the order.

USER FLOW 2: Max Orders, 10 orders per 15-minute timeslots

The below customers are attempting to place an order for 6:30 PM - 6:45 AM timeslot using Advance Ordering.

Customer(s)	Order Time	Capacity	Estimated Timeslot
9 Customers	2:00 PM	10 – 9 = 1	4:30 PM – 4:45 PM
Rachel	2:15 PM	1 – 1 = 0	4:30 PM – 4:45 PM
Ben	2:16 PM	10 – 1 = 9	4:45 PM – 5:00 PM

Once Ben hit the checkout screen, he was unable to select a 4:30 PM - 4:45 PM timeslot. He had the option to select additional times and chose 4:45 PM - 5:00 PM.

Example of 4:30 timeslot missing from Advance Order selection.



Item Count / Cook Time Minutes Exceeds Remaining Value

Item Count and Cook Time Minutes use the same logic in that if ANY available items/minutes remain in the timeslot the order will be accepted regardless of size.

USER FLOW 3: Max Items allowed to 40 items per 15-minute timeslots.

The merchant has a 20 minute estimated order time for customers. The below customers placed an order from 10:11 AM+ will be placed in the 10:30 AM - 10:45 AM timeslot.

Customer(s)	Order Time	Capacity	Estimated Timeslot
Randy	10:11 AM	40 – 20 items = 20 remain	20 mins, 10:30 AM – 10:45 AM
Shannon	10:15 AM	20 – 15 items = 5 remain	20 mins, 10:30 AM – 10:45 AM
Ali	10:16:01 AM	5 – 8 items = 0 remain	20 mins, 10:30 AM – 10:45 AM
Beth	10:16:05 AM	40 – 2 items = 38 remain	35 mins, 10:45 AM – 11:00 AM

All orders were accepted. When Ali & Beth were ordering different item counts near the same time Ali inherited the 1st available timeslot even though Ali's item count exceeded the max capacity left. Beth was bumped to the next timeslot and deducted 2 from 40 max value.

Configuring Throttling

Use the information below to learn more about how to configure Throttling for Online Ordering.

Prerequisites

These are the settings and configurations required for Throttling to work properly in Online Ordering for the store.

REQUIRED for all Strategies: Future and Deferred Orders are required per system and per store settings.

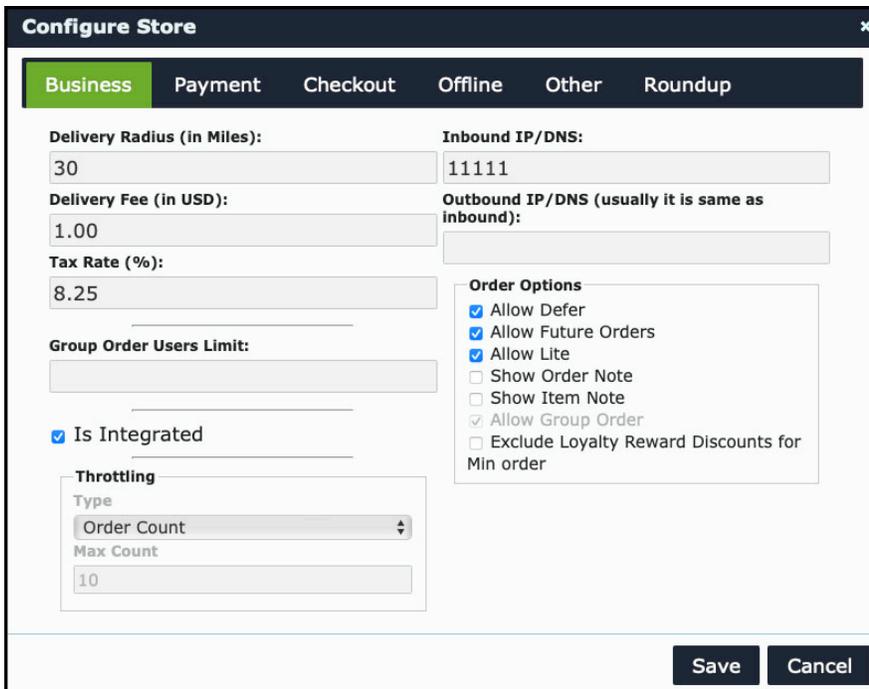
System Settings for Deferred and Future Orders



