ORACLE

Oracle AI Playbook

For Restaurants

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

Restaurants

Restaurant operators are balancing uneven consumer demand, persistent food and labor costs, supply-chain volatility, and rising expectations for fast, convenient, personalized service. Guests move across dine-in, drive-thru, mobile, kiosk, pickup, and delivery, yet many operators still manage these moments through disconnected systems and delayed reporting. The result is limited visibility into demand, inventory, labor, food cost, and guest behavior when decisions matter most.

Leading brands are connecting restaurant and enterprise data through cloud-based platforms with practical AI embedded in daily workflows. With a current view of sales, recipes, inventory, labor, supplier activity, and guest preferences, teams can forecast demand, identify margin risk, personalize engagement, improve scheduling, and act on issues before they affect service or profitability. AI helps people make faster, better-informed decisions while preserving the hospitality that brings guests back.

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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.

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Forces shaping the restaurant industry

Industry challenges

Fragmented operations hinder efficiency

Orders, kitchen activity, inventory, labor, payments, loyalty, and finance often sit in separate systems. Teams spend time reconciling information instead of acting on it.

Uneven demand and margin pressure require faster decisions

Operators are managing cautious consumer spending alongside higher food, labor, utilities, insurance, and payment-processing costs. They need current visibility into sales, traffic, mix, and margin by location and channel.

Supply chain volatility puts menu economics at risk

Commodity swings, tariff uncertainty, supplier disruptions, and delivery constraints affect ingredient availability and food cost. Operators need stronger forecasting, recipe costing, inventory visibility, and replenishment controls.

Workforce constraints continue to affect execution

High turnover and tight manager, chef, and kitchen labor markets increase training costs and service risk. Simpler workflows, guided onboarding, scheduling, and AI-assisted support help teams execute more consistently.

Guest expectations span more channels and service styles

Dine-in, drive-thru, mobile, kiosk, pickup, delivery, hotel dining, and venue service must feel connected. Guests expect convenience, relevant offers, secure payments, and consistent experiences wherever they engage.

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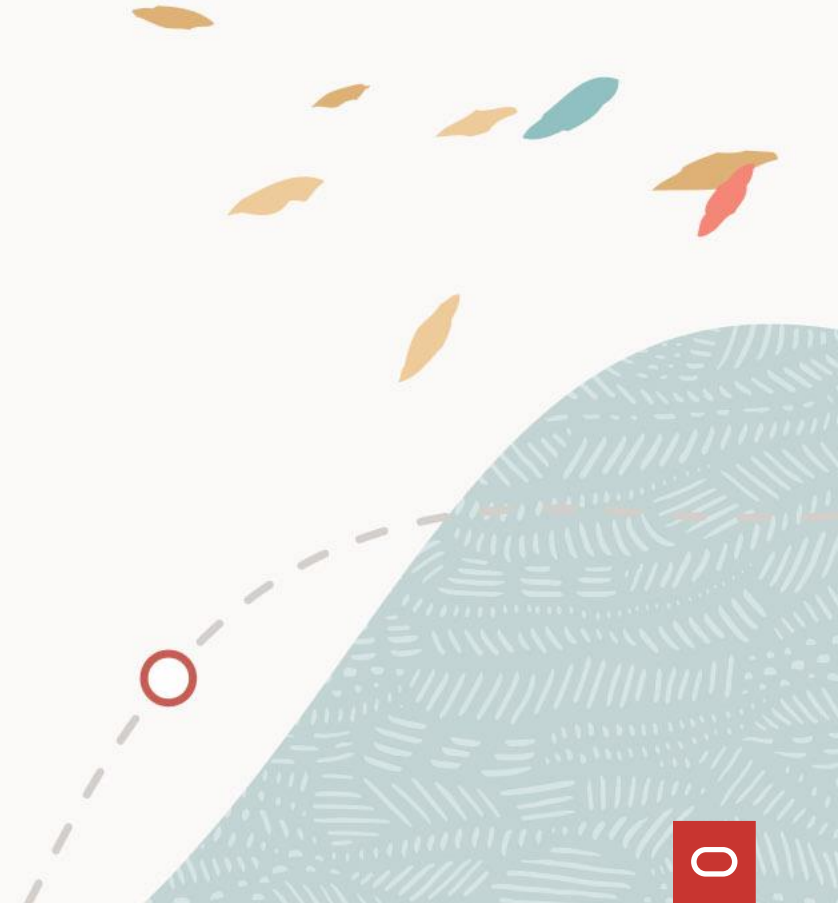
Forces shaping the restaurant industry

