ORACLE®
HOSPITALITY

THE POWER OF CLOUD FOR
SPORTS AND ENTERTAINMENT VENUES

What Every Stadium Operator Needs to Know

ORACLE®

## THE CURRENT CHALLENGES FOR STADIUM OPERATORS

Large venue operations are faced with many challenges today: deliver year-over-year growth; open new concepts quickly; know what their customers want and deliver it consistently; measure performance and respond to opportunities; keep costs to a minimum... the list goes on.

The good news for stadium operators is that there is a way to make these goals more achievable: cloud technology.

CLOUD IS NO LONGER JUST A BUZZWORD IN THE INDUSTRY; IT CHANGES THE WAY THAT YOUR ENTIRE BUSINESS OPERATES, BRINGING BENEFITS TO EVERYONE.
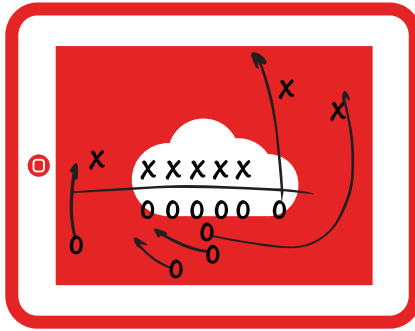
70%

OF COMPANIES HAVE ADOPTED CLOUD COMPUTING, ACCORDING TO A HARVARD BUSINESS REVIEW SURVEY[1]

74%
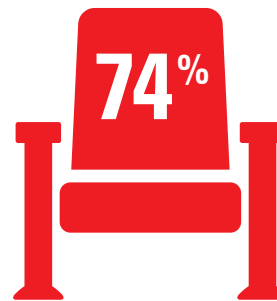
OF COMPANIES SAY THAT CLOUD HAS PROVIDED THEIR ORGANIZATION WITH COMPETITIVE ADVANTAGE[1]

[1] https://hbr.org/resources/pdfs/tools/Verizon_Report_June2014.pdf

HOW CAN CLOUD TECHNOLOGY HELP YOU?

+ Open new concepts faster at reduced cost

+ Reduce IT costs to reallocate investment

+ Adopt new revenue streams more quickly

+ Improve data security and protect your brand

+ Make the fan experience more personalized for today's consumers

+ Increase revenue opportunities with off-premises ordering

+ Reduce the time and cost of technology upgrades

+ Maintain consistency through centralization while maintaining local flexibility

+ Influence decision-making with better, real-time data

+ Engage your fans with mobile technology

+ Control staff and inventory costs

+ Reduce staff turnover

+ Let venue operators focus on the fan experience, not IT

+ Make it easier to comply with standards and regulations

Read on to find out how cloud can help you achieve these goals.

WHY IS CLOUD TECHNOLOGY SO IMPORTANT TO THE SPORTS AND ENTERTAINMENT INDUSTRY?

WHY SHOULD ALL EXECUTIVES, FROM THE CHIEF EXECUTIVE TO THE CHIEF MARKETING OFFICER, BE CONCERNED ABOUT SOMETHING THAT HAS TRADITIONALLY BEEN THE DOMAIN OF THE IT DEPARTMENT?

+ Cloud allows you to cut IT costs, which allows money to be reallocated elsewhere. This might be **opening more locations, refurbishing existing premises, branding, marketing, staff training…** whatever makes your venue operate more efficiently.

+ Cloud helps cut IT complexity, which means you can open new outlets faster, **update systems at the click of a button** without costly down-time, and get access to all-important performance data more easily.

+ **Cloud gives you greater speed and agility—**whether that means introducing new menus and promotions on the fly or being able to implement new innovations that enhance the fan experience.

THAT'S THE SHORT ANSWER. THE LONGER ANSWER IS THAT CLOUD TOUCHES
EVERY ASPECT OF A STADIUM OPERATION, BRINGING ADVANTAGES TO EVERYONE
WITHIN THE BUSINESS AND MAKING THE VENUE OPERATE MORE EFFICIENTLY.
WE EXPLORE SOME OF THESE ADVANTAGES BELOW.

+ Expand faster at reduced cost.
Cloud gives you the ability to **open new locations faster, with
less upfront investment.** It does this by reducing the amount
of IT hardware and resource that you need for each location—instead
of a consultant arriving with a server that needs to be configured
onsite, the configuration is done in advance. The terminals are
plugged in, switched on, and connected to a system in the cloud
that's ready for work. This reduces the cost of opening a new
location and reduces the risk of IT issues delaying the project.
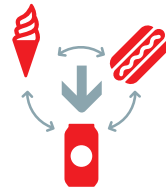
+ Reduce IT costs to reallocate investment.
By removing the need for expensive servers on site, you're not only
saving money on the hardware itself—you're also reducing the cost
of maintenance. With traditional on-premises systems, upgrades
involve sending a consultant to the venue. With cloud, a system
upgrade can be done centrally, once. Less money is needed upfront
for hardware, and less money is needed for ongoing support so that
funds can be reallocated to other important areas of your business.
In a KPMG survey, **70 percent of executives said that implementing
the cloud had helped them reduce costs.**[2]

70%
REDUCED COSTS

+ Adopt new revenue streams more quickly.