Deferred Orders

- Allow Last Orders
- Allow Deferred Orders
- Allow Future Orders
- Force Future Orders
- Overwrite Store
- Overwrite Store

Store Settings for Allow Defer and Allow Future Orders



Configure Store

Business Payment Checkout Offline Other Roundup

Delivery Radius (in Miles): 30

Delivery Fee (in USD): 1.00

Tax Rate (%): 8.25

Group Order Users Limit:

Is Integrated

Throttling

Type: Order Count

Max Count: 10

Inbound IP/DNS: 11111

Outbound IP/DNS (usually it is same as inbound):

Order Options

- Allow Defer
- Allow Future Orders
- Allow Lite
- Show Order Note
- Show Item Note
- Allow Group Order
- Exclude Loyalty Reward Discounts for Min order

Save Cancel

REQUIRED for Strategy 3 – Cook Time Minutes:

- Cook Time Minutes are calculated based on store's who have configured a dedicated Item KDS.
- The Item KDS is required to have set prep time seconds per items.
- Cook Time Minutes are added to each size/item individually. Items without prep time seconds (minutes) will be ignored and not calculated against the max value.

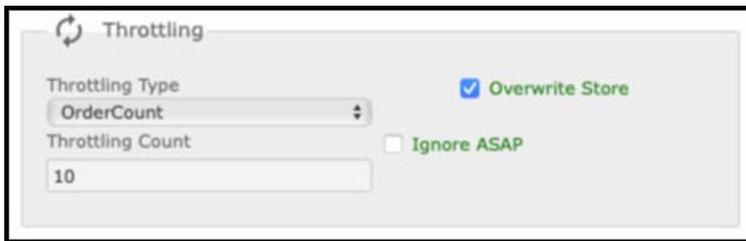
System Level Settings

System > Menu/Order > Throttling

- **Throttling Type:** Order Count, Item Count, CookTime Minutes
 - Overwrite Store will set this strategy across all locations.
- **Throttling Count:** The max value allowed per 15 minute timeslots.
- **Ignore ASAP:** Allows all ASAP orders to bypass Throttling logic and rules and be accepted. Only future and deferred orders will follow throttling logic and store override rules. This setting can only be configured at the system level only. This configuration is not recommended for most merchants interested in throttling.

Example: Merchants who receive many large catering orders through their advance ordering for online orders and would like to throttle the number of orders received from advance ordering.

System Level Settings



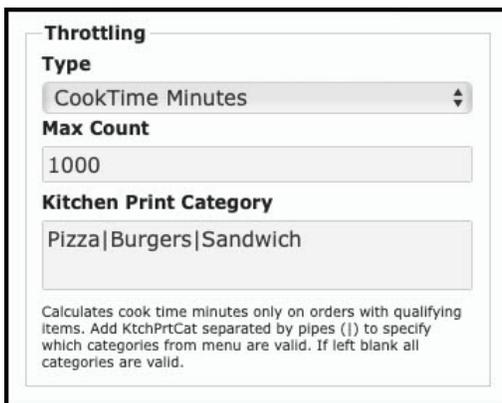
The screenshot shows the 'Throttling' configuration interface. It includes a 'Throttling Type' dropdown menu set to 'OrderCount', a checked 'Overwrite Store' checkbox, a 'Throttling Count' input field with the value '10', and an unchecked 'Ignore ASAP' checkbox.

