Oracle Hospitality Simphony Cloud Service

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Oracle Hospitality Simphony Cloud Service is an enterprise hospitality management platform that provides point-of-sale (POS) and back-office functionality on fixed and mobile devices to support a range of food and beverage operations. It provides guest engagement capabilities, standardized reporting, and advanced central management controls to increase operational efficiency. Oracle Hospitality Simphony Cloud Service handles multiproperty POS configurations consisting of thousands of workstations, and is still flexible enough to scale down to single property operations.

COMPREHENSIVE POINT-OF-SALE FUNCTIONALITY

KEY FEATURES

- Cloud-enabled business efficiency and agility with lower IT costs
- Ability to continue trade if internet connection is lost
- Customer engagement with live content in a rich user interface
- Mobile-enabled with multiple hardware options for flexibility
- Centralized management of menus, pricing, and promotions
- Conversational ordering with a fluid workflow that enables cashier to enter orders as they are given
- Flexible order management controls to suit all environments
- Cash management to maximize revenues by tracking cash flow
- Powerful reporting for comprehensive real-time data accessible by mobile
- Kitchen management functionality for consistency and efficiency
- Labor management capability to streamline staff scheduling
- Optional services for loyalty and gift cards, inventory, and loss prevention
- Integration to online ordering and payment applications
- Multilanguage and currency support

A Cloud Point-of-Sale Solution

As a cloud solution, Oracle Hospitality Simphony Cloud Service enables a whole new approach to the guest experience while reducing the cost and complexity of IT. Oracle Hospitality Simphony Cloud Service lowers the onsite technology burden and total cost of ownership by eliminating the need for servers in each location. At the same time, the related costs of onsite software maintenance and technical support are greatly reduced, enabling resources to be deployed to other strategic initiatives.

Oracle Hospitality Simphony Cloud Service's multilayered resilience model ensures that operations continue even when the internet is unavailable, enabling business to carry on as normal. The cloud also enables greater centralization, providing a consistent guest and brand experience across locations, simplified reporting, and efficiency of updates. Additionally, the cloud offers food and beverage operators increased speed and agility, reducing time to market for new menu items, promotions, and innovations in payment and service.

Modern and Mobile

Elevate guest experience anywhere with mobile devices for Oracle Hospitality Simphony Cloud Service. Allow your customers the freedom of self-ordering, and stand out from your competition by offering mobile payment methods that increase customer engagement.

Elevate the Guest Engagement

When Oracle Hospitality Simphony Cloud Service is combined with the revolutionary Oracle Hospitality Simphony Engagement Cloud Service, guest interactions and transactions are significantly enhanced. Oracle Hospitality Simphony Engagement Cloud Service provides a rich user interface featuring an ultramodern look and feel with interactive live tiles that enable staff to engage with customers anywhere and to go

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- Reduce the cost of IT management across the enterprise by leveraging the cloud
- Take guest engagement to a new level with a POS solution that extends to mobile
- Increase consistency, efficiency, and customer satisfaction with centralized management
- Quickly bring ideas and innovations to market with operational agility
- Manage multiple operational styles within one enterprise
- Easily extend the solution to include loss prevention, loyalty, and inventory management
- Simplify integration by leveraging APIs to connect with mobile payment options, online ordering solutions, and more

beyond the standard. The Welcome Experience feature replaces traditional customer-facing screens with engaging content, such as daily specials, pictures of signature dishes, social media, and weather. The Hub feature enables restaurateurs to manage their operations more efficiently by viewing centralized content, such as real-time data reporting, training materials, key back-of-house functions, and video surveillance.

Centralize the Enterprise

Oracle Hospitality Simphony Cloud Service provides food and beverage operators with a centralized solution for simplified, agile management and control. Every POS terminal within the enterprise can be updated from a central location—giving you complete control over menus, pricing, and promotions. This enables a consistent guest and brand experience, while removing your dependency on a property expert at every location who understands how to make changes. Centralization also enables changes to be planned and tested weeks and months in advance so that rollouts are smooth and on time.

