# 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 | Guest Driven 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 | Automated Data Intelligence |
| | Intuitive & Optimized Reservations | Detailed distribution of ARI | Dynamic availability management and yield maximization | Booking orchestration and fulfillment | Total revenue management | Enterprise platformization | |
| **Connected Journey & Experience** | Experiential Service EcoSystem | Intuitive booking/ordering | Predictive 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 issue resolution | Health Management | Advanced physical safety management | Optimized customer profiles | Personalized 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 | Embedded Emotional IQ | | |
| **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 | AI-Guided worker | Physical risk mitigation | Flexible payroll options | Robotic workforce |
| | Profitability Optimization | Environment management & optimization | Collaborative analytics | Venue 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 | Automation as a Service | NFT Virtual Product | Dynamic Digital Display | | | |
| | 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) | Dynamic Pricing | | |

# Experiential Hospitality, Dining & Travel Digital Roadmap

## HORIZON 1

- Mobile Task Management
- Mobile Inventory Information Management
- Headless Commerce
- Contactless Enterprise
- Sourcing Visibility
- Venue Management
- Virtual Search & Booking
- Supply Chain Safety & Compliance
- Booking orchestration & Fulfillment
- Ingredients Inventory Management
- Dynamic Supply Network Management
- Supply Forecasting & Planning
- Optimized Customer Profiles
- End-to-End Asset Traceability
- Right Content, Right Screen
- Privacy Management
- Enhanced Contactless/ Touchless Service
- Revenue and Margin Assurance
- Omni-channel ordering/booking Platforms
- Personalized customer support
- Transparent Pricing
- 360° Connected Customer Data Management
- Pickup and Delivery Order Management
- Digital Content Optimization
- Optimized Operations
- Virtualized Training & Sales

**Use cases that are deployed today**

## HORIZON 2

- Digital Accessibility
- Collaborative Communications Platform
- Enterprise Platformization
- Predictive Network Inventory Orchestration
- Detailed Distribution of ARI
- Remote & Centralized Monitoring
- Process Automation
- Fulfillment as a Service
- Sustainability Reporting/ Marketing
- Decoupled CMS
- Advanced Authentication
- Environmental management & Optimization
- Customer experience & behavior analytics
- Modernized Payments
- Differentiated Subscription Programs
- Augmented Guest/ Traveler Loyalty
- Flexible Payroll Options
- Health Management
- Dynamic Availability Management & Yield Maximization
- Autonomous Services
- Guest-driven Commerce
- Real-time Guest Sentiment Profiling
- Contextualized Marketing
- Physical Risk Management
- Collaborative Analytics
- Real-time Inventory Visibility
- Sustainable Item Management
- Alternative Distribution Enablement
- Robotic Workforce
- Augmented Loss Prevention
- Digitized Workforce Management
- Total Revenue Management
- Predictive & Responsive Service
- Digital Security
- Flexible Connectivity Infrastructure
- Automated Fraud Detection
- Dynamic Pricing

**Use cases that are being incubated**
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## HORIZON 3

- Automation as a Service
- Collaborative Automation
- Multi-sensory Engagement
- Automated & Augmented Purchase Process
- Dynamic Digital Display
- Intuitive booking/ordering
- Immersive Experiences & Services
- AI-Guided Work
- Autonomous Delivery
- Dark Fulfillment Optimization
- Travel Media Network
- Adaptive & Alternative Authentication
- Anticipatory Issue Resolution
- Automated Data Intelligence
- Augmented Service
- Advanced Physical Safety Management
- Real-time Payments
- Enhanced Process Evaluation
- NFT Virtual Product
- Delivery Anywhere
- Data as a Service (DaaS)
- Adaptive Self-service Platforms
- Parallel Engagement
- Extended Drive-thru
- Embedded Emotional IQ
- Guest Data Accessibility

**Use cases that imagine the possibilities**

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