Vision of success

1. Streamline and connect your operations ❯
2. Deliver consistently memorable and personalized guest experiences ❯
3. Turn real-time data and AI into margin action ❯
4. Equip teams with AI-supported workflows ❯
5. Run a modern, AI-ready business in the cloud ❯
6. Starting your journey ❯



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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, minimize 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

Restaurant POS	Inventory management	Workflow automation	Vendor integration	Real-time reporting

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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

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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.

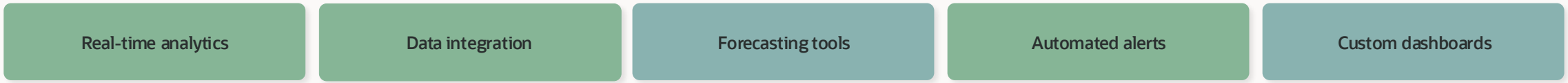
Recommended actions:

- 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



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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 AI-based human capital management systems for streamlined workflows and automation.
- 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

Employee engagement	Human capital management	Agentic AI	Learning and development	Workforce analytics

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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.
- Automate key business processes such as finance and procurement with agentic AI.
- 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

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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 streamlined 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?

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Spotlight on Quick Service Restaurants (QSR)

Challenges:

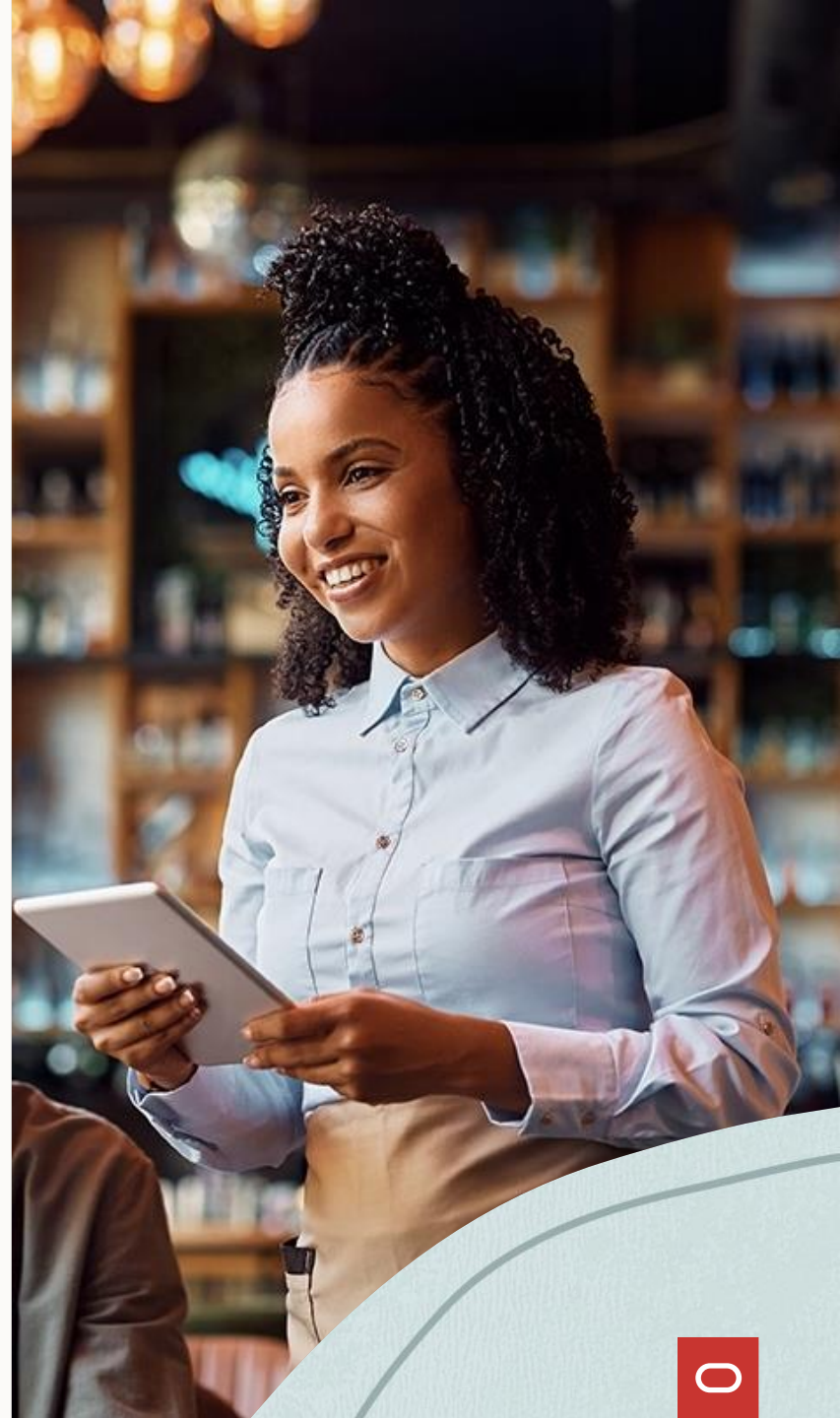
QSR operators must maintain speed, accuracy, and brand consistency while managing tight labor, volatile food costs, and demand that shifts across counter, drive-thru, kiosk, mobile, pickup, and delivery.

