

ORACLE

Oracle Industry Playbook

Hospitality



Hospitality

To deliver services that provide unforgettable stays and lasting loyalties, companies are upleveling their operations. Hotels, casinos, cruise lines, and vacation and short-term rentals have had to consolidate and reinvent themselves around new consumer and market demands amid a staffing crisis in many parts of the world.

Once considered an oasis of high-touch experiences, hospitality guests now demand low-touch, self-service interactions managed largely through their personal devices. This new reality requires brands, management companies, and properties to evaluate how technology can better support the business.

Cloud technology and connected systems can provide better visibility into critical areas that can help enterprises stay on track with key performance indicators, such as budgeting and forecasting accuracy, revenue generation, guest and associate satisfaction, and supply chain data aligned with ESG goals to address the growing demand for sustainable practices.

Key Imperatives for Hospitality

- 1 Enhance guest services and personalize experiences across all touchpoints
- 2 Optimize pricing and inventory to maximize revenue without sacrificing guest satisfaction and loyalty
- 3 Improve operational efficiency in managing properties and services to reduce costs and enhance guest satisfaction
- 4 Implement sustainable practices to meet environmental goals and guest expectations

Forces Shaping the Hospitality Industry

INDUSTRY CHALLENGES

Attracting and Recruiting Top Talent

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

Attracting and Retaining Customers

Maintaining customer 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.

ESG

Meaningful environmental, social and governance metrics can be difficult to determine and track and put pressure on cost.

VISION OF SUCCESS



Highly trained and engaged employees with simplified processes and better tools to make jobs more attractive and easier to retain staff.



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



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



Recaptured occupancy and pipeline through new and expanded business models and ability to use AI and ML to develop strategic revenue and cost enhancements.



Greater revenue and higher margins with more transparency into the environment and sustainability to meet customer needs, and increase employee and market confidence.



Oracle Industry Suite for Hospitality

Future-proof your business with a secure, scalable, high-performance cloud

Oracle Applications

ERP Enterprise Resource Planning

- Global Accounting
- Performance Management
- Procurement
- Projects
- Risk Management and Compliance

SCM Supply Chain and Manufacturing

- Order Management
- Planning
- Trade and Transportation Management
- Warehouse Management

HCM Human Capital Management

- Human Resources
- Payroll
- Talent Acquisition
- Talent Management
- Workforce Management

CX Customer Experience

- Marketing
- Sales
- Commerce
- Service
- CX Platform

Oracle Industry Applications / Solutions

Hospitality Operations

Hospitality Revenue Management

Hospitality Marketing

Hospitality Guest Experience

Food and Beverage Operations

Food and Beverage Guest Experience

Cruise

3rd Party Applications / Partner Solutions

Lease Administration

Loyalty Accounting

Same Day Pay

Platform Services

PS Platform Services



Compute



AI / ML



Integration



Security



Extensibility



Analytics



Data

Commercial and Industry Specific Clouds

Cloud@Customer

Oracle Fusion Cloud Applications Suite

A platform for enterprise-wide transformation

Customer Experience



Marketing
Sales
Service

Supply Chain & Manufacturing



Supply Chain Planning
Inventory Management
Manufacturing
Maintenance
Product Lifecycle Management
Procurement
Order Management
Logistics

Enterprise Resource Planning



Financial Management
Procurement
Project Management
Risk Management and Compliance

Enterprise Performance Management



Planning, budgeting, and forecasting
Profitability and Cost Management
Financial Consolidation and Close
Account Reconciliation
Tax Reporting
Enterprise Data Mgmt.

Human Capital Management



Human Resources
Talent Management
Workforce Management
Payroll

Data Intelligence

Revenue Transformation

Back-office Unification

Customer Experience

Supply Chain Unification

Financial Excellence

Empowered Workforce

Connected Planning



Oracle Fusion Cloud ERP

AI-Powered Finance



Financials

- General Ledger
- Accounting Hub
- Payables & Assets
- Treasury & Payments
- Expense Management
- Receivables & Collections
- Bill & Credit Management
- Revenue Management
- CPQ / Subscription Management
- Joint Venture Management
- Lease Accounting



Procurement

- Supplier Qualification Management
- Sourcing
- Procurement Contracts
- Self Service Procurement
- Purchasing
- Supplier Portal
- Spend Classification