Streamline Food and Beverage Operations

Oracle Hospitality Simphony Cloud Service was designed to serve and enhance the food and beverage industry. It features a multitude of functions created specifically for hospitality, including tools to ensure timely guest seating, food delivery, loyalty tracking, and much more:

- **Improve accuracy and speed of service with the conversational ordering feature.** Orders can be entered into the POS in the sequence that they are given, greatly simplifying the ordering process.
- **Increase order entry speed with the automatic combo recognition feature.** Oracle Hospitality Simphony Cloud Service automatically recognizes combo meals based on items ordered, calculating special pricing to ensure discounts are never missed, and improving order entry time.
- **Ensure your future orders will always be on time.** Oracle Hospitality Simphony Cloud Service automatically sends online and call-ahead orders to the kitchen based on when they are needed.
- **Manage reservations and waitlists easily with the table management feature.** Guests can make reservations using Oracle Hospitality Reservations Management Cloud Service, and Oracle Hospitality Simphony Cloud Service will suggest available tables based on a real-time list of reserved or waiting parties, server rotation, and section assignments.
- **Ensure accurate food delivery with the seat management feature.** With this functionality, any staff member is able to deliver food to a specific seat, and each guest can receive a separate check.
- **Easily manage multiple courses.** Oracle Hospitality Simphony Cloud Service can automatically trigger a fixed-price menu based on the seat and items ordered, eliminating the need for multiple menu creation.
- **Maximize efficiency and quality with kitchen management functionality.**

Enterprisewide Real-Time Reporting and Analytics

When combined with Oracle Hospitality Reporting and Analytics Cloud Service, Oracle Hospitality Simphony Cloud Service organizes and consolidates business critical data into easy-to-view reports and dashboards. The reporting and analytics module gives you access to real-time performance data from across your entire enterprise, helping you to make informed business decisions. That data is also made available through the inMotion feature of Oracle Hospitality Reporting and Analytics Cloud Service. This feature is a native mobile application that enables restaurant operators to view real-time data from daily business operations—such as sales, labor, discounts, tenders, and guest count—from any location, at any time.

Accurate Forecasting for Increased Control

With Oracle Hospitality Simphony Cloud Service and Oracle Hospitality Forecasting and Budget Cloud Service, you gain increased control of your business. The forecasting cloud service enables you to track sales and other performance metrics against your expected results, so you can clearly and quickly see if adjustments need to be made. When used with Oracle Hospitality Labor Management Cloud Service, the forecasting module automates your labor scheduling. Suggested stock ordering can be enabled when Oracle Hospitality Simphony Cloud Service is combined with Oracle Hospitality Inventory Management Cloud Service.

Maximize Staff Efficiency by Managing Labor

Staffing represents one of the biggest costs in any food and beverage operation. Oracle Hospitality Simphony Cloud Service helps maximize the efficiency of this expenditure by reducing manual administration involved in staff scheduling, while ensuring that schedules are always optimized so that locations are neither overstaffed nor understaffed.

Increase Engagement with Gift and Loyalty Functionality

Oracle Hospitality Simphony Cloud Service works with Oracle Hospitality Gift and Loyalty Cloud Service to enable food and beverage operators to better engage with their guests and encourage customer loyalty. With Oracle Hospitality Simphony Cloud Service, innovative programs can be created and managed efficiently to reward the right customers at the right time.

Control Your Inventory for Maximum Profitability

Inventory is another major cost for any food and beverage operator, and waste or theft can have a considerable impact on profitability. At the same time, guest satisfaction relies on having sufficient stock to never disappoint a customer. Oracle Hospitality Inventory Management Cloud Service works with Oracle Hospitality Simphony Cloud Service to give you control of your stock, enabling you to monitor availability and usage without needing to physically check your stores.

Monitor Your Business and Prevent Loss

With Oracle Hospitality Simphony Cloud Service and Oracle Hospitality XBRi Loss Prevention Cloud Service, food and beverage managers can centrally monitor activity on every POS terminal throughout an entire enterprise. Sophisticated techniques enable unexpected transactions or behavior to be identified and flagged for investigation.

Grow Your Enterprise Through Innovation

Oracle Hospitality Simphony Cloud Service gives food and beverage operators the ability to remain at the forefront of innovation. The cloud enables new features and functionality to be introduced rapidly across the entire enterprise, without lengthy rollout programs. Through partnerships with third-party solutions—such as mobile payments and online ordering—the latest innovations can be quickly introduced, bringing ideas to market much faster.

Servicing Food and Beverage and Retail Operations

Oracle Hospitality Simphony Cloud Service is a proven solution for a wide range of food and beverage and retail operations, including table service and quick service restaurants, coffee shops, hotels, casinos, travel hubs, theme parks, and select retail outlets. In each case, Oracle Hospitality Simphony Cloud Service can scale from thousands of POS terminals across a large enterprise all the way to operations with a single location.

A Complete Solution for Your Enterprise

Oracle Hospitality Simphony Cloud Service is the ideal solution for a growing enterprise that wants to offer many different concepts—for example, combining a counter service deli with a table service café. When combined with functionality for POS, loyalty, inventory, loss prevention, labor, and reporting, Oracle Hospitality Simphony Cloud Service provides an extremely powerful, yet flexible, solution for your business.

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Hardware and Software, Engineered to Work Together

Oracle is committed to developing practices and products that help protect the environment