The sports and entertainment industry moves fast. You need to be able to bring new ideas to market immediately. It's also important to identify and react to anything that isn't working well, be that an item on the menu or a promotion. **Cloud technology allows you to execute your ideas much, much faster than a non-cloud business.** And it gives you the all-important ability to test, so the changes you want to make can be reviewed centrally before you implement them across all locations. **74 percent of companies surveyed by the Harvard Business Review said that cloud has provided their organization with competitive advantage.**[3]

QUICKER

74%
COMPETITIVE ADVANTAGE

+ Improve data security and protect your brand.

Data and other security breaches can have a negative effect on your relationship with your fans and staff, and on your brand and reputation. With the right cloud technology partner, you can protect your business—firstly **by ensuring that data is not stored locally** and secondly **by protecting your central data repositories with a world-class security infrastructure**.

+ Make the fan experience more personalized for today's consumers.

Millennials: those reaching young adulthood around the year 2000. Many of your guests, as well as your employees, will be from this generation, with different expectations and preferences. **The cloud allows you to provide the experiences that they expect—intuitive mobile applications, tailored communications and promotions—** while preparing for future innovations. **By engaging with this generation, you increase sales and loyalty, while establishing your brand as responsive and relevant.**


[3] http://www.verizonenterprise.com/resources/reports/rp_hbr-business-agility-in-the-cloud_en_xg.pdf

+ Increase revenue potential with off-premises ordering.

If you're looking to broaden your customer base and increase revenues without expanding the size of your premises, then there is huge potential in off-premises ordering. **With the power of the cloud, orders that are placed through mobile devices, tablets, or desktop PCs can be sent directly into your existing systems for fulfillment.** There's no need for separate channels for web or mobile orders, which means fewer headaches for your IT team or onsite staff as systems remain simplified and streamlined. It also **maximizes the profit potential and ensures that customers get a consistent brand experience.**

CONSISTANT BRAND
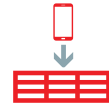
+ Many stadium operators have to plan their activities around major IT upgrades.

These upgrades can take weeks or months to complete, costing money and effort and often holding up strategic initiatives. With cloud technology, **upgrades are delivered regularly and consistently**, allowing you to take full advantage of new functionality, while saving your venue time and money.

+ Maintain consistency and local flexibility with centralization.

For a venue, maintaining consistency of service, menus, pricing, and promotions is an ongoing challenge. Cloud technology allows you to **control every point-of-sale (POS) terminal, manager's workstation, kitchen system, and connected mobile device in every location from a central hub.** If you need to add a new menu item to every POS globally within seconds, you can do it. If you want to be able to change menus or promotions in a single location, you can do that too.

CENTRAL CONTROL

+ Improve decision-making with better data.

How much revenue did your newest location make this event compared to forecast? How many of your fans are using discounts or promotions? Which locations have the best sales per employee?

All of this information, and more, should be available to help you make better business decisions on demand and in real-time. But if you're running different, disparate systems, it becomes difficult to pull that data together. And while the reports are being gathered manually, money is being wasted or strategic opportunities missed.

Cloud changes that. With a cloud reporting service, **data from every location is instantly available in real time, allowing you to see exactly what is happening across the venue at any given moment.** Weekly, monthly, and quarterly reports can be delivered accurately within seconds, rather than taking days to prepare. Cloud also ensures that this data is accessible however and whenever you need it, whether from a desktop PC or a mobile app on your smartphone.

24/7

+ Engage your guests with mobile technology.

Mobility offers huge potential to food and beverage operators. About half the adult population today owns a smart phone and that will rise to 80 percent by 2020.[4] Cloud technology allows your guests to BYOD or "bring your own device", so that they can engage with you in a multitude of ways, from placing orders and making payments to redeeming loyalty points.
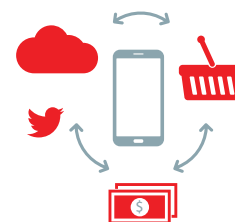
+ Control staff and inventory costs.

For most food-service operations, **staff and inventory represent two of the biggest costs on your balance sheet. Cloud technology can help you to control these two areas and minimize unnecessary expense.** Inventory reports can be delivered in real time to both local managers and head office. This provides head office teams with data that can be used to negotiate better deals with suppliers, while local managers are able to monitor day to day stock levels and minimize waste and theft. Staff scheduling can also be managed more efficiently to reduce under- or over-staffing.

REDUCE COSTS

[4] http://www.economist.com/news/leaders/21645180-smartphone-ubiquitous-addictive-and-transformative-planet-phones

+ Reduce staff turnover.
For an industry that depends so much on its people, turnover and staff attrition can have a serious impact on the fan experience, which in turn affects customer loyalty and revenues.

