



RESTAURANTS

Serving Success

Strategies and tools to boost sales,
drive repeat business, and maximize
every guest interaction



Restaurants

Restaurant operators are navigating rapid change - shifting diner expectations, labor shortages, and rising competition. Demand for digital ordering, contactless payments, and personalized mobile engagement is growing, but many restaurants still rely on fragmented systems and siloed data, creating inefficiencies, limited visibility, and missed opportunities to connect with guests.

To stay competitive, leading brands are adopting AI-powered, cloud-based platforms that unify data and operations. With real-time insight into inventory, labor, sales, and guest preferences, restaurants can forecast demand, personalize offers, automate scheduling, and resolve issues proactively - improving cost control, driving revenue, and delivering better experiences across every touchpoint.

Key imperatives for restaurants

- 1 Deliver consistent, exceptional guest experiences
- 2 Attract, train and retain top talent
- 3 Operate efficiently to drive strong margins
- 4 Eliminate siloed data and fragmented systems and embrace technology, AI and data-driven decisions

Forces shaping the restaurant industry

INDUSTRY CHALLENGES

Fragmented operations hinder efficiency

Manual processes and fragmented systems across ordering, kitchen, and front-of-house lead to slow service, errors, and increased costs.

Inconsistent guest experiences and lack of engaging loyalty that sticks

Guests want to engage but it has to be convenient and on-brand. If it's not, they'll pick the option that is convenient.

Limited visibility creates financial uncertainty

Lack of real-time analytics on sales, labor, and inventory makes it difficult to forecast demand, manage resources, and spot risks or opportunities.

High turnover and inconsistent training

Frequent staff turnover and uneven training make it difficult for restaurants to maintain consistent service standards, upselling performance, and guest experiences. New and rotating team members often struggle to build confidence quickly, especially when day-to-day tools and workflows feel complex or unclear – which impacts business performance..

Uncertain path to digital transformation

Modernizing operations can be daunting without a clear strategy or trusted partner.

VISION OF SUCCESS

Click on a section to learn more.



1: Streamline and connect your operations

Leverage integrated systems to connect front-of-house, back-of-house, and management across a multi-channel operation - on-premise and off-premise - so you always know where orders are coming from and where they're going. Eliminate silos and fragmentation, speed up service, minimizes errors, and create a unified foundation for efficiency, cost control, and consistent guest experiences.

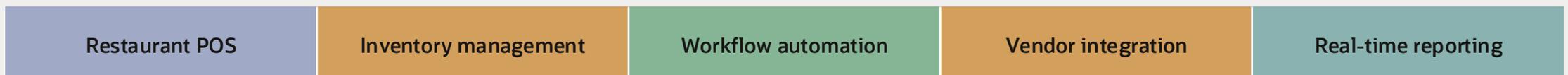
Recommended actions:

- Integrate POS, kitchen, and inventory systems to enable real-time order flows.
- Standardize and automate critical workflows to reduce manual errors.
- Utilize AI-driven scheduling and Smart Assistants to streamline onboarding and empower staff, reducing training time and improving retention.
- Consolidate vendor and supply chain management.
- Continuously monitor performance to identify and remove bottlenecks.

How to get started:

- Assess current systems/workflows for gaps, redundancies, and productivity friction.
- Define a Kitchen Orchestration Strategy for unified on- and off-premise order flow and fulfillment.
- Simplify the tech stack to make team members more profitable, faster.
- Pilot in one location, refine with feedback, then standardize. Train with clear roles and simplified technology.
- Use AI to improve product/menu engineering—supply chain, production, efficiency, and competitive benchmarks.
- Track metrics (speed, accuracy, labor, food cost, margin) and iterate.

Oracle capabilities enabling strategic goals



2: Deliver consistently memorable and personalized guest experiences

Delight guests with seamless, personalized, consistent hospitality—regardless of staffing or channel (on-premise, online, delivery). In a multi-channel business, it’s critical to know who your customers are, recognize and reward them across touchpoints, and create moments to “surprise and delight.” Investing in guest experience drives loyalty, positive reviews, and repeat business.

