

ORACLE
Food and Beverage



Simphony



Food and Beverage Technology
in the Cloud



Simphony Cloud: An Overview

Simphony Cloud from Oracle Food and Beverage (formerly known as MICROS) is a point-of-sale platform for food and beverage operators, both large and independent.

Thousands of restaurants, bars, coffee shops, hotels, stadiums, and theme parks around the world are using Simphony Cloud to deliver an excellent guest experience to their customers while maximizing operational efficiency.

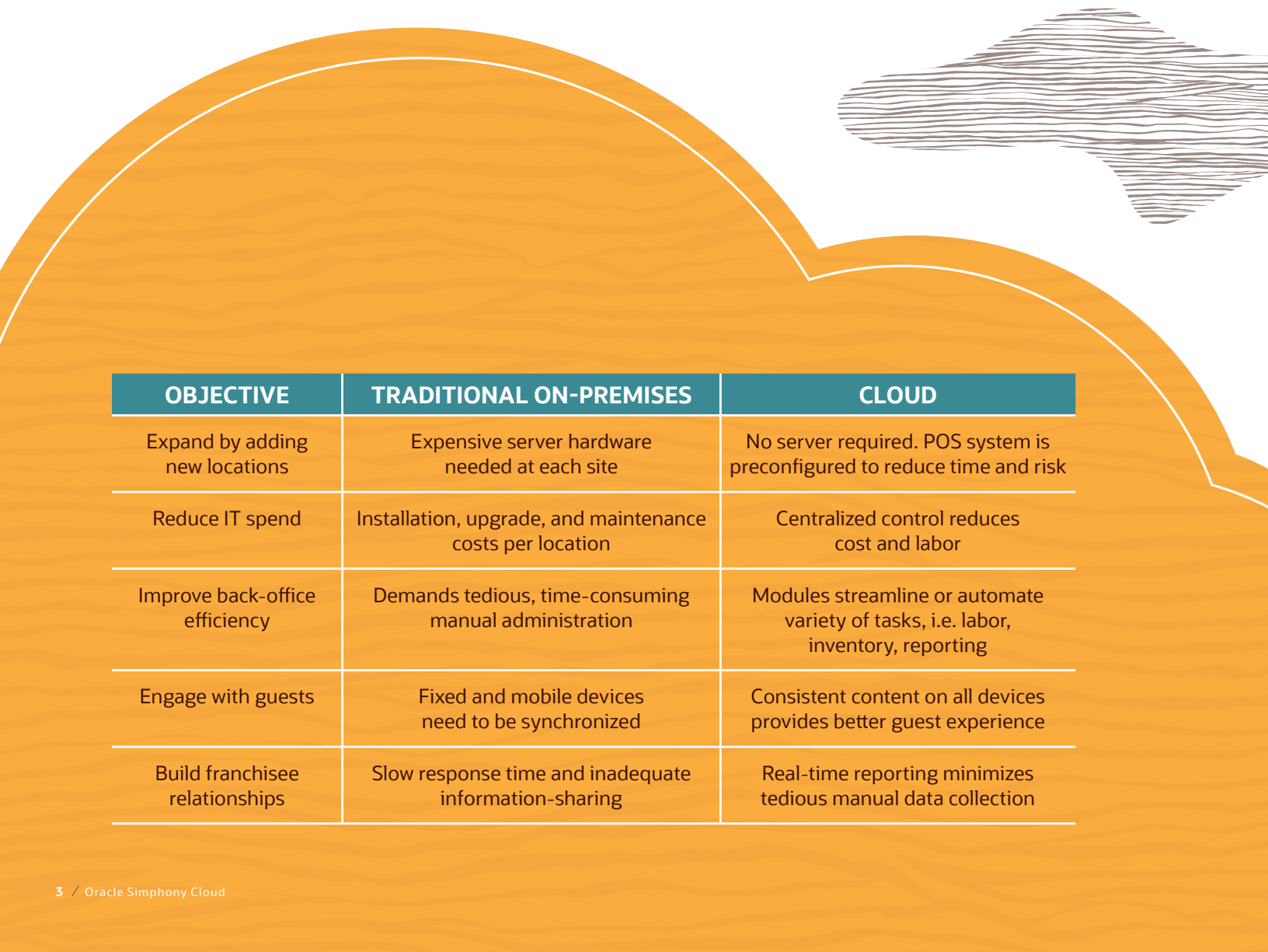
KEY FEATURES

- **Full point-of-sale functionality** – A feature-rich POS solution that keeps things simple for your staff
- **Engagement** – Use rich content to personalize guest and staff experiences
- **Integrated hardware** – Choose from a range of Oracle MICROS fixed and mobile workstations and devices to maximize your POS performance
- **Mobile-enabled** – Increase the speed and accuracy of your guest service with mobile POS
- **Centralized management** – Update menus, pricing, and promotions instantly
- **Reporting** – View real-time performance data anywhere, anytime
- **Kitchen management** – Improve food quality and service consistency
- **Labor management** – Simplify scheduling and optimize staffing
- **Innovation through integration** – Take advantage of a network of integrated third-party services for payment, online ordering, and more
- **Security** – Protect your guests' data and your brand reputation with industry-leading security
- **International support** – Benefit from multicurrency and language support
- **Cloud** – Reduce IT cost and complexity, and increase business agility
- **Resilience** – Continue operations, even with internet disruption

The Power of Cloud for Food and Beverage

In today's hypercompetitive marketplace, food and beverage operators need to anticipate customers' needs. But moving quickly and decisively is impossible if you're saddled with clunky IT. Choosing a cloud technology solution brings a host of advantages:

- As a centralized system, Symphony Cloud eliminates the need for server hardware at every location, alleviating the onsite technology burden and slashing ownership and maintenance costs.
- Operational control is greatly enhanced with cloud — get faster, more useful insight with improved reporting and analytics, roll out new products and promotions in minutes, and take advantage of new innovations more easily.



