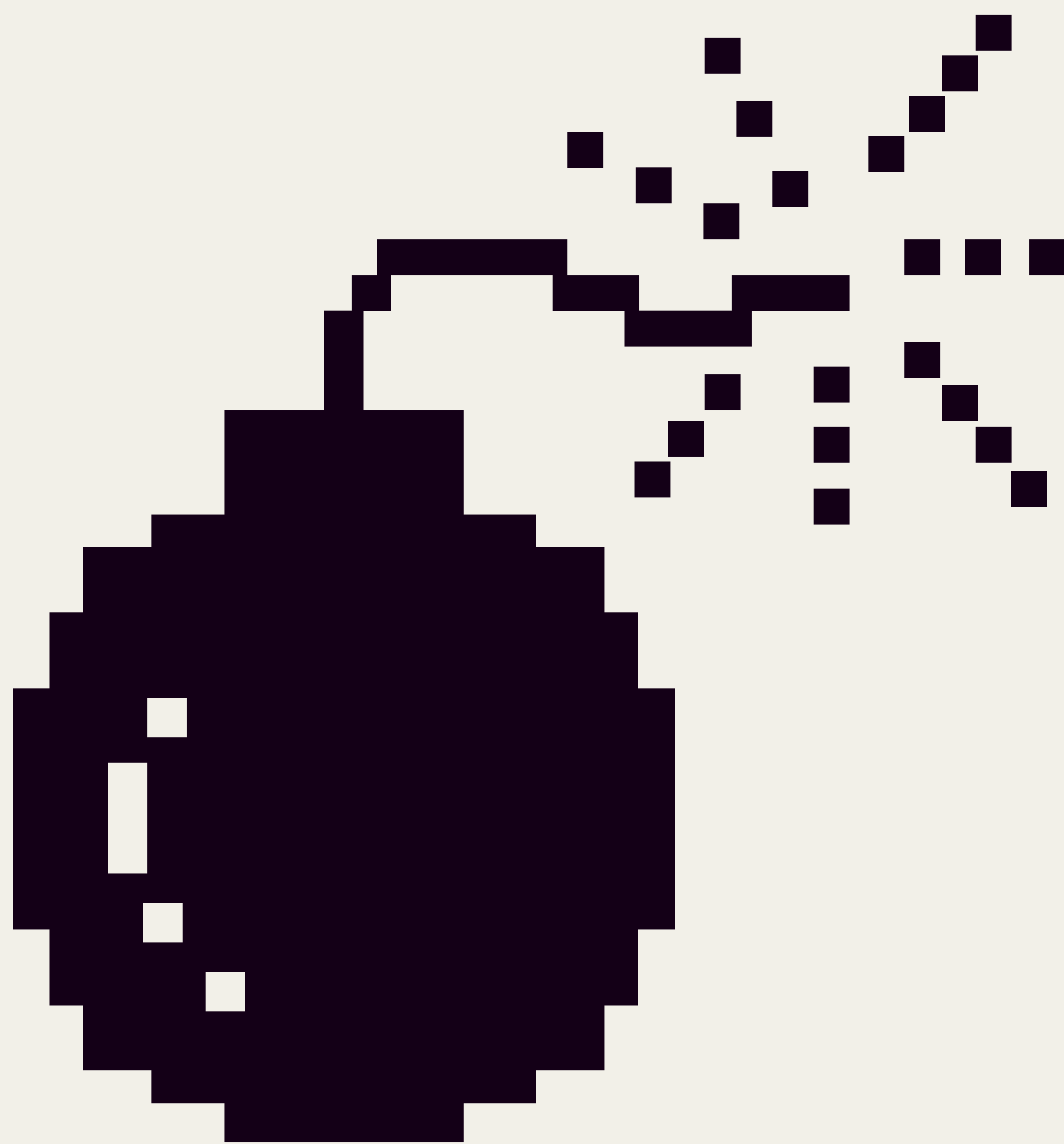


# Why your tech stack is killing your margins

**and how an AI Operating System changes everything**

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**nory**

# Imagine every job in your restaurant was done by a different person, and none of them communicated with one another.

**Your waiters don't talk to the bartender. The head chef and sous chef operate in silence. The maître d' doesn't even look at the general manager.**

