

ORACLE®



Oracle Food and Beverage Connect
Program

2019



ORACLE®
Food and Beverage

February 4-6, 2019 • Ft. Lauderdale, Florida



Welcome



Simon de Montfort Walker
SVP and General Manager
Oracle Food and Beverage

Thank you for joining us at our first Oracle Food and Beverage Connect conference!

Welcome to the beautiful beaches of Ft. Lauderdale! We're thrilled to have you join us for our inaugural Oracle Food & Beverage Connect—an event that brings to life our commitment to simplify IT and deliver real innovations designed to grow your business. Immerse yourself in all we have to offer; we've assembled 27 sessions for you, from power sessions that “deep dive” maximizing Oracle solutions to fast-paced, interactive roundtables that explore the best ways to seize emerging opportunities. We also invite you to our technology pavilion, showcasing Oracle's latest innovations and experts, and to spend time with our integration partners. I can't wait to meet you all and share Oracle's plans for tomorrow, which have one common goal: Accelerating your success.

Connect with us!

Share your experiences @OracleFoodBev and use #OFBConnect19

 <https://www.facebook.com/OracleFoodBev/>

 <https://www.twitter.com/OracleFoodBev>

 <https://www.instagram.com/oraclefoodbev/>

 <https://www.linkedin.com/showcase/oracle-hospitality-and-food-and-beverage/>

Contents

Sponsors	3
Conference Details	4
Agenda	5
Business Partner Showcase	9
After Hours Events	10
Hotel Map	Back Cover

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Conference Details



Internet/ WiFi

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VENUE ADDRESS

Fort Lauderdale Marriott
Harbor Beach Resort & Spa

3030 Holiday Drive

Fort Lauderdale, FL 33316



Agenda

Monday February 4	
12:30pm-2:30pm	Hardware Power Lunch John Nicewick, Senior Director for Hardware David Hale, VP, Program Management, DT Research How is restaurant point of sale hardware evolving and what does Oracle Food and Beverage have to offer as you grow and innovate? If you would like to see all of the hardware options that are available to you, or if you would like to meet the development team and share ideas on other products that you would like to see added to the portfolio, join us for this useful lunch.
3:00pm-6:00pm Power Sessions	What's New in Symphony Cloud POS? Nick Low, Principal Solution Manager Join Nick Low, Solution Manager for Symphony POS, to hear about the latest developments on the platform. Find out how new features and functionality are helping customers to grow and innovate.
	Integrate to Accumulate Pete Dalby, Senior Solution Engineer Integration can help you personalize guest experiences, streamline operations, add new revenue streams, and maximize value from your data sources. Discover how Oracle Food and Beverage is helping customers to integrate technology platforms and get insight into our vision for this all-important area.
	War is 90% Information – Orchestrating Your Omnichannel Strategy with Symphony Oana Busuioceanu, Principal Solution Engineer Executing an omnichannel strategy – connecting with customers and driving sales across all platforms in a consistent, personalized fashion – is the name of the game today. Learn how to maximize Symphony's capabilities, including third-party integration, data analytics and loyalty management, and best use the open platform to bring omnichannel to life.
6:00pm	WELCOME RECEPTION ON THE BEACH
Tuesday February 5	
6:00am-7:00am	RUN WITH US! Join us in the Reception area at 6am for a 5km run with the team
7:00am-8:30am	BREAKFAST
8:30am	Defining the Future with Oracle Food and Beverage Simon de Montfort Walker, SVP and General Manager, Oracle Food and Beverage Meet the new General Manager for Oracle Food and Beverage: Simon de Montfort Walker will talk about the transformative issues of the day and how we will help our customers address them. He also will share insight into his experiences as an Oracle food service customer and what he has learned in his first 100 days.
9:10am	Strategic Priorities at Oracle Food and Beverage Chris Adams, VP of Strategy, Oracle Food and Beverage What are the priorities at Oracle Food and Beverage? Chris Adams, VP of Strategy will provide an overview of the platform and products.