Recommended actions:

- Leverage AI-powered personalization to engage every guest with tailored offers and loyalty journeys, both in person and online.
- Standardize service protocols across locations and channels.
- Collect and analyze guest feedback for continuous improvement.
- Train staff in brand values and digital tools for consistency.
- Innovate with omnichannel ordering and contactless payment options.

How to get started:

- Implement a guest engagement platform with loyalty features that go beyond “points and promos”.
- Roll out standard guest journey maps and service training.
- Use surveys and digital feedback to identify areas for improvement.
- Launch a pilot of omni-channel ordering (in-person, online, mobile).
- Monitor and refine guest satisfaction metrics regularly.

Oracle capabilities enabling strategic goals



3: Gain real-time insight and control to drive strong margins

Empower decision-makers with unified, up-to-the-minute data across all business areas—so they can identify in real time the levers that turn a good business day into a great one and prevent bad days from happening. Real-time insight enables proactive resource management, agility in responding to demand shifts, and smarter forecasting for growth.

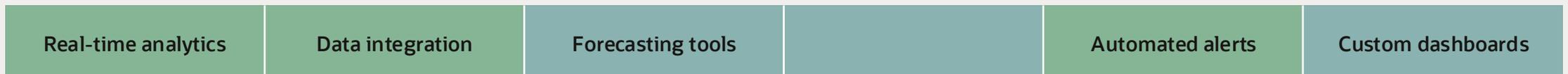
Recommended actions:

- Consolidate sales, labor, and inventory data into a unified dashboard.
- Implement automated alerts and daily performance tracking.
- Deploy predictive AI to forecast demand, manage labor and inventory, and automate error-prone manual processes.
- Set up customizable KPIs and reporting for leadership and staff.
- Review insights regularly to adapt procedures and strategies quickly.

How to get started:

- Identify data sources and address integration needs.
- Deploy a centralized analytics platform tailored for restaurants.
- Set up dashboards and alerts for critical operations.
- Train managers on interpreting and acting on data insights.
- Establish routines for reviewing reports and updating strategies.

Oracle capabilities enabling strategic goals



4: Confident teams deliver consistent service, reduce turnover, and boost profitability

Restaurants deliver consistently great guest experiences with confident, well-trained teams with simplified systems - from setup to service to understanding the power of the data - so staff ramp quickly, follow clear workflows, collaborate effectively, reduce turnover, minimize onboarding costs, and improve service and upsell performance.

Recommended actions:

- Implement intuitive onboarding and training programs to accelerate new hire ramp-up.
- Use AI-driven tools to automate scheduling, performance feedback, and routine HR tasks.
- Regularly solicit and act on employee feedback to improve workplace culture.
- Provide clear career pathways and ongoing training to upskill and retain staff.
- Recognize and reward high performance to foster engagement.

How to get started:

- Assess current training processes and identify gaps in employee engagement.
- Collect data on employee turnover, satisfaction, and productivity.
- Explore cloud-based human capital management systems for streamlined workflows.
- Pilot AI-powered scheduling or training modules with a small group.
- Establish key metrics to track improvements in engagement and retention.

Oracle capabilities enabling strategic goals



5: Run a modern business in the cloud

Build a clear digital roadmap to align technology with your goals - ensuring smooth adoption, minimized risk, and long-term restaurant success.

Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud.
- Use AI to take scenario planning and price optimization to new heights.
- Empower your people with data and insights.
- Manage capital projects effectively.
- Prioritize changes that deliver the greatest impact first.

How to get started:

- Analyze existing employee, customer, and property data.
- Assess current technology landscape and digital readiness.
- Identify silos of information that are hindering business decisions.
- Process supplier invoices quickly using AI to reduce manual work.
- Use AI agents to automate financial reporting and empower finance employees to become more strategic.
- Use AI to address expense policy questions from employees with contextual answers.

