

HOSPITALITY

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



Hospitality

Hospitality companies are redefining operations to meet evolving guest expectations and market demands amid a global staffing crisis. Once known for high-touch service, the industry now faces growing demand for seamless, self-service experiences via personal devices. To adapt, brands, management companies, and properties must leverage technology to enhance efficiency and engagement. Cloud-based systems provide real-time visibility into critical areas, helping businesses optimize budgeting, revenue, guest and staff satisfaction, and supply chain sustainability.

Key imperatives for hospitality

- 1 Grow the right staff to delight your guests
- 2 Evolve offerings and business models to meet changing guest preferences
- 3 Operate efficiently to drive strong margins
- 4 Implement sustainable practices to meet environmental goals and consumer preferences

Forces shaping the hospitality industry

INDUSTRY CHALLENGES

Attracting and recruiting the best employees

Rising labor costs and difficulties recruiting, training, and retaining the best talent are affecting your ability to efficiently deliver services.

Attracting and retaining guests

Maintaining guest loyalty with competitively priced personalized experiences while simultaneously expanding into new customer bases.

New business models

Driving profitability and maximizing revenue through new business models and services.

Operational efficiency and cost reduction

Disconnected, inflexible legacy systems create data silos stifling innovation, ability to scale, and realization of M&A synergy.

Growing desire to operate in environmentally friendly ways

Consumers increasingly care about eco-conscious brands.

VISION OF SUCCESS

Click on a section to learn more.



1: Transform the workforce

Hire, train, and retain the right talent. Use AI to augment the next-generation workforce.

Recommended actions:

- Build global consistency at every stage of the employee lifecycle
- Enhance employee experience
- Use data to identify critical roles to drive business value
- Position HR as a strategic partner rather than as a transactional function

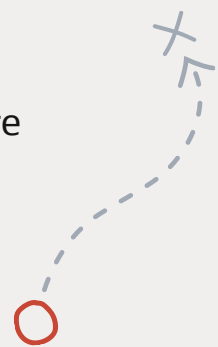
How to get started:

- Identify sources of turnover for employees, which may include workplace technology that will make their jobs easier
- Leverage data and analytics for informed decision-making in human capital strategies, aligning HR support with broader business goals
- Prioritize employee retention by fostering a corporate culture that aligns with the values and work-life balance needs of younger generations

Oracle capabilities enabling strategic goals

Human capital management

Optimized talent retention



2: Turbocharge the guest experience

Create a more personalized guest experience with automated, intelligent, touchless interactions to nurture guest loyalty and maintain data privacy and security.

Recommended actions:

- Create a cohesive guest experience than spans all channels
- Use generative AI to hyperpersonalize guest interactions in all channels
- Enhance targeting and management of guest engagement and profitability

How to get started:

- Identify disparate sources of guest and product data
- Collect data about discounts and pricing
- Learn about AI possibilities

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3: Capitalize on new business models

Comprehensive and integrated end-to-end cloud platform with common data—a single source of truth—across your business to deliver automation, speed, and continuous innovation for future growth.

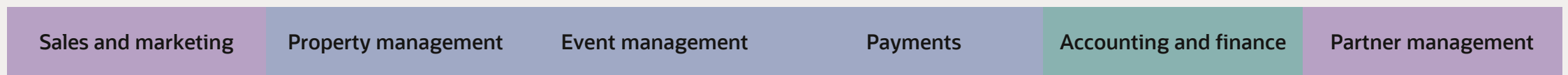
Recommended actions:

- Experiment and explore new business models and partnerships
- Determine pricing and billing needs for new business models
- Comply with regulations (such as hotels operating with home-sharing partners)
- Connect sales and marketing efforts to new business models

How to get started:

- Identify the key sources of data—inside and outside your business
- Learn how AI can inform brainstorming and decision-making

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4: Run a modern business in the cloud

Run a smarter business with integrated systems to maximize profitability, occupancy, and key performance metrics.

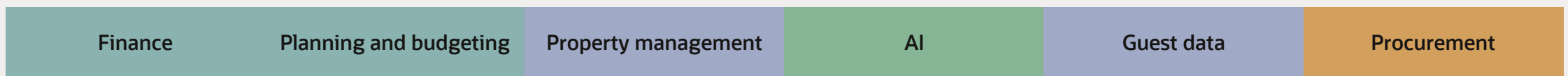
Recommended actions:

- 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 to think differently about the holistic business—and give them modern tools for actionable insights to link their behaviors with outcomes

How to get started:

- Analyze existing employee, customer, and property data
- Identify silos of information that are hindering business decisions
- Learn how AI and automation can drive better efficiency and optimization

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5: Achieve sustainability excellence

Efficiently track sustainability KPIs through interaction with execution systems and report out to customers and stakeholders.