Cloud technology helps you to attract and retain staff in a number of ways. Firstly, cloud systems are modern and up to date, making them easier to use and less likely to frustrate young digital-native staff who have grown up with highly intuitive interfaces. **Eighty-six million millennials will be in the workplace by 2020, representing a full 40 percent of the total working population.**[5] Technology training can also be made simple and repeatable, so that you can reduce costs **while also focusing more time on menu and service training, rather than on how to input an order**. A single system also makes it easier for staff to move between your locations when needed, without additional training.

66%
STAFF
TURNOVER

+ Let venue operators focus on the fan experience, not IT.
If you have an on-premises IT system that depends on having server hardware in every location, then you need someone in every location who knows how to maintain that server. Every minute they spend attending to technology issues means less time spent focusing on your fans. **Cloud removes the need for any local IT expertise**, allowing your staff to concentrate on providing a great fan experience.
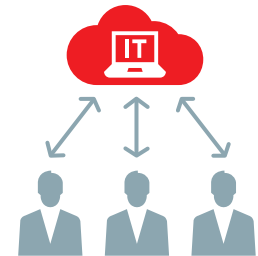
+ Comply with the latest standards and regulations.
The sports and entertainment industry is no stranger to standards and regulations. Failure to comply can result in bad publicity, fines or even being closed down. **Cloud gives you greater control of every location within your venue**, so you can ensure that rules are being followed.

CONTROL

5 www.forbes.com/sites/robasghar/2014/01/13/what-millennials-want-in-the-workplace-and-why-you-should-start-giving-it-to-them

CLOUD MISCONCEPTIONS

70%

COMPANIES ADOPTED

+ Misconception 1:

Large venues are still experimenting with the cloud
Cloud solutions are neither new nor untried. The journey to cloud started many years ago and large venues have the opportunity to leverage recent cloud innovations. **70 percent of companies have adopted cloud computing, according to a Harvard Business Review survey.**[6]

+ Misconception 2:

If the internet goes down, so does the cloud… and our business
Any truly enterprise cloud solution has built-in resilience, meaning that **operators can still conduct mission-critical functions like taking orders, closing checks, accepting payments, and managing time and labor,** even while temporarily offline. If the internet connection is lost, the business continues to trade.

+ Misconception 3:

The cloud is not secure
The right cloud partner will provide you with better security than you could ever achieve with your own budget. A top-tier cloud provider will give you the benefit of extensive investment in systems, hardware, data centers, procedures, and expertise, giving your operation the best possible protection against threats and attacks so that your brand and reputation stay safe.

[6] http://www.kpmg.com/US/en/about/alliances/Documents/2014-kpmg-cloud-survey-report.pdf

CLOUD MISCONCEPTIONS

+ Misconception 4:

On-premises technology will cost less long-term

Investing in enterprise hardware and on-premises software costs money, time, and effort. Spread over five, seven (or more) years, that investment might seem to offer value for money. However, very few venue food and beverage operations can remain on one unchanged system for five or seven years. With cloud technology, upgrades are part of the package. The system you have after five years is up to date and ready to support you for another five years, without any major investment or upheaval to the business.

+ Misconception 5:

The cloud is too much of a change for our business

The cloud is undoubtedly a new way of approaching technology compared to traditional IT. With cloud, the cycle of large CapEx investment every few years is replaced with monthly fees that can be increased or decreased depending on usage. You no longer need to pay for expensive server hardware and then pay for it all again when it becomes obsolete. Roll-out programs lasting months and costing thousands are a thing of the past. Cloud could well be a big shift for your organization, but it is without doubt a shift in the right direction for a modern venue looking to keep up with security and market trends.

+ Misconception 6:

The cloud is a matter for IT

Being competitive is not the sole responsibility of IT, nor is being innovative and responding to customer needs. Cloud enables every function within a food and beverage venue to do more, from the operations team being able to open new locations minutes before an event, to the marketing team being able to roll out a new promotion—and being able to report on the ROI of that promotion at the click of a button.

MOVE TO THE CLOUD
WITH ORACLE HOSPITALITY SIMPHONY CLOUD SERVICE

If you're looking for a cloud solution to take your venue forward, then look no further than **Oracle Hospitality Simphony Cloud Service**.

Simphony gives you all of the functionality you need to manage a connected, modern food and beverage operation:

+ Point-of-sale
+ Mobility
+ Guest engagement
+ Kitchen management
+ Reservations

+ Reporting and analytics
+ Loyalty
+ Inventory
+ Labor
+ Loss prevention

As a cloud service, Simphony allows you to optimize the fan experience both today and in future:

+ Deliver consistency across locations through centralized management of menus, pricing, and promotions

+ Engage with fans by taking advantage of mobile-enabled applications and devices, both staff-facing and customer-facing

+ Keep up with the latest innovations, from payment to self-order kiosks

+ Protect your customers and brand reputation with a world-class data security infrastructure
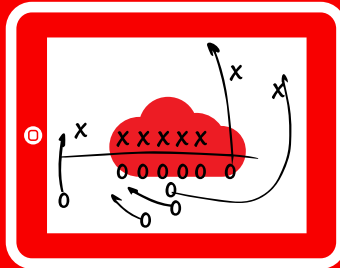
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