Project Management

- Cost Management & Control
- Billing & Revenue Mgmt
- Planning, Scheduling & Forecasting
- Project Asset Management
- Project Management
- Resource Management
- Program Management
- Grant Management
- Task Management



Enterprise Performance Management

- Enterprise Planning
- Profitability & Cost Mgmt
- Narrative Reporting
- Financial Consolidation & Close
- Account Reconciliation
- Tax Reporting
- Enterprise Data Management



Risk Management

- Separation of Duties Reporting (SOD)
- Preventive SOD User Provisioning
- Security Monitoring
- User Access Reviews & Certifications
- Fraud & Payment Monitoring
- Configuration & Audit Monitoring
- Internal Control Assessments
- Risk & Controls Matrix
- Workforce Health & Safety

Touchless Operations

Predictive Insights

Connected Actions



Oracle Fusion Cloud SCM

Deep Functional Integration Connecting the Digital Thread



Supply Chain Planning

Demand Management
Supply Planning
Sales & Operations Planning
Supply Chain Collaboration

Strategic Sourcing



Supply Chain Execution

Inventory
Costing
Manufacturing
Maintenance
Quality
Production Monitoring

Smart Operations



Order Management

Order Management
Product Configuration
Order Pricing
Global Order Promising
Channel Revenue Management

Perfect Order



Logistics

Transportation Management
Global Trade Management
Warehouse Management
Logistics Network Modeling

Revenue Transformations



Product Lifecycle Management

Innovation Management
Product Hub
Product Development
Quality Management

Strategic Sourcing



Procurement

Sourcing
Contracts
Purchasing
Supplier Management

End to End Visibility

Oracle Fusion Cloud HCM

Empowering Employee Success for Exceptional Business Outcomes



Human Resources

- Benefits
- Core HR
- Work Life
- Workforce Modeling & Predictions
- Strategic Workforce Planning
- Advanced HCM Controls



Talent Management

- Recruiting
- Onboarding
- Learning
- Career Development
- Opportunity Marketplace
- Performance Management
- Compensation
- Succession Planning
- Dynamic Skills



Workforce Management

- Time & Labor
- Workforce Scheduling
- Workforce Labor Optimization
- Absence Management
- Workforce Health & Safety



Payroll

- Payroll
- Payroll Core
- Payroll Interface



Employee Experience

- HCM Communicate
- Journeys
- Connections
- Grow
- Touchpoints
- Celebrate
- HR Help Desk
- Digital Assistant

Intelligent & Automated People Processes

Hyper-Personalized Experiences

End-to-End Visibility



Oracle Fusion Cloud CX

Maximizing the Power of Your Enterprise Data and AI



Marketing

Unity Customer Data Platform
Eloqua Marketing Automation
Responsys Campaign Management
CrowdTwist Loyalty and Engagement



Sales

Fusion Sales
Sales Force Automation
Configure, Price, Quote (CPQ)
Subscription Management
Commerce
Incentive Compensation



Service

Fusion Service
Digital Customer Service
Field Service
Knowledge Management
Service Logistics

