Oracle Hospitality Reporting and Analytics Advanced Cloud Service

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Oracle Hospitality Reporting and Analytics Advanced Cloud Service is a powerful data warehouse and business intelligence (BI) solution that compiles and organizes financial and operational information into easy-to-understand reports and dashboards. Using the cloud platform, food and beverage (F&B) operators can centralize data and gain operational and analytical insights into their businesses.

KEY FEATURES

- Reports and dashboards featuring comprehensive sales, financial, and operational information

- inMotion app enables KPIs to be monitored via dashboards on a smartphone

- Mobile reporting provides business owners and managers with easy-to-view report data, enabling them to make decisions from anywhere

- Menu intelligence reports show item cost and profitability

- Labor, inventory, and loss prevention reports ensure maximum cost control

- EMS feature enables users of Oracle Hospitality POS solutions to maintain menus, promotions, and pricing centrally

- Centralized data warehouse for all locations, allowing for immediate access to real-time data across the enterprise

- Scheduled, dependable exports enable data to be shared throughout the enterprise

A Single Platform for Comprehensive Business Intelligence

Oracle Hospitality Reporting and Analytics Advanced Cloud Service is a powerful, centralized web-delivered reporting platform. It delivers a single point of access to BI that helps F&B operators increase revenue and profits. With it, getting access to your data has never been easier. Key transaction data can easily be sent to secure locations on a dependable and scheduled basis, enabling Oracle Hospitality Reporting and Analytics Advanced Cloud Service to maintain the centralized system of record for downstream systems.

Figure 1. Easy-to-read dashboards display key trends in your F&B establishment.

Access Key Performance Indicators Across Your Enterprise with inMotion

The inMotion tool is a mobile app that comes as part of Oracle Hospitality Reporting and Analytics Advanced Cloud Service. By downloading inMotion from the App Store, managers can access key performance indicators (KPIs) from anywhere, enabling them to make fast business decisions from front of house or any other location.

inMotion features dashboards for sales, labor, discounts, guest counts, check counts, and kitchen ticket times. Users can view current performance by the hour and

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- Grow revenues by understanding and optimizing pricing and menus so that your offers align with guest preferences
- Minimize operational costs by identifying opportunities to improve labor and inventory efficiencies
- Deliver consistency by monitoring KPIs to ensure consistent behavior across the organization
- Leverage mobility and gain access to actionable data from anywhere using the inMotion companion app
- Centralize your reporting in the cloud to gain visibility across every location while minimizing maintenance costs

compare it to forecast, the same day last week, or the same day last year. If KPIs such as labor cost, void percentage, or discounts exceed projected thresholds, inMotion provides real-time alerts. Hotel managers and owners using Oracle Hospitality OPERA Property Cloud Service can also use inMotion to access data on arrivals, departures, and housekeeping.
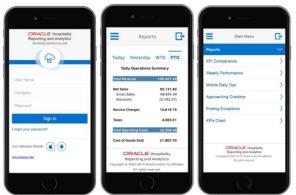

Figure 2. inMotion provides dashboards of KPIs on your smartphone.

Mobile Reporting

In addition to inMotion for smartphones, Oracle Hospitality Reporting and Analytics Advanced Cloud Service offers mobile web reporting, providing business owners and managers with sales and productivity data while they are off-site or engaging with guests. These reports deliver important information, including the following:

- **KPI comparisons.** Quickly review data on net sales, guest checks, guest counts, labor cost, discounts, actual labor versus scheduled, and actual sales versus forecast.
- **Weekly performance.** Display key metrics for the current business week, including data on net sales, checks, guests, labor cost percentage, and discounts.
- **Daily operations.** View a snapshot of key operational metrics, including total revenue, total operating costs, total operating margin, voids, and labor data. See information for today, yesterday, week to date, and period to date.
- **Approaching overtime.** Notice when stores or employees are approaching overtime rates.
- **KPI charts.** Get a single view of charts with today, yesterday, week-to-date, and period-to-date data for net sales, guest check, guests, labor, and discounts.

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Figure 3. Mobile reports provide data to restaurant operators, regardless of location.

