



# Reimagine F&B Operations with Oracle Hospitality



**ORACLE**<sup>®</sup>

Hotel dining is emerging as a cornerstone of business, and it's time to capitalize on its full potential.

## Introduction

---

In the never-ending effort to unearth new revenue, hoteliers are turning to a place they've long managed but, perhaps, overlooked: the restaurant.

With hoteliers scrutinizing every facet of their operations to enhance the guest experience, it's no wonder they've extended their focus to the restaurant. After all, a lousy dining experience could ruin one's entire stay. Today, successful hoteliers are transforming dining into a highlight for their guests, helping keep them – and their dollars – on site. And some are even converting their restaurants into magnets, attracting droves of customers from their local communities and creating buzz for the entire property.

### **BUT HOW?**

It's time to replace prehistoric cash registers with innovative, multi-purpose, guest-facing, point-of-sale solutions that personalize dining for each customer. It's time to install Kitchen Display Systems that orchestrate orders and meal prep, and offer robust hardware that helps deliver great service anytime, anywhere. It's time to embrace management tools that make life simple and productive in the back office and front of house.

**In other words, it's time to reimagine.**

#1.

# Improve Service Delivery

---



Relying on kitchen printers out of habit is understandable. But using obsolete devices makes little sense, especially if they are undermining performance. Upgrading to **Oracle Hospitality's Kitchen Display Systems** doesn't just mean eliminating lost tickets or saving paper and ink costs; it means revolutionizing kitchen efficiency and possessing the power to make changes on the fly. The bottom line: Fewer mistakes. Faster and better service. Happier guests.

KDS instantly displays order information on an expeditor screen as well as station screens – meaning orders are never misinterpreted, misheard or missed. It also orchestrates timing for meal preparation and delivery sequence – for example, when a chef completes and sends appetizers, KDS automatically initiates instructions for the entrees. And if customers are unhappy with their meal, they also receive swift attention; KDS enables a replacement meal to be bumped to the top of the priority list. Paired with guest-facing tablets that can take customers' orders at tableside and instantaneously process them to the kitchen, KDS minimizes delays of any sort and helps increase table turn.

Arguably, KDS' most important feature is its reporting capability. Every ticket processed through the system is recorded, yielding data such as elapsed time from order to completion. With detailed documentation, operators can identify which station is performing best or struggling the most. Managers and chefs not only can monitor information in real time to ensure their kitchen is running smoothly, they can analyze data for a macro view of operations – and even make comparisons with other locations.

#2.

## Increase Revenue

---

Finding new revenue is never easy, making it a must for restaurateurs to get the most out of every encounter with guests already seated before them. Which raises the key question: *Are you cross-selling and up-selling effectively?*

Executing this practice, with purpose and consistency, is essential for success. And to do it right, restaurant performance needs to be reviewed to evaluate customer preferences, understand sales based on time of day and other factors, and identify highest-margin menu options. That's the mission of

**Oracle Hospitality's Data Science**, our new data-analytics service. Using the latest machine learning technology,

Data Science mines the huge volume of data that flows through a restaurant's POS – and plies the information into business actions that produce returns. It sends easy-to-understand upsell/cross-sell suggestions to staff's tablets. That's just one of the many ways these devices can help increase revenue. Used as guest-facing tools, tablets can provide an array of information about meals and nutrition to better engage customers. Their ability to place orders without delay accelerates service, ultimately helping turn tables faster. With the right technology, restaurants can raise the ceiling for top-line growth.



# #3.

## Decrease Costs

---

Hoteliers may presume such a reimagination will come with an expensive price tag. But the fact is, cloud-based POS solutions and industry specific hardware – truly designed for the daily rigors of restaurant life – will lower costs, not to mention boost revenue opportunities. **Oracle Hospitality Symphony Cloud Service** orchestrates a new approach to the restaurant guest experience by reducing IT cost and complexity. The subscription cost includes updates, making the need to continuously purchase new software a thing of the past. It also eliminates the need for on-site servers at every location – as well as the cost of related IT support and maintenance. In similar fashion, Oracle workstations and tablets are designed to save money. Although they are sleek and showcase a modern aesthetic, our hardware is engineered for unmatched, rugged dependability. Spill resistant and built to withstand extreme environments, their durability is a guarantee to extend any capital investment.