Store Level Settings

Stores > Configure > Business > Throttling

- **Throttling Type:** Order Count, Item Count, CookTime Minutes
- **Throttling Count:** The max value allowed per 15 minute timeslots.
- **Kitchen Print Categories:** This setting only applies to Item Count and Cook Time Minute strategies.

Store Level Settings



The screenshot shows the 'Throttling' configuration interface for a store. It includes a 'Type' dropdown menu set to 'CookTime Minutes', a 'Max Count' input field with the value '1000', and a 'Kitchen Print Category' input field with the value 'Pizza|Burgers|Sandwich'. Below the input fields is a descriptive note: 'Calculates cook time minutes only on orders with qualifying items. Add KtchPrtCat separated by pipes (|) to specify which categories from menu are valid. If left blank all categories are valid.'

Store - Kitchen Print Categories

- Kitchen Print Categories (KtchPrtCat) values are set within the menu and printer setup and made available to online ordering through menu updates.
-
- This setting will only calculate the throttling values to be deducted against qualifying items within the specified Kitchen Print Categories. If this text box section is left blank, all categories will qualify. Orders with no qualifying items will be ignore and not deduct any values from throttling max count. Orders with partial categories will only add up the values from specified categories.
- Merchant is responsible for typing appropriate KtchPrtCat in correct spelling.
- CookTime Minutes Strategy requires KtchPrtCat items to also have proper menu setup of Cook Time Minutes (prep time seconds) to throttle orders. This can be configured within an Item KDS.

POS – Kitchen Print Categories Setup

- Kitchen Print Categories have existed for POS for a while and can be configured directly in the POS ([Figure 1.A](#))
- If you are creating a new menu group and adding the Kitchen Print Category all new items will inherit this value ([Figure 1.B](#)).
- If you are adding a new Kitchen Print Category to an existing menu group / menu item, this will need to be done individually ([Figure 1.C](#))