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<p>10:30am-12:30pm</p> <p>Customer Panels</p>	<p>Simplifying New Channels for Growth Hear from Oracle Food and Beverage customers who have opened new channels through kiosks and digital transformation programs. Join the discussion to understand the challenges they encountered and take away invaluable lessons from their experiences.</p> <p>Growth through Expansion Oracle Food and Beverage customers are simplifying the process of expansion, whether they're pursuing franchising, domestic or international growth opportunities. Discover the methods behind their success.</p> <p>Keeping Up with Service Expectations Guests expect to be served on time, every time. Learn how Oracle Food and Beverage customers are using technology – such as mobility, payment innovation and other services – to continually improve their experiences.</p>
<p>12:30pm-2:00pm</p>	<p>LUNCH</p>
<p>2:00pm-5:00pm</p> <p>Roundtables</p>	<p>Is Ordering from a Human a Thing of the Past? – Self Ordering Explained Stu Bendall, Solution Engineering Senior Manager Increasing sales and lowering labor costs – it's the "win-win" scenario every operator seeks. And it's more than achievable with the use of kiosks. Join a dynamic discussion about the best use of kiosks, their impact on enhancing the guest experience and their appeal to millennial customers (and employees). Learn how Oracle Food and Beverage technology can provide the perfect kiosk setup for you.</p> <p>Data Science: Take the Guesswork Out of Growth Oana Busuioceanu, Principal Solution Engineer Let us help you convert data into profit. Whether it's mining data to develop effective up-selling strategies or optimize inventory and staffing, it's imperative today for managers to make business decisions based on facts, not hunches. Learn how Oracle's data analytics consulting services – Menu Recommendations and Adaptive Forecasting – can identify factors that affect business, predict impact on sales and offer prescriptive recommendations.</p> <p>Manage Mobility and Make Money Ned Rowland, Solution Engineering Director Mobile devices are a cornerstone of restaurant operations, playing an integral role in everything from simplifying payment to improving reporting. But there are secrets to the success of deploying them effectively. Listen to Oracle experts share "must-know" insights regarding mobile technology's ownership considerations, hidden costs and best methods for ROI measurement.</p> <p>How to Get Control of Your Kitchens Nick Low, Principal Solution Manager Reduce guest complaints by maximizing speed and accuracy, manage omnichannel orders more efficiently, gain crucial visibility on service speeds and problem areas, simplify the training of staff... a kitchen management system can do all of this and more. Come and find out how other customers are using kitchen display systems (KDS) to great effect.</p> <p>Hospitality-Hardened Hardware – What Does the Future Hold? John Nicewick, Senior Director for Hardware Hardware's role in food and beverage is changing radically. Its impact on new dining concepts, guest expectations and self-ordering is revolutionizing operations. Find out how Oracle Food and Beverage is supporting customers with robust, resilient hardware that delivers maximum TCO.</p>

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<p>2:00pm-5:00pm</p> <p>Roundtables</p>	<p>Inventory Management: The Ultimate Protection for Your Bottom Line Daniel Schaefer, Solution Manager</p> <p>Food and labor are the two greatest costs for restaurateurs, which means controlling them is crucial for financial success. Discover how to modernize your management of these factors – and improve speed and accuracy – by combining Oracle’s Inventory and Labor solutions with mobile tablets. Free your managers from the back office and watch your profits grow.</p>
	<p>A Day in the Life of Your Restaurant Data Lutz Kreckler, Solution Manager</p> <p>Data is the currency of today’s business world, but many operators struggle to gather and process information, let alone act on it. In this session, learn how different levels of restaurant leadership can use Oracle’s solutions to dive into data, creating reports, conducting analyses and uncovering insights that create opportunities.</p>
	<p>The Future of Oracle Food and Beverage Cloud Services Michael Cruise, Senior Director of Cloud Application Management</p> <p>Cloud services are reducing IT complexity and accelerating innovation for industries of every type. But how are they evolving to really help F&B operators? Join an in-depth discussion to discover the advantages of new Oracle Cloud: predictive analytics with automated remediation, improved service resiliency, faster deployment, and reduction – even possible elimination – of customer downtime for patches and hot fixes.</p>
	<p>The Move to Personalization: Manage Loyalty for Business Growth Pete Dalby, Senior Solution Engineer</p> <p>How can you deliver a personalized service to each and every guest? In this session we’ll look at the future of food service loyalty programs, how guest expectations are evolving, and how you can use technology to help deliver on those expectations.</p>
	<p>Symphony: Extend the Product through Extensibility Andrew Smith, Director of Global Professional Services</p> <p>Hear real-world examples of how powerful integrations through Symphony are delivering tangible benefits to our customers and their guests. Join Oracle’s Consulting Professional Services experts and learn about implementing fraud control and enhancing guest experience through kiosks, digital menu boards, and order status updates.</p>
	<p>Payment Technologies: What’s Best for your Business? Chad Rupert, Solution Manager for Payments</p> <p>Payment technologies play a defining role in the guest experience. At this roundtable, learn about the latest global payment trends and the new technologies that are available for quick-service and table-service restaurants. Plus – give us your feedback on the payment solutions you’d like Oracle to support.</p>
	<p>The Path Forward Simon de Montfort Walker, SVP and General Manager</p> <p>Take this unique opportunity to join a roundtable with Simon de Montfort Walker. He’s seeking your feedback, questions and commentary as he charts a course to make Oracle Food and Beverage better serve you. Don’t miss the chance to have your voice heard.</p>
<p>6:00pm</p>	<p>DRINKS AND DINNER ON THE PATIO</p>