Oracle capabilities enabling strategic goals



Internal questions to get going

Guest experience excellence

Are we leveraging guest feedback to improve service?

Do we deliver a personalized and seamless experience – both in person and online?

Are employees empowered to create memorable guest interactions?

Staffing and training readiness

Are we able to attract, retain and train the talent we need to deliver exceptional service?

Is our onboarding and training comprehensive and consistent across all roles?

Operational efficiency

Are our employees able to do the best job with the tools we provide?

Are we using modern technologies in our restaurants and online?

Are our workflows and systems streamline to reduce waste and errors?

Do we use technology to automate routine tasks and free up staff for guest-facing roles?

How effectively are we managing inventory and labor costs?

Sales and profitability

Are we effectively training staff on upselling and cross-selling techniques and opportunities?

Do we have access to real-time data to inform pricing and menu decisions?

Are we maximizing profitability during every service period?



Four key elements to your success

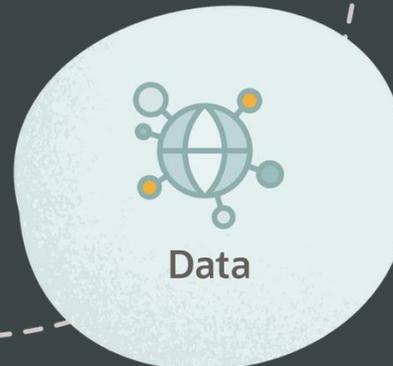
Leadership defines vision/urgency for AI adoption, alongside commitment to customer success and continuous improvement.



Processes are continually reimagined to **streamline** operations and **empower** people to focus on higher-value work.

 Oracle
Playbook

Oracle provides everything you need to deploy best-in-class applications and continuously innovate – with AI and agentic at the core.



Benefit from a unified data model provided by Oracle's end-to-end technology stack and invest in data governance.

Spotlight on Quick Service Restaurants (QSR)

Challenges: High turnover, order errors, and slow service dilute brand reputation and profits.

How Oracle solves it:

- **Unified POS & Operations:** Orders from all channels flow seamlessly.
- **Real-time Analytics:** Proactive inventory and demand forecasting.
- **Personalized Loyalty:** Boosts repeat visits with targeted offers.

Outcome: Faster service, happier staff, loyal guests, and increased profitability - all supported by a unified cloud platform.