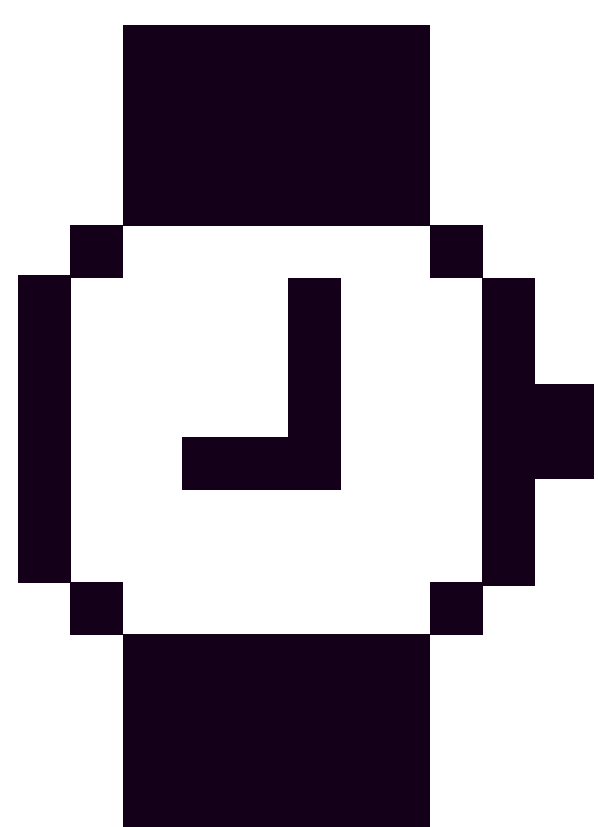
Sound a bit like your current tech stack? Your POS doesn't talk to your rota system. Your inventory platform has never met your labour management tool. You're running six different log-ins just to understand if yesterday was profitable.

It's not a recipe for a successful business of any kind, let alone one in hospitality.

And it's about more than simple inefficiency; it's a matter of survival. Rising labour costs, staff shortages, and numerous other pressures mean you're already battling for every single percentage point of your margins.

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SO, CAN YOU  
AFFORD TO WASTE  
TIME MANUALLY  
CONNECTING THE  
DOTS WHILE THE  
CLOCK IS TICKING?



# This is the problem Nory solves.



**An operational platform where every component communicates with each other to give you the power, control, and visibility to speed up growth, streamline operations, and enjoy space to focus on the more important things.**

No more silos. Just seamless information sharing.

It works by unifying your data and adding a layer of intelligence – a brain essentially – to turn that data into the decision-making tools that can help take you to the next level.

**It's an AI operating system. Let's dive into what that means.**



# What we mean by AI

**Let’s talk about the terms we use when we talk about AI. And then let’s look at how that ties into the way we build an AI operating system that can transform your business.**

At Nory, by AI, we mean combining three core technologies that work together: Large Language Models (LLMs), Machine Learning (ML) algorithms, and the specialised agents that put them into action.

<b>Large Language Models (LLMs)</b>	<p>An LLM is the technology behind ChatGPT. It’s the communicator, great at understanding human language, summarising, and explaining complexities.</p> <p>But ask it to build next week’s rota and take into account things like holidays, regulations, or a sporting event that’s on, and it’s soon clear it lacks the deep, specialised precision a modern hospitality business needs.</p>
<b>Machine Learning (ML) algorithms</b>	<p>An algorithm is like a recipe to get something done. It’s the precision engine. The recipe in this case contains a set of well-defined steps and instructions a computer can follow to solve a specific problem.</p> <p>They can analyse deep data (like sales patterns, prep times, and compliance rules, for example) to generate the most optimal decision.</p>
<b>Specialised agents</b>	<p>The AI agent is the functional layer, the executor. An agent takes the precise decision, uses the LLM to understand your goal, and acts kind of like a dynamic supervisor to plan steps and complete more complex tasks across the entire operating system.</p>

