Experiential Hospitality, Dining & Travel

Strategic Priorities	Programs	Use Cases					
Omni-Channel Ordering and Distribution	Optimized Ordering & Payment	Omni-channel commerce platforms	Adaptive Self-service platforms	Serverless commerce	Headless Commerce	Modernized Payments	Real-time Payments
	Frictionless Fulfillment	Pickup and delivery order management	Real-time inventory availability	Delivery Anywhere	Extended Drive-thru	Autonomous Delivery	
	Secure Omni-Channel Operations	Automated fraud detection	Digital Security	Augmented Loss Prevention	Advanced Authentication	Adaptive and alternative Authentication	
	Intuitive & Optimized Reservations	Detailed distribution of ARI	Flexible availability management and yield maximization	Booking orchestration and fulfillment	Meta management	PMS platformization	
Connected Journey & Experience	Experiential Service EcoSystem	Intuitive commerce	Reactive and responsive service	Augmented Service	Immersive experiences and services	Virtual search and booking	
	Connected Guest/Traveler Experience	Right content, right screen	Digital accessibility	Enhanced contactless/touchless service	Autonomous Services		
	Next-Gen Guest/Traveler Care	Anticipatory services	Health Management	Advanced physical safety management	Optimized customer profiles	Omni-channel Customer support	
Digital Guest Engagement	Guest Engagement Analytics	360-degree connected customer data management	Customer Experience (CX) and behavior analytics	Real-time guest sentiment profiling			
	Hyper-Personalized Engagement	Digital Content Optimization	Privacy Management	Decoupled CMS	Contextualized Marketing	Parallel Engagement	
	Next-Generation Loyalty & Rewards	Differentiated subscription programs	Augmented guest/traveler loyalty	Multisensory engagement			
Digital Supply Chain Optimization	Optimized Supply Network	Dynamic supply network management	Supply forecasting and planning	Ingredients inventory management			
	Optimized Fulfillment Operations	Predictive network inventory orchestration	Alternative distribution enablement	Dark fulfillment optimization	Automated and augmented purchase process		
	Supply Chain Transparency	End-to-end product/asset traceability	Transparent pricing	Sourcing visibility	Supply chain safety and compliance	Sustainable product management	Sustainability reporting/marketing
Operational Efficiency & Agility	Mobile Enterprise & Operations	Mobile inventory information management	Virtualized training and sales	Contactless enterprise	Mobile task management		
	Connected Workforce	Collaborative automation	Digitized workforce management	Augmented knowledge worker	Physical safety and risk management	Flexible payroll options	Robotic workforce
	Profitability Optimization	Sustainable environment optimization	Collaborative analytics for marketing	Venue portfolio management	Revenue and margin assurance		
	Agile Infrastructure	Optimized operations	Remote and centralized monitoring	Flexible connectivity infrastructure	Collaborative communications platform		
Business Model Innovation	Technology Driven Revenue	Automated Store as a Service	NFT Virtual Product				
	Process Optimization	Enhanced process evaluation	Process automation	Fulfillment as a Service (FaaS)			
	Data-Driven Revenue	Travel Media Network	Guest Data Accessibility	Data as a Service (DaaS)			

Experiential Hospitality, Dining & Travel Digital Roadmap

HORIZON 1
Use cases that are deployed today

- Mobile Task Management
- Mobile Inventory Information Management
- Contactless Enterprise
- Flexible Availability Management & Yield Maximization
- Digitized Workforce Management
- Virtual Search & Booking
- Headless Commerce
- Booking orchestration & Fulfillment
- Supply Chain Safety & Compliance
- Ingredients Inventory Management
- Dynamic Supply Network Management
- Supply Forecasting & Planning
- Optimized Customer Profiles
- Contextualized Marketing
- Right Content, Right Screen
- Privacy Management
- Omni-channel commerce Platforms
- Enhanced Contactless/ Touchless Service
- Revenue and Margin Assurance
- Omni-channel customer support
- Transparent Pricing
- 360° Connected Customer Data Management
- Pickup and Delivery Order Management
- Digital Content Optimization

HORIZON 2
Use cases that are being incubated
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- Digital Accessibility
- Collaborative Communications Platform
- PMS Platformization
- Venue Portfolio Management
- Detailed Distribution of ARI
- Remote & Centralized Monitoring
- Process Automation
- Fulfillment as a Service
- Sustainability Reporting/ Marketing
- Decoupled CMS
- Extended Drive-thru
- Sustainable Environment Optimization
- Customer experience & behavior analytics
- Modernized Payments
- Differentiated Subscription Programs
- Augmented Guest/ Traveler Loyalty
- Flexible Payroll Options
- Health Management
- Advanced Authentication
- Autonomous Services
- Serverless Commerce
- Real-time Guest Sentiment Profiling
- Anticipatory Services
- Physical Safety & Risk Management
- Collaborative Analytics for Marketing
- Real-time Inventory Availability
- Sustainable Product Management
- Alternative Distribution Enablement
- Sourcing Visibility
- Augmented Loss Prevention
- End-to-End Product/ Asset Traceability
- Optimized Operations
- Reactive & Responsive Service
- Digital Security
- Virtualized Training & Sales
- Automated Fraud Detection
- Predictive Network Inventory Orchestration

HORIZON 3
Use cases that imagine the possibilities

- Collaborative Automation
- Multi-sensory Engagement
- Automated Store as a Service
- Automated & Augmented Purchase Process
- Flexible Connectivity Infrastructure
- Intuitive Commerce
- Immersive Experiences & Services
- Augmented Knowledge Worker
- Autonomous Delivery
- Dark Fulfillment Optimization
- Robotic Workforce
- Meta Management
- Adaptive & Alternative Authentication
- Enhanced Process Evaluation
- Augmented Service
- Advanced Physical Safety Management
- Real-time Payments
- NFT Virtual Product
- Delivery Anywhere
- Data as a Service (DaaS)
- Adaptive Self-service Platforms
- Travel Media Network
- Parallel Engagement
- Guest Data Accessibility

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