How Oracle solves it:

- **Connected commerce and order orchestration:** Manage menus, availability, and orders across every channel to improve speed, accuracy, and fulfillment.
- **AI-supported operational insight:** Forecast demand and identify labor, inventory, waste, and performance exceptions while there is still time to act.
- **Food-cost and inventory control:** Connect item, recipe, inventory, and supplier information to improve availability, reduce waste, and protect margin.
- **Loyalty and personalization:** Use connected guest and transaction data to make rewards and offers more relevant and grow repeat visits.

Outcome:

QSR teams serve guests faster and more consistently, protect food and labor margins, and grow repeat visits. Connected data and AI-supported guidance help managers improve each shift, not simply review results after the fact.



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Spotlight on sports & entertainment

Challenges:

Sports and entertainment venues must serve large crowds in compressed event windows while managing concessions, premium hospitality, mobile ordering, inventory, staffing, payments, and fan expectations. Fragmented systems can slow fulfillment, limit visibility, and leave premium revenue opportunities unrealized.

How Oracle solves it:

- **Connected venue commerce and fulfillment:** Coordinate fixed POS, mobile POS, kiosks, mobile ordering, suites, concessions, and payments across the venue.
- **Premium hospitality execution:** Give teams advance visibility into suite orders, production needs, fulfillment status, billing, and service requirements.
- **AI-supported event-day insight:** Forecast demand and identify operational exceptions across sales, inventory, staffing, and kitchen execution as the event unfolds.
- **Fan engagement and revenue growth:** Connect ordering, loyalty, and guest data to personalize offers and improve per-guest and per-suite spend.

Outcome:

Venue teams execute event days with greater speed and control, while fans and premium guests receive a more seamless experience. Connected data and AI-supported guidance help operators improve fulfillment, grow revenue, and protect margins across every venue moment.

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Spotlight on hospitality food & beverage

Challenges:

Hotel food and beverage operations span restaurants, lobby bars, in-room dining, poolside service, banquets, mobile ordering, and other guest moments. When guest context, operational workflows, and financial data remain disconnected, hotels miss opportunities to grow spend, personalize service, and manage F&B margin.

How Oracle solves it:

- **Connected guest and property experiences:** Bring guest, room, package, loyalty, preference, and dining information into F&B workflows so teams can recognize and serve guests more personally.
- **Consistent service across every dining moment:** Connect ordering, payments, kitchen execution, and staff workflows across restaurants, bars, in-room dining, poolside, and mobile channels.
- **AI-supported operational insight:** Use connected demand, sales, inventory, labor, and guest data to support forecasting, staffing, menu decisions, and exception management.
- **Portfolio visibility and control:** Connect F&B activity to property and enterprise reporting so leaders can understand guest spend, operational performance, and margin across locations.

Outcome:

Hotels capture more value from every guest stay, deliver more relevant dining experiences, and improve control of F&B operations and margin. Connected data and AI-supported guidance help teams turn dining activity into measurable guest, property, and portfolio performance.

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The Oracle AI Advantage

Connect industry and enterprise processes, trusted data, AI, and cloud infrastructure to improve outcomes.