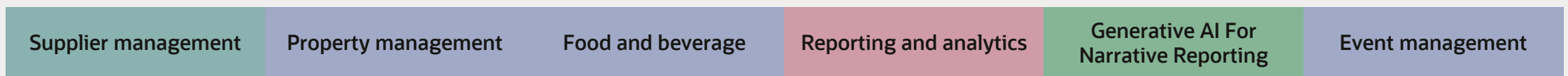
Recommended actions:

- Set sustainability goals that align with consumer sentiment and growth opportunities
- Keep up with evolving regulations in different geographies

How to get started:

- Collect customer sentiment data on how much sustainability matters to selection and loyalty
- Determine your sustainability goals and where they fall in the grander prioritization of business decisions
- Set up sustainability measurements that matter

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Internal questions to get going

Data and analytics readiness

Do we have the advantage of modern technology, such as AI, automation, and mobile?

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

Are we using modern technologies in our properties and online?

Sustainability shift

Are we keeping up with new sustainability demands from customers?

Can we really measure sustainability?

Do we know how to be sustainable and profitable at the same time?

Profitability

What kind of analytics and insights do we need on day one of going live?

Do we have a clear understanding of how to maximize profits?

Are we able to accurately measure product and customer profitability?

Supplier management

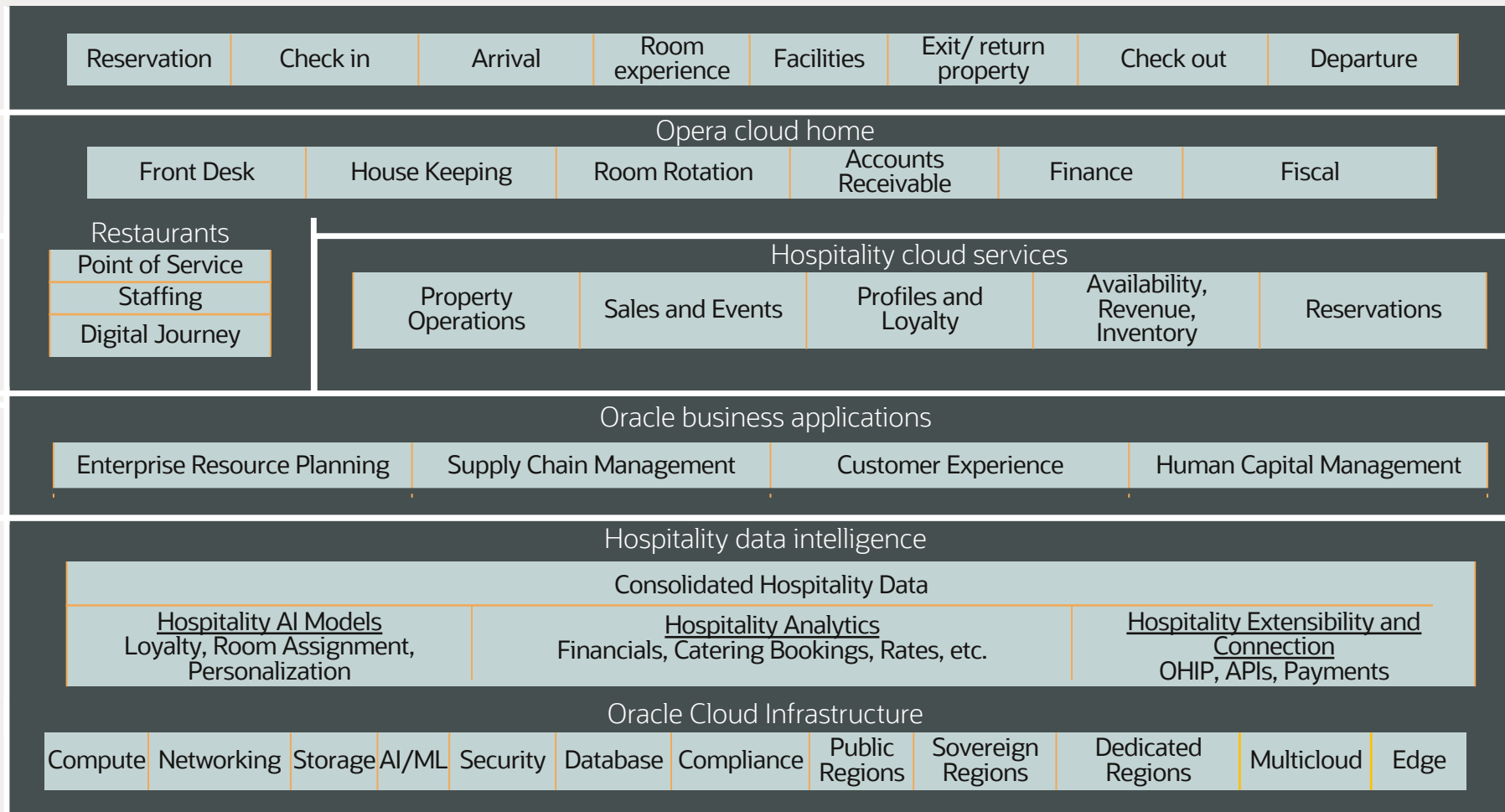
What are the biggest regulatory and compliance risks we often face?