Figure 1.A – Kitchen Printers, Add or Rename a Kitchen Print Category

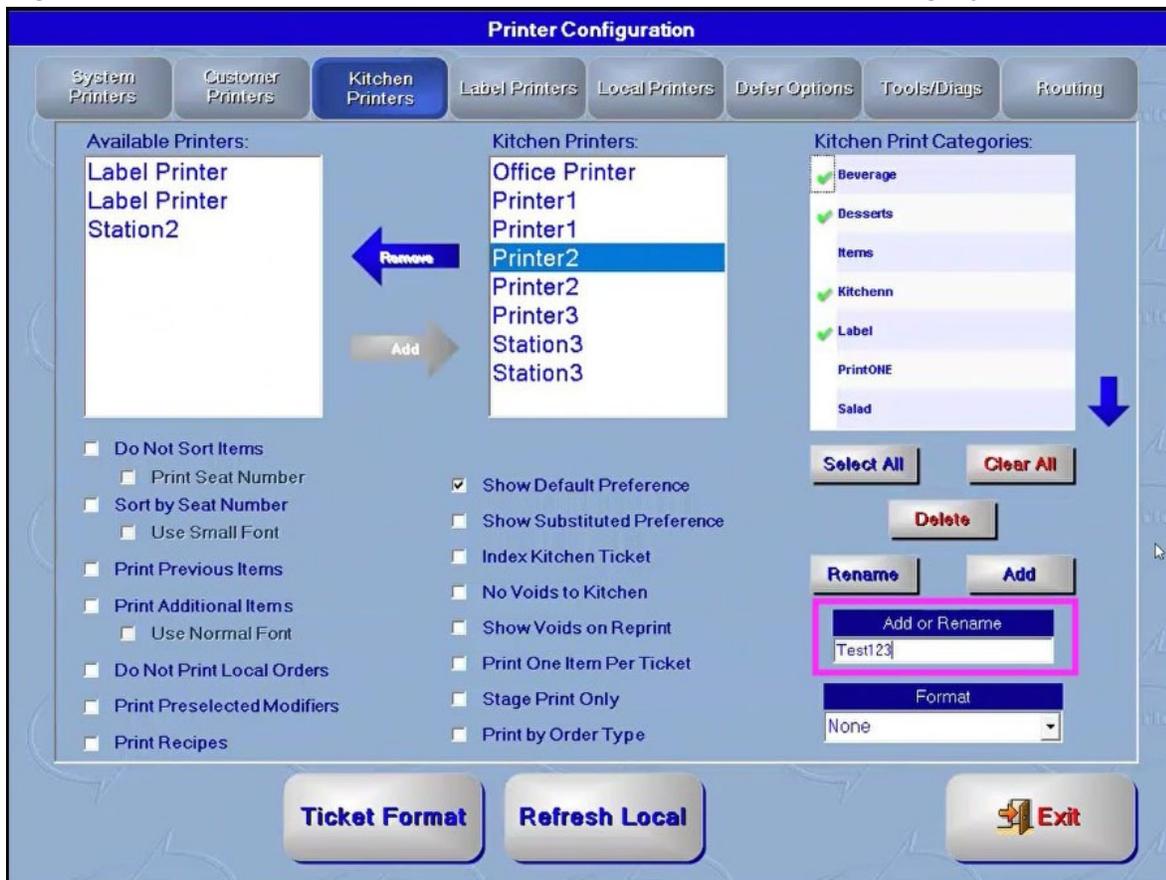


Figure 1.B – Adding 'Test123' Kitchen Print Category to a New Menu Group



Figure 1.A - Store Hours Throttling Override Max Rules

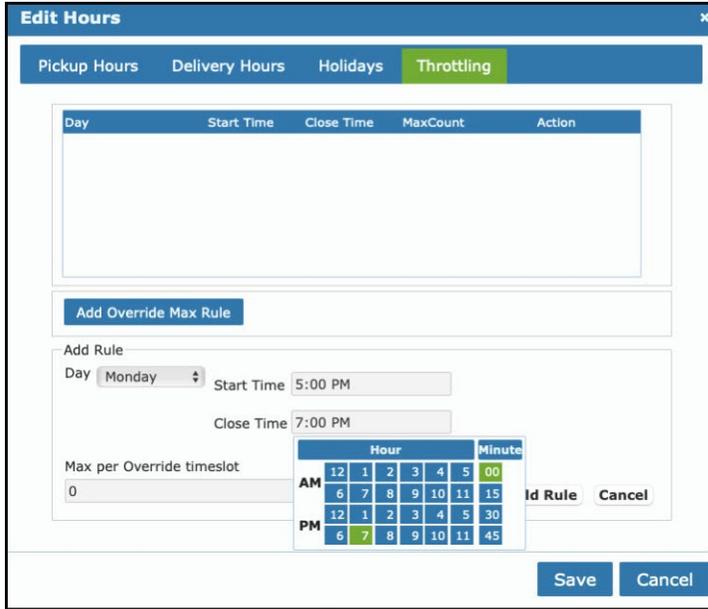
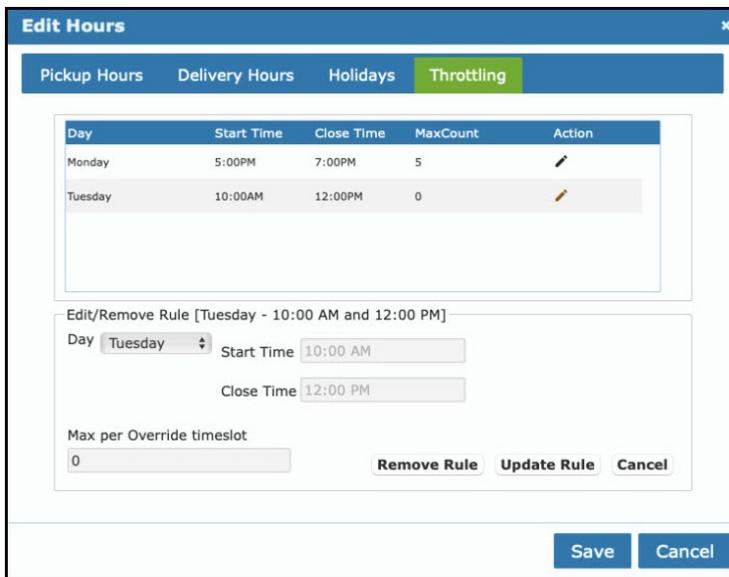


