

CASE STUDY



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OVERVIEW

How My Place Runs On GoTab's Open And Adaptable Platform

My Place is a technology-driven hospitality destination unlike anything else in the St. Louis market. Founder Sunny Bhalla spent five years developing the 325-seat venue, which combines a full-service restaurant, café, 51-tap self-pour beer wall, automated cocktail bar, and immersive digital entertainment experience under one roof.

To bring that vision to life, Bhalla needed a platform capable of connecting multiple service models without forcing guests or staff into disconnected systems.

GoTab became the foundation for the concept, integrating dining, beverage service, kitchen operations, self-pour technology, and automated cocktails into a single guest experience. The result is a flexible operating model built for speed, efficiency, and future growth.

COMPANY

My Place

INDUSTRY

Restaurant, Bar & Entertainment Venue

FEATURES

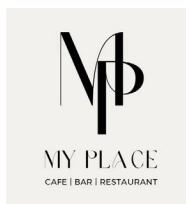
All-in-One POS

Handheld POS

Kitchen Display System

Smart Bar Integration

PourMyBeer Integration



THE SITUATION

My Place was designed to deliver multiple hospitality experiences within a single venue. Guests can move between a full-service dining room, café, self-pour beer wall, automated cocktail bar, and immersive entertainment spaces during the same visit.

That vision created significant operational complexity. Founder Sunny Bhalla spent more than two years evaluating technology platforms capable of supporting every aspect of the business. Most solutions could handle portions of the operation but required separate systems, screens, or workarounds to manage beverage service, kitchen workflows, and guest tabs. The Smart Bar integration became a critical test, as Bhalla wanted automated cocktails, self-pour beverages, dining, and café operations to function within one connected platform.



GoTab understood what we were trying to build. They made the integration work and became a true technology partner instead of just another vendor.

—Sunny Bhalla, Founder

THE SOLUTION

GoTab provides a unified platform that connects every major revenue center across the venue. The system integrates the Smart Bar automated cocktail platform, RFID-enabled PourMyBeer self-pour beer wall, full-service restaurant, café, online ordering, handheld POS devices, and kitchen display systems into a single operation.

More than 90 percent of orders are entered tableside through handhelds, while open tabs, split payments, and tab transfers allow guests to move seamlessly throughout the venue. Combined with station-level kitchen display systems and real-time beverage controls, GoTab gives My Place the flexibility, efficiency, and operational visibility needed to support a highly differentiated hospitality concept.

THE BENEFITS

- ✓ **Runs Multiple Service Models**
Connects full-service dining, café operations, self-pour beer, automated cocktails, and online ordering on one platform.
- ✓ **Improves Speed and Efficiency**
Enables handheld-first service with more than 90% of orders entered tableside, reducing delays and increasing staff productivity.
- ✓ **Strengthens Beverage Control**
Tracks self-pour beer by the ounce and integrates automated cocktail dispensing to reduce waste and improve inventory accuracy.
- ✓ **Creates a Seamless Guest Experience**
Supports open tabs, split payments, and tab transfers, allowing guests to move freely throughout the venue without friction.



MORE THAN A POS

GoTab is an entertainment 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.