#4.

## Improve Staff Efficiency

---

Any operator understands that improving staff efficiency and productivity are just as essential to success as the quality of food served to guests.

Just as vital is the ability to bring staff up to speed, delivering training in the most effective manner. Oracle hardware, with its easy-to-navigate user interface, offers “e-learning,” making it simple for employees to grasp the proper execution of tasks and reducing their training time.



It does little good, for example, to have restaurant managers stuck in the back office, trying to make sense of reports and data. It's transformative when analytics is simplified – and viewable on your smartphone. [Oracle Micros InMotion](#) is the mobile companion for our reporting and analytics solution, providing managers with real-time results of frontline operations as well as high-level trends in the palm of their hands. They can see up-to-the-minute statistics, including sales, labor, discounts, tenders and guest count, and act on key performance indicators from anywhere.

To focus on what matters most – providing exceptional service to guests – it also makes sense to eliminate in-house programming, such as menu and pricing updates, and optimize crucial tasks, such as inventory management. Oracle Hospitality's managed service offering, [Enterprise Menu Management](#), does both. A recent Oracle study showed that 34% of restaurants spend 2-3 hours per week managing stock; these are hours operators can get back with EMM, which maintains accurate inventory data, helping minimize waste and avoid shortages that rob sales. EMM also efficiently and accurately handles menu updates, including holiday specials. Such fast response to market changes means capitalizing immediately on new opportunities.

#5.

## Build Guest Satisfaction

---



Ultimately, the end goal is to make guests happy. Increasingly that means giving them the freedom of choice and convenience. In other words, there are occasions when the best service hotel restauranters can offer is self-service.

In an age when consumers, especially millennials, are accustomed to shopping on demand, they need dining opportunities that offer no waiting, no headaches, no hassles. Kiosks afford the perfect solution. They can be deployed in virtually any “grab-and-go” setting, accelerating orders and reducing wait times for guests. They also provide numerous advantages for operators, from lowering labor costs to increasing revenue to improving data collection. And with innovations such as facial recognition and artificial intelligence, kiosks are destined to become more powerful platforms for personalized guest service.

Improving satisfaction also means providing more options. Equipping staff with guest-facing tablets, for example, not only expedites ordering but offers a dynamic means to showcase menu items or explain nutritional information. Engagement provides employees with the ability to view information right from their tablet—including details about specials and menu item descriptions, which just as easily could be shown to and shared with guests. And providing pay-at-the-table service gives guests the opportunity to leave the restaurant without having to flag down a server. It captures the essence of “zero-friction” experiences that guests crave.

Our portfolio of  
hardware  
and software  
solutions  
optimizes  
performance  
– while reducing  
IT cost and  
complexity.

## Better Together

---

At Oracle Hospitality, we're committed to delivering real technology innovations that help hoteliers improve every facet of their operations, including the restaurant business. Hoteliers often let the potential of food and beverage go unfulfilled. Imagine energizing your restaurant business into a robust profit center and, just as importantly, creating an exceptional guest experience of distinction? From Symphony Cloud, our cloud-based, global transaction platform, to Kitchen Display Systems to durable hardware, Oracle F&B solutions are being embraced by leading hoteliers worldwide.

**Contact Oracle Hospitality to reimagine  
the possibilities.**



**ORACLE®**



---

## FOR MORE INFORMATION

---

Please contact us:

**[OracleHosp\\_ww@oracle.com](mailto:OracleHosp_ww@oracle.com)**

**[www.oracle.com/hospitality](http://www.oracle.com/hospitality)**

**@OracleHosp**

**[www.facebook.com/OracleHospitality](http://www.facebook.com/OracleHospitality)**

**ORACLE®**  
Hospitality