

CASE STUDY



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OVERVIEW

98 Lygon Street + GoTab: Tradition Meets Technology in Melbourne, Australia

When industry veterans Ben Clark and Simon Aukett set out to open 98 Lygon Street Bar & Bistro, they wanted to blend timeless hospitality with modern efficiency. Located in Brunswick East, Melbourne, the Parisian-inspired brasserie and cocktail bar opened on Mother's Day 2025 with a curated menu, moody yet welcoming design, and full table service. Behind the scenes, GoTab powered the launch with a flexible, intuitive POS system that supported their high standards. From real-time menu updates to seamless billing and handheld management, GoTab gave the team confidence to deliver flawless service. Together, we've created a venue where tradition and technology thrive side by side.

COMPANY

98 Lygon Street Bar & Bistro

INDUSTRY

Restaurant and Bar

FEATURES

All-in-One Point-of-Sale (POS)

Handheld POS

Manage App



THE SITUATION

Ben Clark and Simon Aukett brought decades of global experience to Melbourne when they launched 98 Lygon Street. Their vision was simple but ambitious: create an indulgent, Parisian-inspired brasserie with Melbourne character, where hospitality feels generous and service stays at the heart of the experience.

Yet opening a complex venue on a tight deadline demanded more than great food and cocktails. They needed technology that could disappear into the background while adapting to Australia's unique service culture. Initially set up with Square, the founders pivoted to GoTab after a last-minute conversation with the GoTab Australia team.



GoTab looks modern and feels intuitive. I can update the menu mid-service from my phone, and it's live within seconds. That speed and responsiveness gave us confidence from the start.

—Simon Aukett, Co-Founder

THE SOLUTION

The stakes were high: the POS had to be live by Mother's Day. GoTab delivered. From day one, staff used GoTab handhelds at tableside to deliver a high-touch, guest-centric experience for their guests. The GoTab Manager app made real-time menu changes a breeze, speeding up service, and streamlining operations. GoTab adapted quickly to local billing formats and workflows, while the responsive customer service team provided hands-on support throughout the critical opening period.

For Clark and Aukett, the partnership proved that modern technology can elevate traditional hospitality. For GoTab, it marks a successful Australian debut, showing that the platform can flex to fit new markets while protecting the human connection at the heart of dining.

THE BENEFITS

- ✓ **Seamless Service, Zero Disruption**
Guests enjoy traditional full table service while GoTab runs quietly in the background, supporting staff without breaking the flow of hospitality.
- ✓ **Faster Updates, Smarter Operations**
Real-time menu edits, handheld POS ordering, and mobile manager tools give operators the agility to adjust mid-service and keep operations smooth.
- ✓ **Local Fit, Global Standards**
GoTab tailored its platform to Australian norms—billing formats, workflows, and language—while maintaining the sleek, intuitive feel operators expect from modern technology.



More Than a POS



GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.