Can we adequately manage complex supplier relationships?



Industry suite for hospitality

Construction and engineering projects



Partner ecosystem

Independent software vendors

Market place

Systems integrators



Why Oracle?

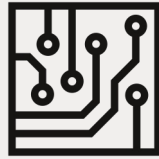


Complete suite

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.

Hundreds of new features each quarter.



Best cloud technology

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Worldwide cloud regions for commercial and government, with more planned.



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

Self-learning and self-improving applications.

Extensive partner and ISV ecosystem

+20,000

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Deloitte.


pwc

 **cohere**

 **Palantir**

 **Red Hat**

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aws


 **Google Cloud**

 **Azure**

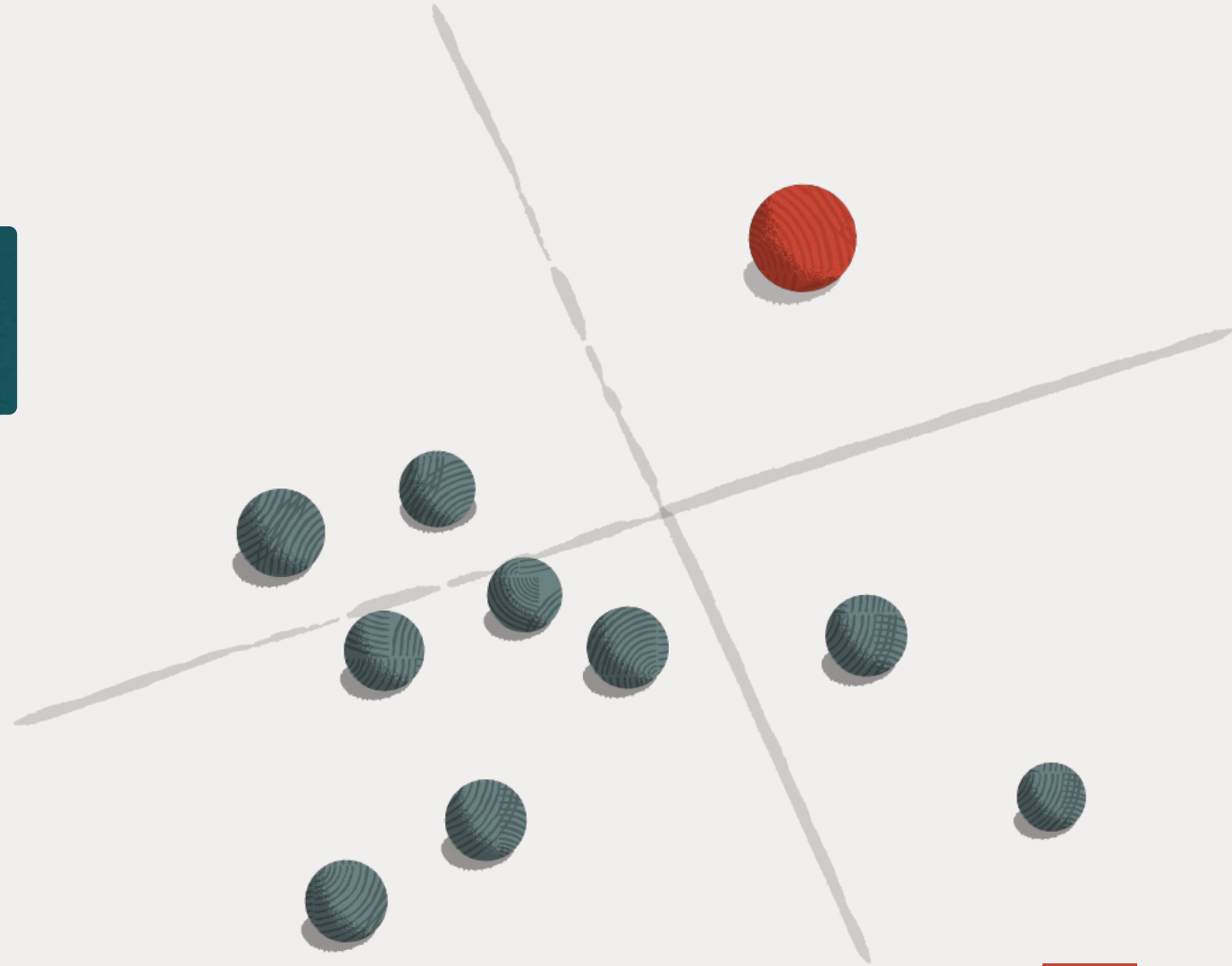

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Gartner, Forrester, IDC, Omdia

The number of times top-tier analyst firms placed Oracle in a leadership position over the last 36 months





Thank you



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