Drive Profitability with Menu Intelligence

For any food service operator, measuring the popularity of a menu item and how it contributes to the bottom line helps to maintain a profitable menu.

Oracle Hospitality Reporting and Analytics Advanced Cloud Service provides several reports to help you manage your menu. The Menu Engineering report and Sales Mix Summary report enables you to identify the top sellers and the least popular and profitable items. The Menu Item Affinity report ensures that strategic menu items that are frequently sold with other high-profit items are not removed.

Improve the Bottom Line with Variable Cost Control

Restaurant operators are always looking for ways to control costs. With Oracle Hospitality Reporting and Analytics Advanced Cloud Service, variable expenses such as labor and inventory can be closely monitored and adjusted.

- **Inventory.** Food costs are one of the biggest expenses for a food service operation, and monitoring and controlling stock is essential to maximizing profits. With Oracle Hospitality Reporting and Analytics Advanced Cloud Service, menu item costs can be maintained and food costs monitored to ensure that thresholds are not crossed. Organizations looking for a more in-depth approach to food cost reporting can deploy it with Oracle Hospitality Inventory Management Cloud Service, to deliver a complete reporting and inventory management solution to their businesses.

- **Labor.** Labor is another significant cost to most F&B operators. Labor reports such as the Labor Analysis Report enables operations to understand how each job contributes to the overall labor cost. Combined with Oracle Hospitality Labor Management Cloud Service—a solution that provides centralized employee maintenance and accurate, up-to-date labor information across the entire organization—Oracle Hospitality Reporting and Analytics Advanced Cloud Service delivers the next level of labor and labor cost control.

- **Loss prevention.** Potential theft is prevalent in the hospitality industry, and food service operators must look for ways to reduce this risk to their bottom line. The Audit and Analysis report can be used to search through transactional details and identify transactions that contain high error corrects, discounts, or voids. The Employee Control report identifies employees with suspicious behavior and analyzes that behavior over time. Organizations looking for a more focused approach to loss prevention can use Oracle Hospitality Reporting and Analytics Advanced Cloud Service in conjunction with Oracle Hospitality XBRi Loss Prevention Cloud Service.

Powerful Forecasting

Oracle Hospitality Forecasting and Budget Cloud Service enables you to create forecasts from within Oracle Hospitality Reporting and Analytics Advanced Cloud Service. This enables you to set projections for your KPIs—including sales, revenues, guest count, and total checks. This data becomes extremely powerful when fed into the inventory management and labor management cloud services, because those projections can then guide stock ordering and staff scheduling to ensure that demand is met while maximizing cost efficiency.

Tailor Your Business Intelligence to Your Enterprise

F&B operators want to measure unique goals and objectives to help determine their success. Self-service reporting and the iQuery module in Oracle Hospitality Reporting and Analytics Advanced Cloud Service provide flexible data access and a layer of customization. IT and business analysts can deliver specific reports and data exports that provide unique insights into the business.

Centrally Manage Menus, Prices, and Promotions

For operators using Oracle Hospitality RES 3700 Point-of-Sale, Oracle Hospitality e7 Point-of-Sale, or Oracle's MICROS 9700 Hospitality Management System, the Enterprise Maintenance Services (EMS) feature in Oracle Hospitality Reporting and Analytics Advanced Cloud Service is a useful tool for centralizing operations. The EMS automates data uploads to the point of sale (POS), enabling you to make on-the-fly changes to menu items, prices, discounts, and taxes, and ensuring a quick, flawless turnaround. Changes can be made across the enterprise or to a specific location. And they can be planned ahead of time—whether minutes, days, weeks, or months.

Centralized Cloud Service for Enterprise Reporting

Because it is hosted in the cloud, Oracle Hospitality Reporting and Analytics Advanced Cloud Service enables operators with multiple locations to create a single, centralized data warehouse for all of their data. This means that real-time BI for the entire enterprise can be accessed from a single point, ensuring that managers have access to critical performance data when and where they need it.

This powerful central BI platform acts as the foundation for the back office within your enterprise, feeding data to and from other cloud services to give you the best-possible basis for a successful operation.

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