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Wednesday February 6 *continued*

6:00am-7:00am	RUN WITH US! Join us in the Reception area at 6am for a 5km run with the team
7:00am-8:30am	BREAKFAST
8:30am-9:00am	Improving the Customer Experience at the POS with Contactless Payments Julie Scharff, Vice President Consumer Products, Visa Join Julie Scharff from Visa as she discusses the global move toward contactless payments, and the upcoming changes regarding EMV contactless payments in the U.S. Julie will provide you with information on what your merchants need to do now and how to provide a better POS payment experience for your customers.
9:00am-9:30am	The Future of Cloud Vikki Kolbe, Senior Vice President GBU Cloud Services How is cloud technology evolving and how will Oracle's cloud services help our Food and Beverage customers to grow their businesses? Vikki Kolbe, Senior Vice President of Cloud Services for Oracle's Global Business Units, talks to Simon de Montfort Walker about the new technologies that will impact the way that businesses operate.
9:30am-10:45am	AI & Machine Learning: Buzzwords or Game Changers? How is the food and beverage industry using machine learning and artificial intelligence, and how is that going to evolve in the near to medium term? How is Oracle investing in this important area? Get useful insights in this session.
10:45am	COFFEE BREAK
11:15am	CX: What Can F&B Operators Gain from Oracle Marketing Cloud? Russell Leonard, Senior Product Manager, Oracle Marketing Cloud To perfect the customer experience, F&B operators need to negotiate three fronts simultaneously: create frictionless journeys for guests; understand how emerging technologies – such as AI and IoT – will influence their behavior; and shift away from siloed channels to platforms that engage customers holistically. Learn how Oracle Marketing Cloud approaches CX to identify new customers, convert them, and retain their loyalty – and dollars.
11:40am	Cloud-Based Financials: The Recipe for Success for Restaurant Chains Branden Jenkins, Head of Vertical Initiatives at NetSuite Adapting to consumers' ever changing preferences continues to be the driving force of innovation within the restaurant industry. However, these efforts are only as successful as the foundations they are built on. NetSuite delivers a unified cloud platform to manage your business, from back-end financials, inventory and supply chain management to point-of-sale, ecommerce and loyalty.
12:00pm-1:00pm	LUNCH
1:00pm-2:00pm	An IT Legend's Perspective: Today's Development for Tomorrow's Success Paul Armstrong, VP of Development, Oracle Food and Beverage Renowned as one of our industry's foremost technology architects, Paul Armstrong – the former CTO for MICROS – now leads Oracle's F&B solutions development. With his return from his App venture, he brings fresh perspective about the digital customer experience. Hear how it's influenced his strategic vision for Oracle's future and tackling F&B's top challenges, from enhancing integration to shifting to cloud.
2:00pm-3:00pm	The Plans for Growth and Innovation: A Summary Simon de Montfort Walker, SVP and General Manager, Oracle Food and Beverage This event is an opportunity for us to share our plans with our customers, but it is also a platform for customers to provide feedback and thoughts on those plans. Simon de Montfort Walker will summarize those learnings as our annual conference draws to a close.