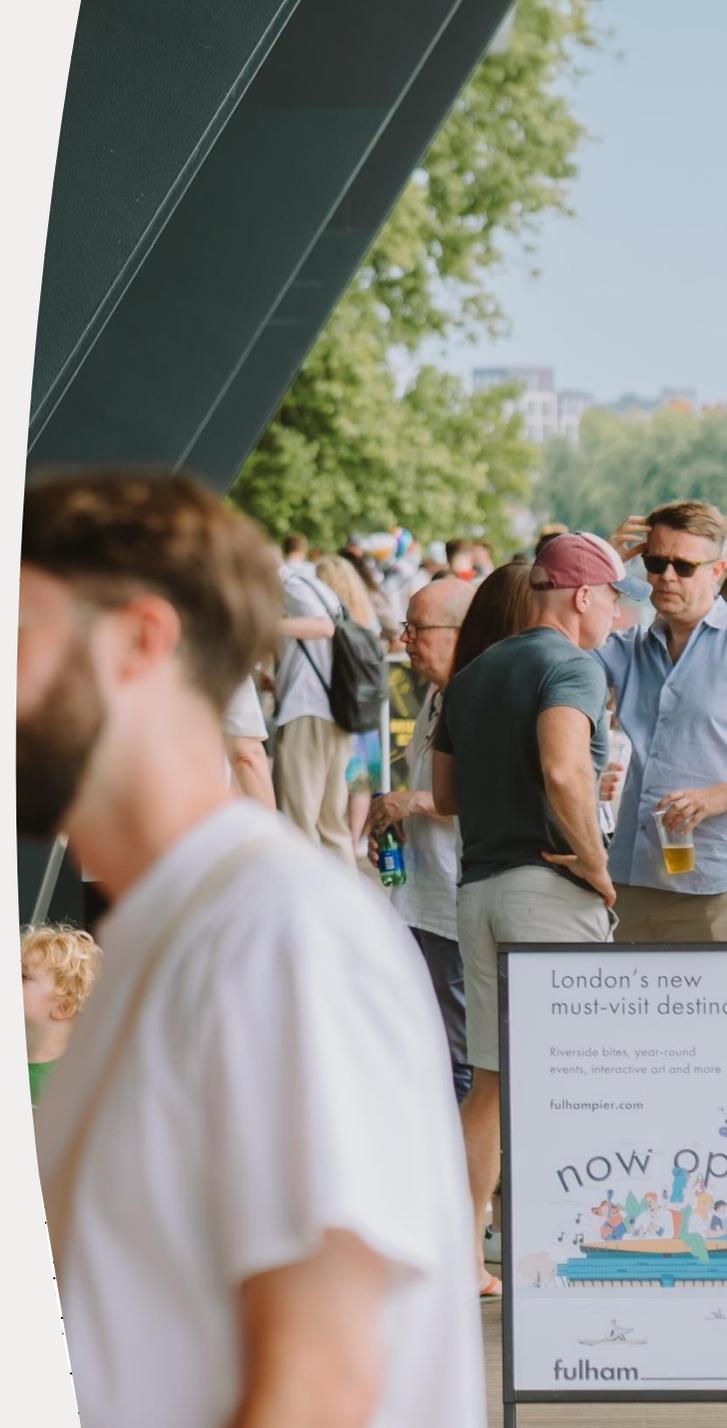
Spotlight on sports & entertainment

Challenges: Big crowds, high-volume rushes, and guest experience expectations strain venue operations.

How Oracle solves it:

- **Integrated sales & inventory:** Syncs all outlets—fixed, mobile, kiosk.
- **Fast, reliable payments:** Processes transactions quickly and securely with zero downtime, even during peak event surges.
- **Smart workforce tools:** Dynamic scheduling matches event flow.
- **Live analytics:** Tracks sales, inventory, guest feedback instantly.
- **Engagement tools:** Personalized offers and real-time communication.

Outcome: Efficient operations, increased per-guest sales, and memorable fan experiences - all powered by secure, scalable Oracle technology.



Oracle Restaurants

AI-Powered Restaurant Industry Business Capabilities								
Restaurant Operations								
Channel	Reservations & payments	Restaurant Operations		Devices				
In-person	Payment processing	Point of service & menu	Kitchen management	POS & mobile				
Digital touchpoints	Bookings	Labor management	Inventory management	Kitchen display & ORB				
3 rd party delivery apps	Guest personalization	Table management	Loyalty & engagement	Kiosks	Menu boards			
Enterprise Services								
Supply chain		Financials	Labor scheduling	HR/payroll				
Supply management	Nutritional & allergen catalogs	Financial management	Labor forecasting	Recruit/on-board				
Recipe management	Item forecasting	POS cash management	Optimize schedule	Pay/incentive				
Commissary production	Internal ordering	Financial close & consolidations	Time & attendance	Develop/appraise				
Enterprise Data Intelligence								
Enterprise Analytics								
AI model		Restaurant analytics		Marketplace, extensibility & connection				
Cloud Infrastructure								
Compute	Networking	Storage	AI/ML	Security	Development	Database	Compliance	
Public regions		Sovereign regions		Dedicated regions		Multicloud		Edge



Additional ways Oracle serves Restaurants



Complete capital program management

Support project governance, visibility, and performance across capital project portfolios. Address project risk, manage change, and sharpen decisions from ideation and planning through execution and asset operation.



Always-on guest & operational connectivity

Improve performance and connectivity of POS, kiosk, drive-thru, and mobile ordering with resilient primary and backup networks—protecting revenue during peak service periods. With automatic failover to reduce exposure to cloud or carrier disruptions.