Figure 1.B - Store Hours Throttling Editing an Override Max Rule



FAQs

QUESTION 1: Can a merchant adjust the 15 minute interval for timeslots?

ANSWER 1: No. 15 minutes are very standard for the industry.

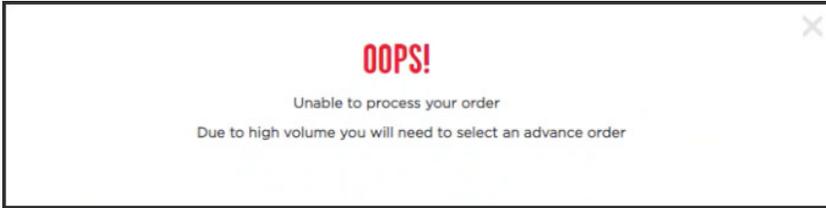
QUESTION 2: Will merchant get alerted when timeslots are filled, or customers don't see any more available timeslots?

ANSWER 2: No. No reporting has been built into Throttling. It will be the merchant's responsibility to know the availability of their online ordering system.

QUESTION 3: What happens if two customers attempt to fill the same timeslot?

ANSWER 3: If the ASAP timeslot is filled after hitting ‘Submit Order’ button the user will see an alert message that requires ‘Advance Order’ to be selected.

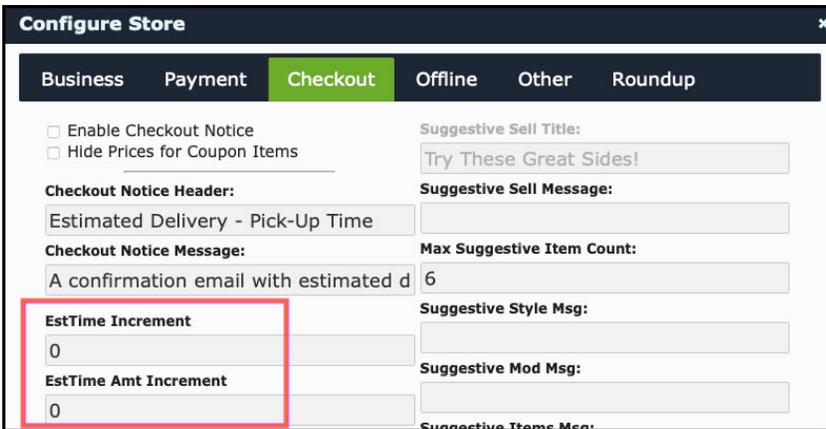
Notification that the Submitted Order failed



QUESTION 4: Does Throttling work with Estimate Time and Amount Increments?

ANSWER 4: Yes. All Throttling strategies currently work for stores that are configured with EstTime Increment and EstTime Amt Increment. EstTime Increment and EstTime Amt Increment was developed prior to throttling and calculates a more accurate Estimated Order Times online for larger costing (\$) orders.

Admin Portal Configure Store: EstTime settings



QUESTION 5: If I don't have an Item KDS set up for Cook Time Minute Strategies can I do it with my existing store setup?

ANSWER 5: Yes. However, you will need 1 available station to have an Item KDS set up on. Once the Item KDS is set up you can add Prep Time Secs to any items that will then be used for throttling once menu is updated. Support can help with additional instructions.