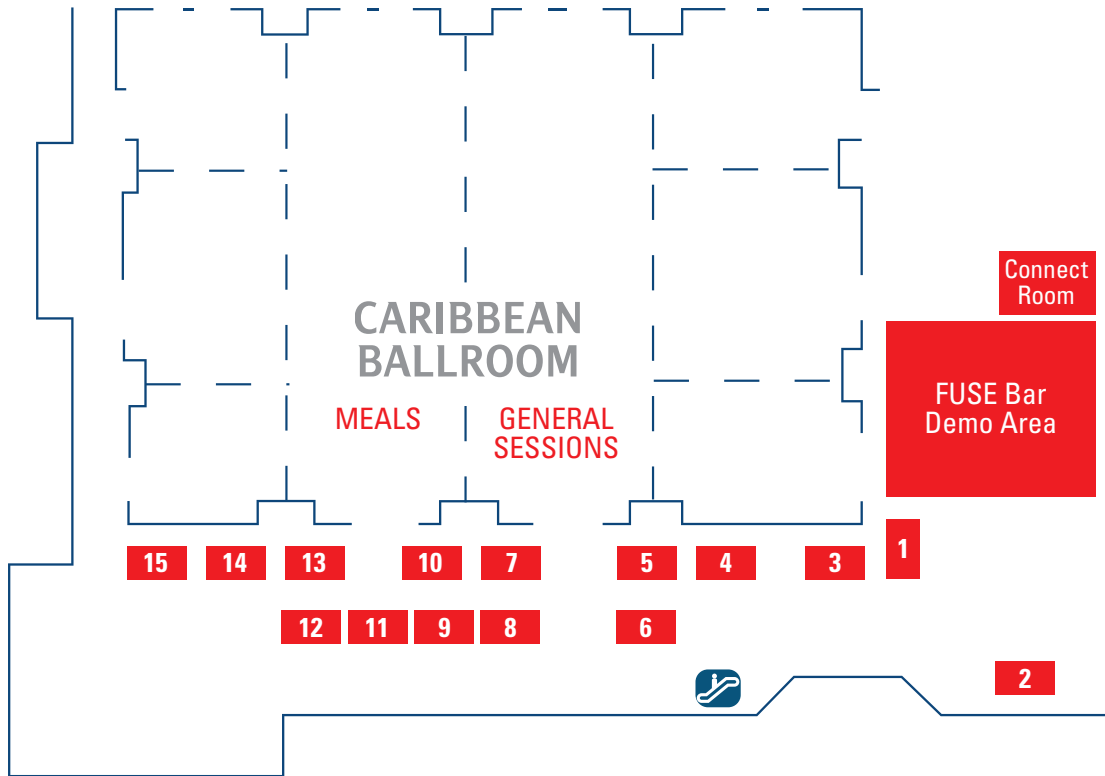
See Technology in Action! • Tuesday and Wednesday • 7:00am-6:00pm

THE FUSE BAR — THE ORACLE FOOD AND BEVERAGE PRODUCT SUITE Come and see Oracle Food and Beverage technology in action. In our product suite, participate in hands-on demonstrations of our hardware and software and engage with our product specialists.

THE CONNECT ROOM Have a question for our Support and Customer Success teams? This is the perfect place to ask. Get the answers you need in the Connect Room on Tuesday and Wednesday.

PARTNER PAVILION Our partner network is growing! Come and meet the integration partners offering services in payment, labor management, delivery, reservations and much more.

Visit Our Business Partner Showcase



BOOTH NUMBER	COMPANY NAME
1	Epson
2	Como
3	Omnivore
4	3C Payments
5	eTouchMenu
6	QSR Automations
7	Shift4
8	Punchh
9	Eigen
10	QikServe
11	Powervar
12	Elavon
13	Freedmpay
14	Fourth
15	North American Bancard

Join us for our fun, after-hours events!

Let's unwind in the beautiful Florida sun. Spend some time with the Oracle team and build your network with other customers and partners over cocktails.

Monday February 4th, 6:00 p.m.
Welcome reception on the beach

Tuesday February 5th, 6:00 p.m.
Drinks and dinner on the patio





Check out the Fuse Bar!