Connected restaurants payments and processing

Unify payment acceptance with your POS and mobile order systems to support contactless, card, and mobile wallet options with transparent pricing and simplified terms improving speed of service, reducing cost uncertainty, and delivering a better guest experience.



Branded retail and venue commerce

Extend restaurant and venue brands into merchandise, packaged goods, and on-site retail with integrated POS, inventory, and loyalty systems driving incremental revenue and visibility across locations and channels.

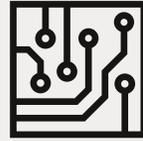
Why Oracle?



Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.



Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.



Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.



Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

Committed to your success

Oracle Cloud Success Navigator



Achieve Cloud transformation objectives

Cloud success starts with projects that are delivered on time, on budget, and done right the first time. Leverage standards from +10K implementations with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI to achieve success faster.



Confident design decisions deliver exceptional results

Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.



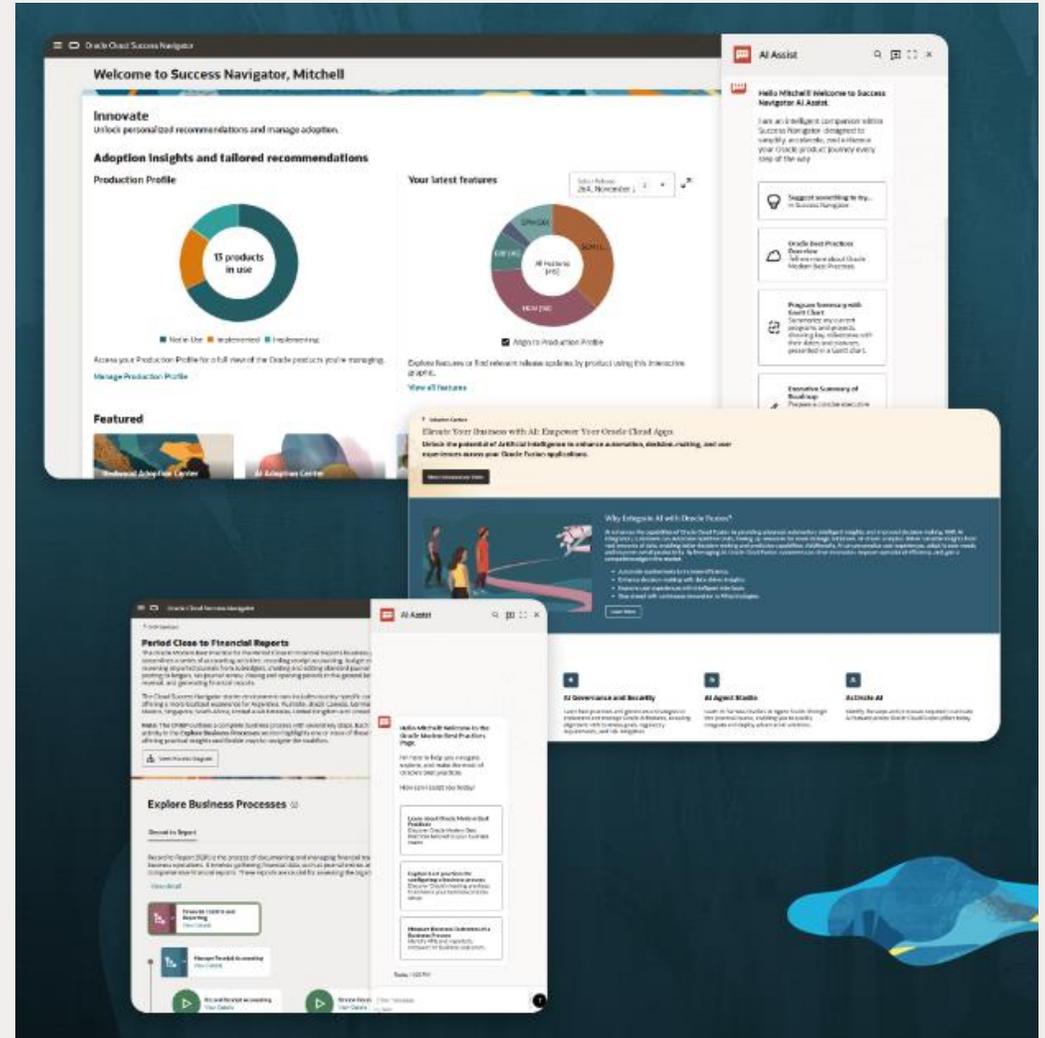
Increase your investment's value with AI and innovations