Oracle Applications

Agentic Applications • AI Agent Studio

Industry Applications

- Capital Projects and Construction
- Retail
- Utilities
- Health and Life Sciences
- Restaurants
- Communications
- Financial Services
- Hospitality
- Public Sector

Enterprise Applications

- Enterprise Resource Planning
- Human Capital Management
- Customer Experience
- Supply Chain

Data Intelligence – Fusion • NetSuite • Industry • Health

AI Database & AI Data Platform

- Multicloud AI Database
- Autonomous AI Database
- Autonomous AI Lakehouse
- Semantic Engine
- Analytics
- GenAI Service

Oracle Cloud Infrastructure

AI Services – Governance • OCI Enterprise AI • Accelerator Packs

- Compute • Networking • Storage
- Supercluster

Public Cloud • Dedicated Cloud • Alloy • Sovereign Cloud • Government Cloud

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Additional ways Oracle serves Restaurants

Complete capital program management

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

Always-on guest and operational connectivity

Enable resilient guest and back-of-house connectivity across primary and backup networks.

Connected secure hospitality payments

Unify secure, real-time payments with property systems to streamline transactions, help manage payment risks and chargebacks, and simplify reconciliation—while enhancing guest experience and improving operational efficiency across properties and brands.

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.

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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.

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Oracle AI Success Navigator

Unlocking the Full Potential of Oracle Cloud Applications with AI-Driven Best Practices

Achieve cloud transformation objectives

Leverage Oracle standards with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI

Make confident design decisions

Oracle Modern Best Practice and Oracle University learning modules deepen understanding and reduce customization risk, while hands-on practice through Starter Configuration helps drive experience-based decisions

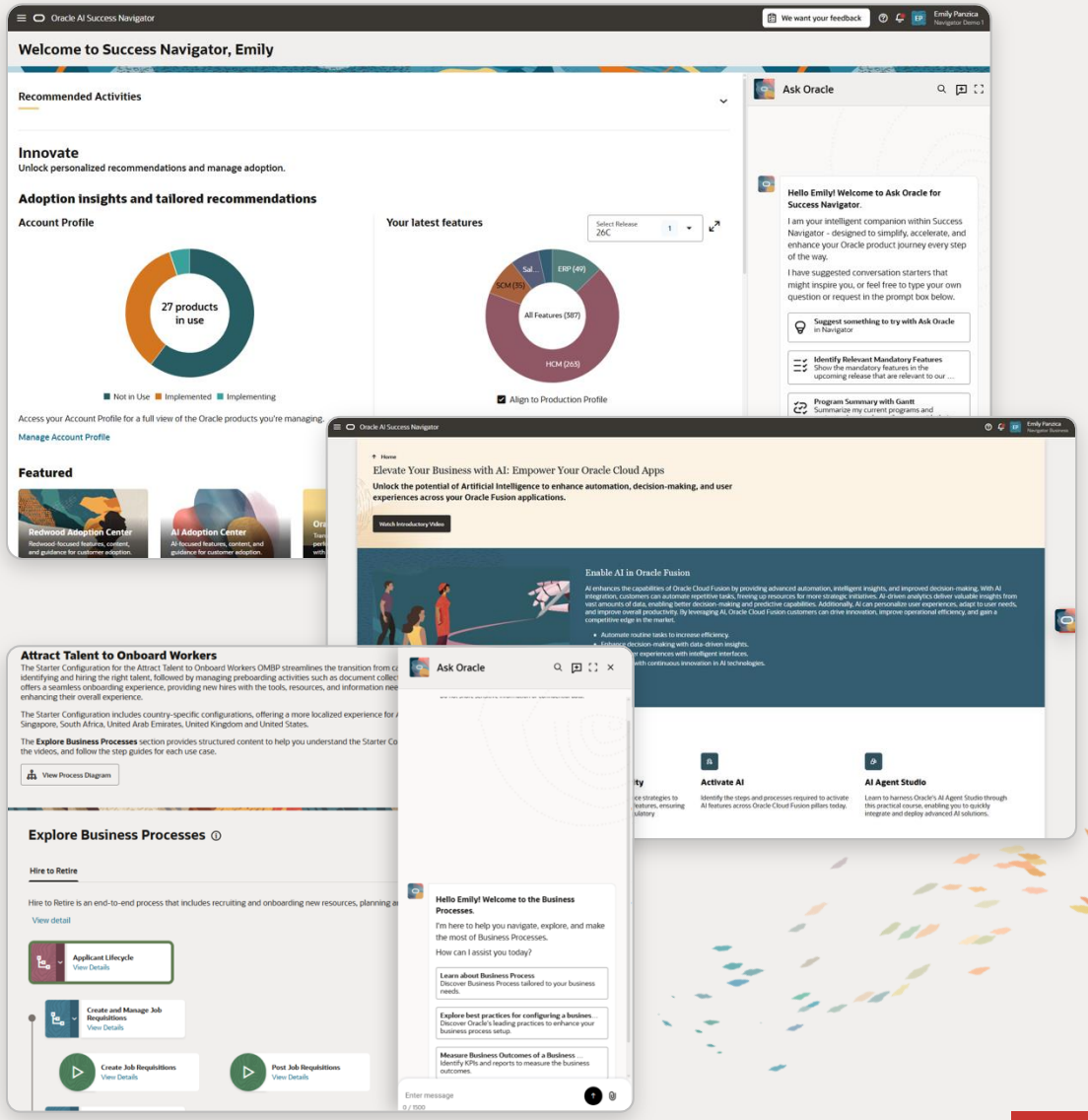
Increase your investment's value with AI innovations

