

# APPSUITE LLC

## AppSuite Cloud CRM Validated Integration with Oracle Hospitality Symphony 2.9



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### Oracle Hospitality

Oracle Validated Integration provides customers with confidence that a partner's integration with an Oracle on-premises application is functionally sound and performs as designed. This can help customers reduce deployment risk, lower total cost of ownership, and improve the user experience related to the partner's integrated offering.

### Next generation, cloud-based customer relationship management (CRM) for hotels and restaurants

With the combined features of AppSuite's Cloud CRM and Oracle Hospitality Symphony, you can leverage loyalty programs, rewards, gift cards, surveys, multichannel marketing, branded mobile apps, surveys, and delivery order management to increase your revenues and profits.

### Company Overview

A private company founded in 2010, AppSuite LLC is a leader in providing CRM solutions integrated with Oracle applications for the hospitality industry. With a rapidly growing customer base, AppSuite's CRM solution are used by leading brands in markets around the world.

### Integration Overview

AppSuite's integration with Oracle Hospitality Symphony connects AppSuite's cloud services such as loyalty, rewards, gift card, surveys, multichannel marketing, branded mobile apps, surveys, and delivery order management directly to the touch screen and check functions of Oracle Hospitality Symphony. The integration uses Oracle's extensibility method to connect AppSuite's REST API's to the Oracle Hospitality Symphony environment at the workstation. The AppSuite Cloud services are accessed at the guest check level, but can be assigned anywhere within the Oracle Hospitality Symphony touchscreen environment. The integration also supports the use of compatible scanners and mag readers as needed for loyalty, gift, and app functions.

### Integration Details

AppSuite uses REST web services to provide interoperability between its cloud infrastructure and the Oracle Hospitality Symphony workstations. REST-compliant web services allow Oracle Hospitality Symphony users to access AppSuite's Cloud CRM web resources using a uniform and predefined set of stateless operations. AppSuite's REST architecture provides real-time communication, security via SSL encryption, and scalability via a distributed web architecture. The features and use cases supported by the integration include:

- Guest account functions
  - Create a new guest account with name, email, phone, address, and birthday.
  - Link one or more loyalty cards or gift cards to a guest account.

**AVAILABILITY**

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**SUPPORT**

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- Add, view, or edit guest account notes.
- Print guest information such as profile, offers, rewards, and status.
- Guest lookup
  - Manual search by name, email, phone, or guest ID.
  - Mag swipe by loyalty card or linked gift card. *(Requires compatible mag reader).*
  - Bar code scan of a mobile app. *(Requires compatible image scanner).*
- Gift cards
  - Add, activate, load, deduct, or check a balance with a gift card.
  - Authorize or redeem a gift card for use with tipping.
- Offers, rewards, and linked gift cards
  - When a guest is added to a check, a list of available offers, rewards, and linked gift cards are presented. Offers are validated enforcing any restrictions that may be configured in the AppSuite CRM system
  - Restriction enforced for offers and rewards include minimum purchase checked against sub-total and maximum offer value. Restrictions also enforced by itemizer or family group settings.
- Logged visit
  - When a guest check is closed with a guest added to the check, the check details are sent immediately for loyalty rating and guest survey.
- Delivery management
  - Add or edit new or existing delivery addresses with or without address validation.
  - Add comments, instructions, address, drivers, and comments to an order.



An example of an AppSuite touchscreen integrated with Oracle Hospitality Symphony.

**Technical Details**

Environment	
<b>Partner Environment</b> <ul style="list-style-type: none"> <li>• AppSuite Cloud CRM</li> <li>• Symphony workstations required to have Internet access</li> </ul>	<b>Oracle Environment</b> <ul style="list-style-type: none"> <li>• Oracle Hospitality Symphony 2.9</li> </ul>
Product ID	
<b>Product ID (FKT)</b> <ul style="list-style-type: none"> <li>• AppSuite Cloud CRM Program with the AppSuite Symphony 2 plug-in version 1</li> </ul>	<b>Description and Name</b> <ul style="list-style-type: none"> <li>• AppSuite plug-in that connects the Oracle Hospitality Symphony POS to AppSuite's Cloud CRM program.</li> </ul>
Supported Protocol	
<ul style="list-style-type: none"> <li>• Oracle Hospitality Symphony Extensibility application</li> </ul>	