Help reduce cycles and costs while AI identifies gaps and expedites planning. Consolidated release materials with customizable Adoption Roadmaps drive business and IT alignment



Leverage AI every step of the cloud journey

AI agents shape your journey and create tailored strategies for ongoing evolution. Empower teams and increase satisfaction by directing resources toward value innovation not tedious administration



Extensive partner ecosystem

+20,000
Partners and ISVs

accenture

cognizant

Deloitte.

KPMG

pwc

deliverect

crunchtime

SoundHound
for Restaurants

Appsuite
TECHNOLOGY POWERING RESTAURANT GROWTH

Restaurant365

aws

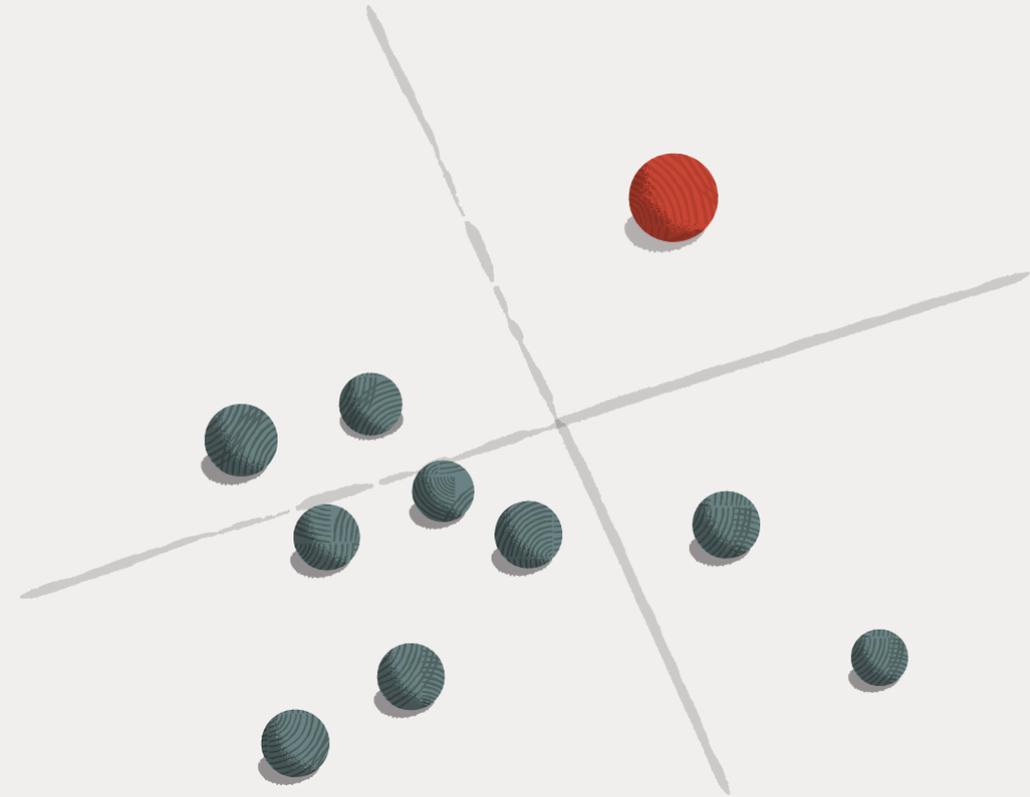
Google Cloud

Azure

nvidia

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