Accelerated process optimization and AI-driven recommendations maximize value of your Oracle investment, while 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 provide strategies for ongoing evolutions, so teams can focus on the differentiating, higher-value work

ORACLE
AI Success Navigator



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Co-innovate with Oracle to turn business challenges into AI solutions

Oracle's AI co-innovation motion brings Oracle product engineers, industry experts, and adoption expertise together with customer teams.

Bring your AI use case

Solve priority problems with measurable value

Co-innovate in pods

Partner with experts to understand workflow, data and requirements

Prototype-pilot

Build quickly and prove impact against KPIs

Sustain innovation

Evolve validated solutions beyond the pilot

Customer outcomes

Working production solution

A priority workflow built and run in your environment

Measured value

Progress tied to a North-Star KPI, not just a demo

Enterprise-ready execution

Security, run-readiness guardrails and full telemetry

Direct product influence

Validated learning informs reusable capability and future product direction

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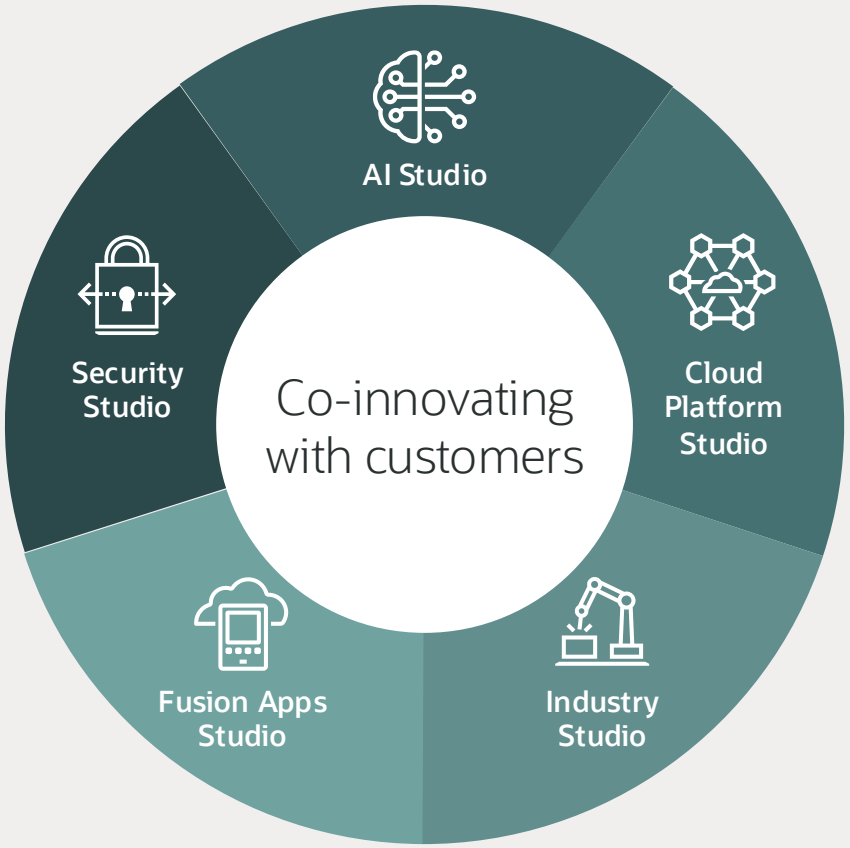
Driving value realization with CSS innovation studios