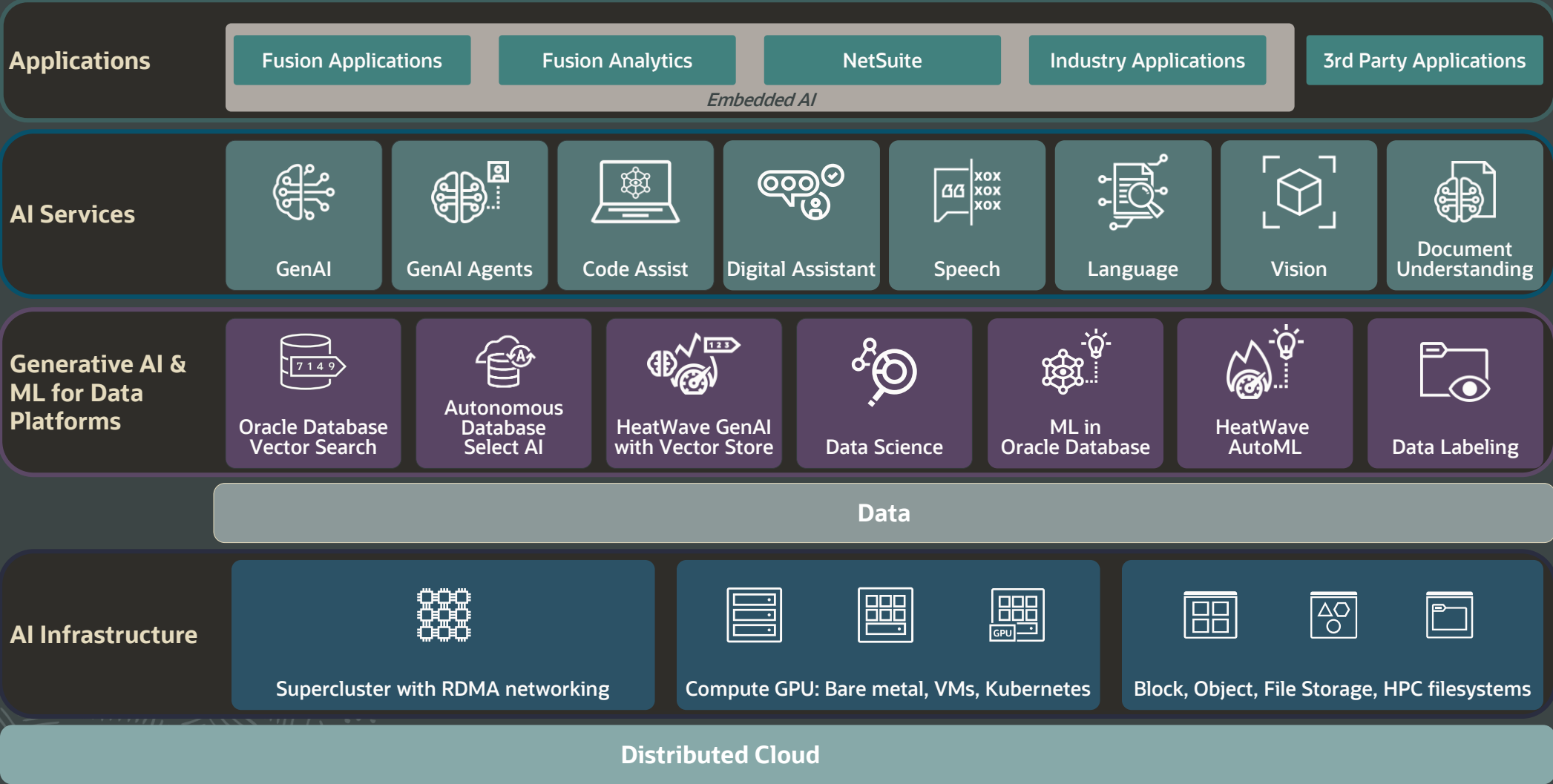
Revenue Transformation

Service Automation

Marketing and Sales Unification

Single Customer View

The Oracle AI Stack



AI Partners and ISVs



Extensive Partner and ISV Ecosystem

 **accenture**

Deloitte.

IBM

 **pwc**

Infosys

 **cognizant**

 **KPMG**

tcs

 **NVIDIA.**

 **wipro**

 **Informatica**

 **Palantir**

+20,000

Partners and ISVs

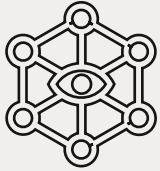
More Industry and Leadership Awards Than Any Other SaaS Company

ERP	SCM	HCM	CX
28X	10X	8X	22X

Gartner, Forrester, IDC, Omdia

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

Why Oracle?



Complete Suite

Best-of-breed apps designed and built for changing customer needs—with machine learning, process automation, and other customer-driven innovations

Finance, HR, supply chain, manufacturing, marketing, sales, service and analytics built to work together

100s of new features each quarter



Best Technology

Next-generation cloud infrastructure (OCI) designed for Fusion Applications

The only public cloud with the performance, security and availability to run your mission-critical operations

40 cloud regions worldwide for commercial and government with 9 more planned



Applications Platform

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

The logo icon is a red square with rounded corners. At the top, there are three horizontal white lines representing a book's pages. In the center, there is a white stylized 'O' shape, which is the Oracle logo.

Oracle Playbook