OBJECTIVE	TRADITIONAL ON-PREMISES	CLOUD
Expand by adding new locations	Expensive server hardware needed at each site	No server required. POS system is preconfigured to reduce time and risk
Reduce IT spend	Installation, upgrade, and maintenance costs per location	Centralized control reduces cost and labor
Improve back-office efficiency	Demands tedious, time-consuming manual administration	Modules streamline or automate variety of tasks, i.e. labor, inventory, reporting
Engage with guests	Fixed and mobile devices need to be synchronized	Consistent content on all devices provides better guest experience
Build franchisee relationships	Slow response time and inadequate information-sharing	Real-time reporting minimizes tedious manual data collection

Simphony Cloud for Mobility

Simphony Cloud makes the entire enterprise more agile, pairing flexible hardware solutions with applications that are customized for mobile devices:

- **Mobile-ready software:** With its intuitive interface tailored for touchscreens, Simphony Cloud is designed to work on mobile devices. The solution extends seamlessly to tablets, ensuring that every terminal within your operation is showing the same information for menus, pricing, and promotions.
- **Tablets for fast, efficient service:** The 700 Series Tablet from Oracle MICROS is ideal for restaurant operators who want their servers to take orders and send them straight to the kitchen; faster service for your guests and increased table-turns for your business.
- **Hardware for hospitality:** Oracle MICROS point-of-sale hardware has been powering food and beverage operations around the world for 40 years. Built for the hottest kitchens and the coldest stadium concessions, the close integration of hardware and software means that your systems work instantly on new devices.



To meet the expectations of mobile-savvy guests and staff, it is essential to have a POS that can support mobility throughout your operation.

The benefits of mobility:

- Drive sales more effectively
- Increase flexibility
- Extend your premises
- Better engage with guests
- Improve interaction with staff

A Complete Solution

Every food and beverage operator understands the need to manage costs and profitability, as well as driving sales. Symphony Cloud provides the tools to help you control expenditure and maximize operational efficiency with the minimum of effort.