Accelerate Value Realization

Optimize business processes, minimize human error, and streamline labor-intensive tedious tasks through customer-centric industry solutions

Drive Innovation Adoption

Leverage Design Thinking workshops and MVPs to prioritize Oracle innovations and AI relevant for your business and then scale to production

Maximize Investment

Gain the benefits of AI, data infrastructure, and applications with CSS solutions, best practices, and guidance

Delivery Advantage

FDE approach blends functional, technical, and AI specialists to accelerate end-to-end delivery—from business design to scalable, value-led deployment.

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Extensive partner ecosystem

+20,000

Partners and ISVs

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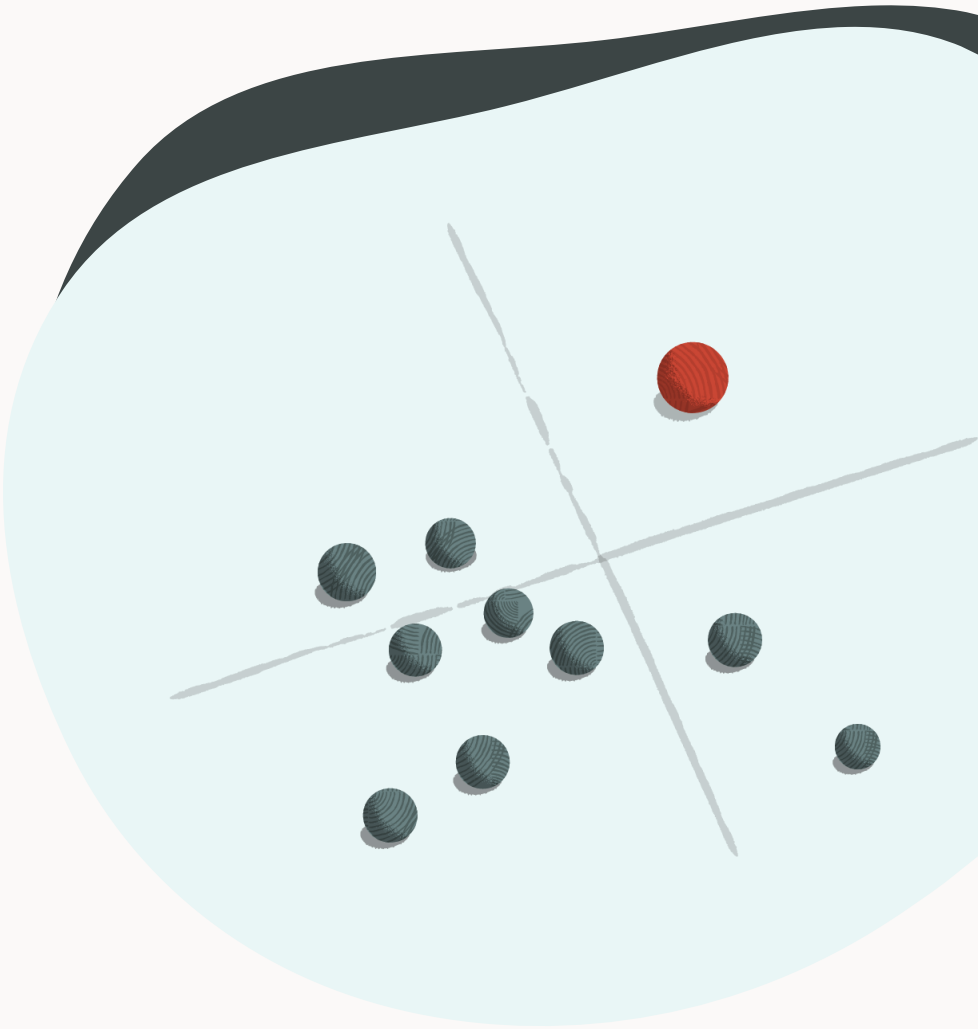

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