ORACLE
Food and Beverage

Your brand, without borders

Franchise globally with a consistent experience online, in-store, and in-app

Food and beverage brands eyeing global expansion have a lot to think about.

In addition to the complexity that comes with scaling operations, each new market has a unique flavor that must be considered—international currencies, regional taxes, local tipping practices, and cultural preferences, to name just a few. Faced with all these nuances, the question becomes: how can you unlock global markets while still maintaining a brand identity around the globe? Franchise expansion holds the key. And consistency in equals consistency out.

Oracle Simphony is the only cloud-native POS solution provider with global enterprise scale. We empower corporate food and beverage brands to take their businesses worldwide through a franchise-led model, breaking into new markets at a lower cost and maintaining a consistent product, operation, and guest experience—everywhere.

End-to-end restaurant management	**$140B** in annual global transactions	Run on **Oracle Cloud Infrastructure**

Here are our **five guiding principles** for franchise-led global expansion.

1 Agile commercial packages for franchisees

Set the table for a consistent experience across stores by providing franchisees with a complete commercial offering at a competitive price. Define a package encompassing annual fees, consultancy costs, and essential experiences including online ordering, curbside pickup, and contactless payments. Bundle hardware to include counter, kiosk, tablet, and kitchen display systems that ensure service targets are always hit. Franchisees will benefit from economies of scale, and you'll maintain an agile global brand by systematically piloting and implementing new guest experiences.

Learn more about Simphony »

2 Protecting customer data and your brand reputation

Minimize risk to franchisees and your global enterprise with a two-pronged approach to security and compliance. Oracle's Fiscal security standards provide a baseline to govern all global franchises, while global data centers abide by local security regulations to ensure all franchisees receive the same protection.

Available globally from 30 cloud regions, Oracle Cloud Infrastructure (OCI) ensures proximity to satisfy data sovereignty and disaster recovery requirements everywhere. Built for high performance to sustain enterprise workloads, OCI gives you the power to build new applications, extend existing ones, and move to the cloud economically without needing to refactor or rewrite.

Learn why major international brands chose OCI

3 Elevating your global brand with franchisees' local expertise

Oracle Simphony gives corporate brands the power to configure a global user interface that aligns business processes and practices with complete language and global currency support. Franchisees can then adapt guest and staff experiences according to local market requirements.

Oracle Simphony in action

Customize local menu details to include imagery, allergens, and nutritional information, and make those details available through your customer-facing applications to meet regional requirements and consumer expectations.

Simphony is available in 19 languages and provides comprehensive fiscal and tax standards per local requirements out of the box.

With a framework to ensure standards of operation, corporate brands can share experience improvements globally—without needing specialized IT support in individual markets.

Quiznos streamlines international franchise operations

4 Scaling your secret sauce through integration partners

Oracle Simphony's extensible POS solution gives you the ability to define and apply policies and experiences that are unique to your brand. Use our out-of-the-box configuration as a framework, then build on first- and third-party applications to tailor the experience. Tap into our best-of-breed global app marketplace to rapidly deploy new experiences, connet to delivery services, offer flexible scheduling and contactless payments without the associated risk of integration and downstream technical debt.

Explore our point-of-sale integration partners »

5 Managing business performance from a global control center

Oracle Simphony gives you a comprehensive, real-time view into resources, guest interactions, and performance across all franchises, while a highly scalable restful API for unlimited calls to customer-facing and back-office systems. This makes it possible to tap into definition, transaction, fiscal, and kitchen display system data to pace online orders, inform digital display systems, and personalize your guest experiences across all locations. You can also configure changes to day-to-day operations including menu options, promotions, and pricing at the corporate level, and deploy to all franchisees—or to a select set, as needed—while maintaining compliance with regional and international taxes and other regulations. Oracle offers unfettered access to data in real-time through dynamic reporting & analytics or pulled into your BI platform of choice for downstream analysis to drive best practice across the estate, wherever and whoever originated it.

Altogether, you have the visibility and control you need to shape long-term strategy—from anywhere.

Learn how global franchisees are managing multiple brands with Simphony

Together, franchise-led global expansion is within reach

1. Agile commercial packages for franchisees
2. Protecting customer data and your brand reputation
3. Elevating your global brand with franchisees' local expertise
4. Scaling your secret sauce through integration partners
5. Managing business performance from a global control center

Oracle Simphony. Your partner for a brand without borders.

Learn how our open and extensible cloud-native POS can help you be open for business—anywhere.

Contact us to find out more.