Symphony Cloud modules include:

- **Reporting & Analytics:** Gain real-time performance data across your entire enterprise and from any single location. With the Oracle MICROS InMotion mobile app, restaurant operators can keep a pulse on daily business by viewing real-time data — including sales, labor, discounts, tenders, and guest count — anywhere, anytime.
- **Labor Management:** Maximize the efficiency of one of food and beverage's biggest costs. Aside from reducing the tedious manual work involved in staff scheduling, Symphony Cloud automatically ensures that every location's labor needs are optimized — neither overstaffed nor shorthanded.
- **Kitchen Management:** Keep vital information flowing in real time throughout restaurant operations to handle tasks — such as tracking kitchen performance and managing the influx of orders for delivery and take-out — as well as guests dining in the restaurant. Symphony Cloud is the key to enhancing food quality and speed of service.
- **Gift & Loyalty:** Create and manage innovative programs to build enduring relationships with customers. The Gift and Loyalty service from Oracle Food and Beverage identifies the customers to reward, and acknowledges their loyalty at the perfect time.
- **Loss Prevention:** The XBRⁱ Loss Prevention service allows you to monitor every POS terminal throughout an enterprise via a centralized location. Such simple access, combined with sophisticated detection techniques, allows for prompt investigation of unexpected transactions or unusual activity.
- **Inventory Management:** Monitor and gain control of your stock using the Inventory Management service from Oracle Food and Beverage. Detecting waste or theft is critical to improving profitability, and keeping sufficient supplies is a must to avoid disappointing customers. Inventory Management tracks availability and usage without the need for physical checks.

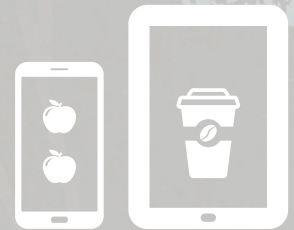
Simphony for Innovation

Technology is changing the way that food and beverage operations are run. Your guests today expect service to be fast and personalized, with ordering, loyalty, payment and other services made available to them online and to their mobile devices.

Simphony allows you to take advantage of new technologies today while enabling you to respond quickly to future innovation.

GROW YOUR REVENUES WITH NEW CHANNELS

- Create an omnichannel strategy for your business
- Offer delivery and takeaway services to grow your revenues
- Manage online and mobile orders efficiently
- Leverage kiosks and mobile devices
- Streamline multichannel operations to ensure consistency and efficiency



Maximize Sales by Supporting Innovative Payment Options

Simphony Cloud integrates with a wide range of payment providers, allowing you to choose services that appeal to your guests.

The Oracle Partner Network

The Oracle Partner Network (OPN) is a group of carefully selected service providers around the world that integrate with Simphony and allow you to remain at the forefront of technology innovation so you can maximize opportunities for growth.

A Stable and Dynamic Partner For Your Business

Simphony is brought to you by Oracle, a world leader in delivering stable and secure technology applications to successful businesses. Oracle Food and Beverage was formed through the acquisition of MICROS, a company with 35 years of expertise in the food and beverage sector. By leveraging Oracle's technology and R&D capability with MICROS's deep domain expertise, Oracle Food and Beverage is creating an unprecedented toolbox of solutions to help partners and customers deliver the perfect guest experience.

By choosing Oracle technology, operators can tap into a formidable bank of resources and talent:

- 40 years of industry expertise
- Financial stability
- Security
- World-class technology infrastructure

An International Solution:

For international food and beverage operations, a technology partner with global expertise and worldwide reach is essential. Oracle Food and Beverage provides support when you need it:

- **Worldwide presence:** Simphony serves the food and beverage industry in more than 180 countries, and offers multicurrency and multilanguage support.
- **Cloud solutions:** Centrally hosted cloud solutions provide continuous service even when your operation is sidelined by business or IT challenges.
- **Partners:** A global partner network offers additional and complementary services to the Simphony platform in your locality.





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Integrated Cloud Applications & Platform Services


About Oracle Food & Beverage:

By pioneering hospitality IT innovations in hardware and software for more than 40 years, Oracle Food and Beverage has become the industry's preferred solutions provider. We deliver best-in-class cloud technology — backed by trusted support and consulting services in a true partnership — to help food and beverage operators enhance the guest experience, increase revenues and reduce costs. Learn more at www.oracle.com/food-beverage.

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