Oracle Food and Beverage Product Suite

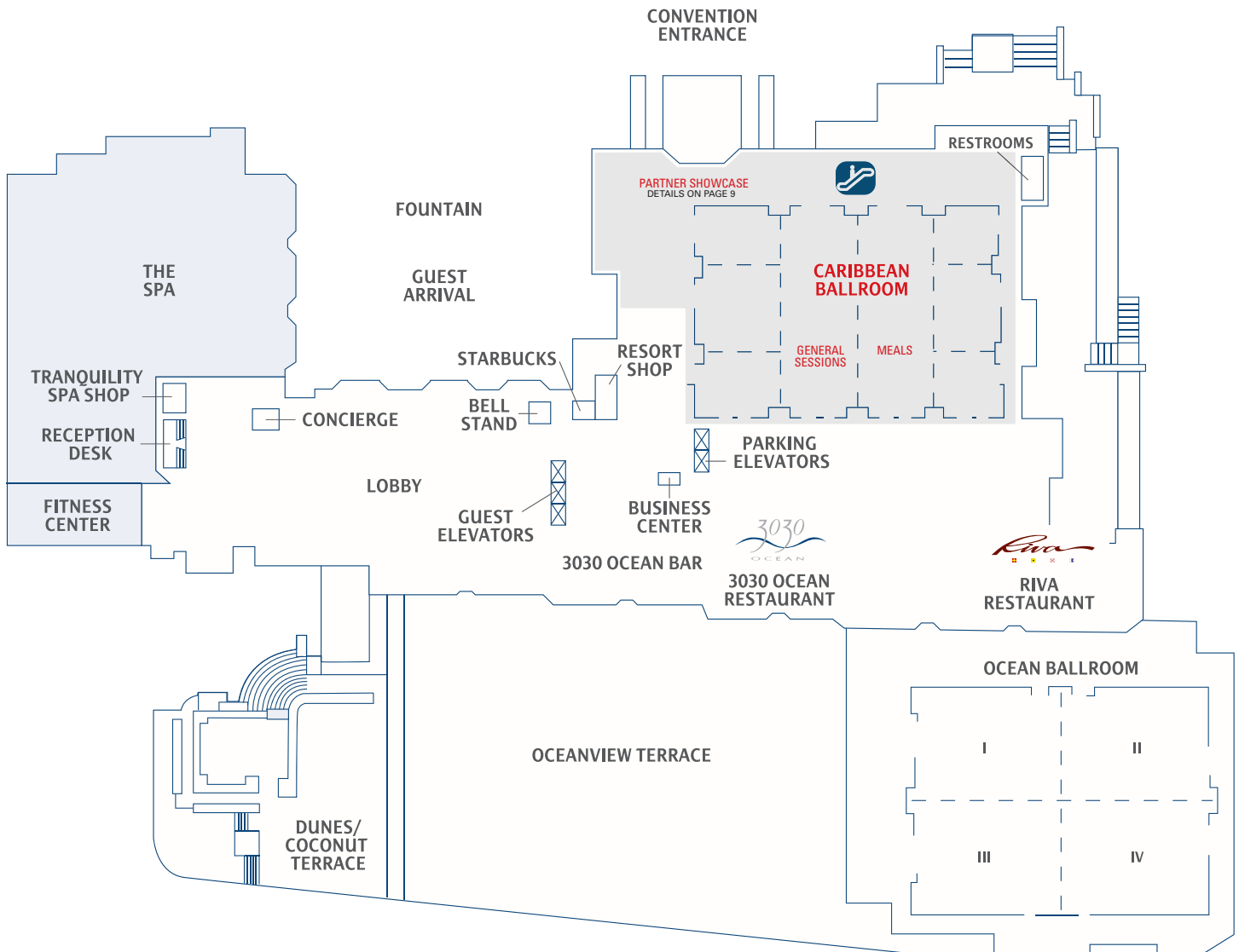
Come see the latest innovations in action



Hotel Map

RESORT LOBBY LEVEL

Sessions are located in the Caribbean Ballroom
Salons 1-5, General Sessions will take place in
Caribbean Ballroom Salon IV. Meals will be served
in Caribbean Ballroom Salon V.



Integrated Cloud Applications & Platform Services

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