

# Six Benefits of Oracle Hospitality's Enterprise Menu Management

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EMM – an  
enterprise  
service  
helping  
businesses  
worldwide for  
18 years

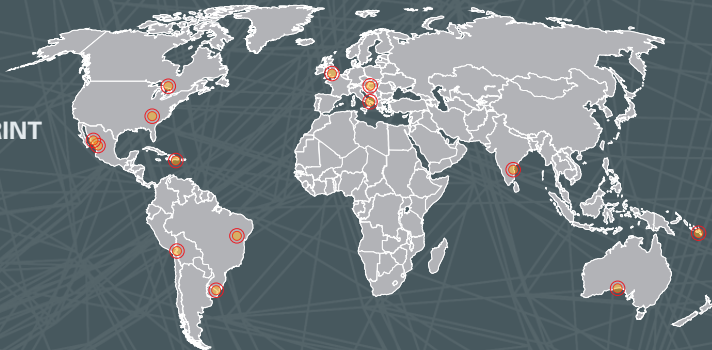
## Six Benefits of Oracle Hospitality's Enterprise Menu Management

Enterprise Menu Management (EMM) is a managed service offering from Oracle Hospitality. EMM enables both restaurant and hotel locations to provide centralized and consistent data, eliminating in-house programming and streamlining managerial tasks. EMM provides accuracy and efficiency on all menu and pricing updates, enabling fast response to changes in local markets.

EMM provides configuration services for the following solutions:

- Symphony
- RES 3700
- Inventory Management
- Reporting and Analytics
- Oracle Hospitality eCommerce Integration Cloud Service
- Gift and Loyalty

EMM GLOBAL FOOTPRINT



If you are a hospitality operator and need alignment in your business structure and solutions, Oracle Hospitality's EMM can help bring the following benefits to your business...

### #1. Experienced Consultants



Oracle Hospitality's Enterprise Menu Management service removes an organization's configuration and management burden. Restaurant and hotel operations can focus on running their businesses as Oracle Hospitality's experienced system professionals manage the solutions infrastructure. The EMM team works with the business to coordinate all change requests and ensures accurate and consistent system configuration updates.

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“Companies using analytics are 5x more likely to make faster decisions than their competition.”

– Forbes

## #2. Trust & Confidence

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EMM will build trust and confidence with the right controls in place for POS menu updates. EMM offers dedicated and consistent coverage, eliminating issues related to vacations or staff absence. All these features build trust in our configuration expertise.



## #3. Expertise and Knowledge

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Oracle Hospitality EMM enables our customers to concentrate on their guests and grow their businesses. Our dedicated consultants will work with you to advise on best practices and processes and help your business visions become reality. The accuracy of EMM configuration reduces the impact at site level, keeping guest satisfaction high.



## #4. Standardization and Brand Enforcement

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Your business will benefit from EMM in helping to enforce brand standards globally via consistent policies and procedures. The EMM team works with our customers to help align configuration requirements with brand standards.

Standard processes and accuracy can help:

- Increase sales via error-free POS configuration
- Improve margins via accurate centralized reporting analysis
- Reduce costs with accurate inventory reporting
- Gain confidence in data analysis by relying on accurate configuration



34% of restaurants spend 2-3 hours a week managing stock; these are hours you can get back with EMM.

## #5. Inventory Management

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The EMM team can assist with all aspects of Inventory Management configuration such as inventory item setup, menu item linking, recipe setup and vendor purchase catalogue maintenance. Our processes for data entry are consistent and accurate, assisting customers in establishing a process that address their unique business requirements.

Get a competitive advantage with EMM: 60% of your competitors do not use forecasting to manage their stock.

## #6. Lower Total Cost of Ownership (TCO)

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The implementation of Oracle Hospitality EMM service will benefit your business by reducing resource requirements, lowering total cost of ownership. With EMM, costs remain stable and predictable because they are based on level requirements and not on a per store basis. Even as your estate grows, EMM costs stay consistent. Additionally, the experience and accurate service of EMM reduces recruitment and training costs.

EMM customers indicate cost savings and increased margins, attributable to inventory accuracy, yielding trend analysis and margin control.

Finally, with annual service reviews and re-scoping to highlight any change in requirements, EMM is designed to meet your business needs.



### For More Information:

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