# The Nory Philosophy

**At Nory, we think about these technologies a bit differently to everyone else. We're impressed by the power of LLMs and the type of product experiences they've made possible but we also don't think on their own they are the be-all-end-all. And often the claims made for them are a little... overstated.**

**For example, ask ChatGPT to build your schedule for next week and it will have a go.**

Then try and do that for all 200 of your restaurants while taking into account regulatory constraints, staff holidays, standard operating procedures for stock counts, prep time, opening/closing routines, and optimising for SPLH efficiency.

Then try and make it recompute as fast as possible as you tweak up/down your revenue forecast for next week. But we've tried this and it doesn't match our more specialised needs.

What you actually need is a truly granular understanding of how a restaurant – across its locations – functions. That means getting how the kitchen relies on prep sheets, how the front of house team works best, how regulatory compliance affects the workforce, and the need for speed everywhere.

It's really only by integrating and analysing these complex, interconnected dynamics and operational dependencies that you can unlock the deep, specific insights and tools that drive margin improvements in hospitality environments – and they need to be accessible to everyone.

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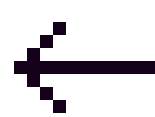
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TO THAT END, WE BELIEVE A  
COMBINATION OF CUSTOM-BUILT  
ML AND LLMS IS ABLE TO OFFER  
US THE GREATEST LEVEL  
OF SPECIALISATION.



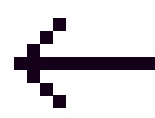
# Where agents fit in

When we’re talking about restaurants, AI agents are the true executors. **An agent isn’t just a trigger; it’s an AI that can actually understand a goal, create a plan to get there, and then successfully execute that plan.** It’s like having the best possible version of a shift supervisor, one who spots problems before they occur, juggles rotas when someone calls in sick, and keeps labour costs in line autonomously. That’s what modern AI does, but across every shift, every location, consistently.



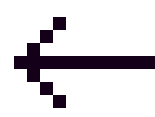
THE ROLE  
OF AGENTS

**Where LLMs add power is in explaining the results the ML algorithm generates, making them more accessible.** ML models are precision tools. What they’re not good at is explaining the thought process behind that. Which is where LLMs can help.



THE ROLE  
OF LLMS

**ML might recommend scheduling staff for unusual hours for certain jobs.** The LLM allows managers to chat with the ML model to better understand the results it’s generating, turning complex data outputs into conversational insights.



THE ROLE  
OF MLS

## Being able to plan and execute complex tasks is what defines our new world of agentic operations.

Traditionally, automation was rigid, with every step specified: If this, then that.

But in the new world, agents navigate that operational complexity for you. That’s more than just doing the first step; that’s managing the whole process to achieve a specific outcome.

Picture it: It’s Thursday afternoon. Your general manager at one site just texted; they’re down two servers for Saturday night and there’s a big local match on. That’s an hour of phone calls, checking availability, and worrying about overtime rules. It’s stressful.

In the new world, your agent automatically reviews the staff pool, considers holidays and regulations, identifies the optimal coverage from available staff, secures confirmation, and updates the live schedule. It takes seconds. And the manager is only needed to rubber stamp the result.

It’s all possible because your platforms like Nory operate as an AI operating system (OS), giving the agent the comprehensive, unified context it needs to execute the entire plan, not just the first step.



# The power of an AI operating system

**It's the power of these continuous, cross-functional feedback loops that have led us to build an AI Operating System (AI OS) for the hospitality industry.**

Feedback loops see all the specific steps involved in running a business, from forecasting sales and planning the rota, to ordering stock and reviewing performance, not as individual items, but as parts of a single, interconnected profitability loop.

Every decision affects your margin. Order too much stock? That's cash tied up and potential waste. Under-staffed Sunday lunch? Poor service and lost revenue await. But when your systems actually talk to one another, these problems solve themselves. The operating system delivers genuine business resilience and has an effect on your margins because every stage of the loop feeds the next one.

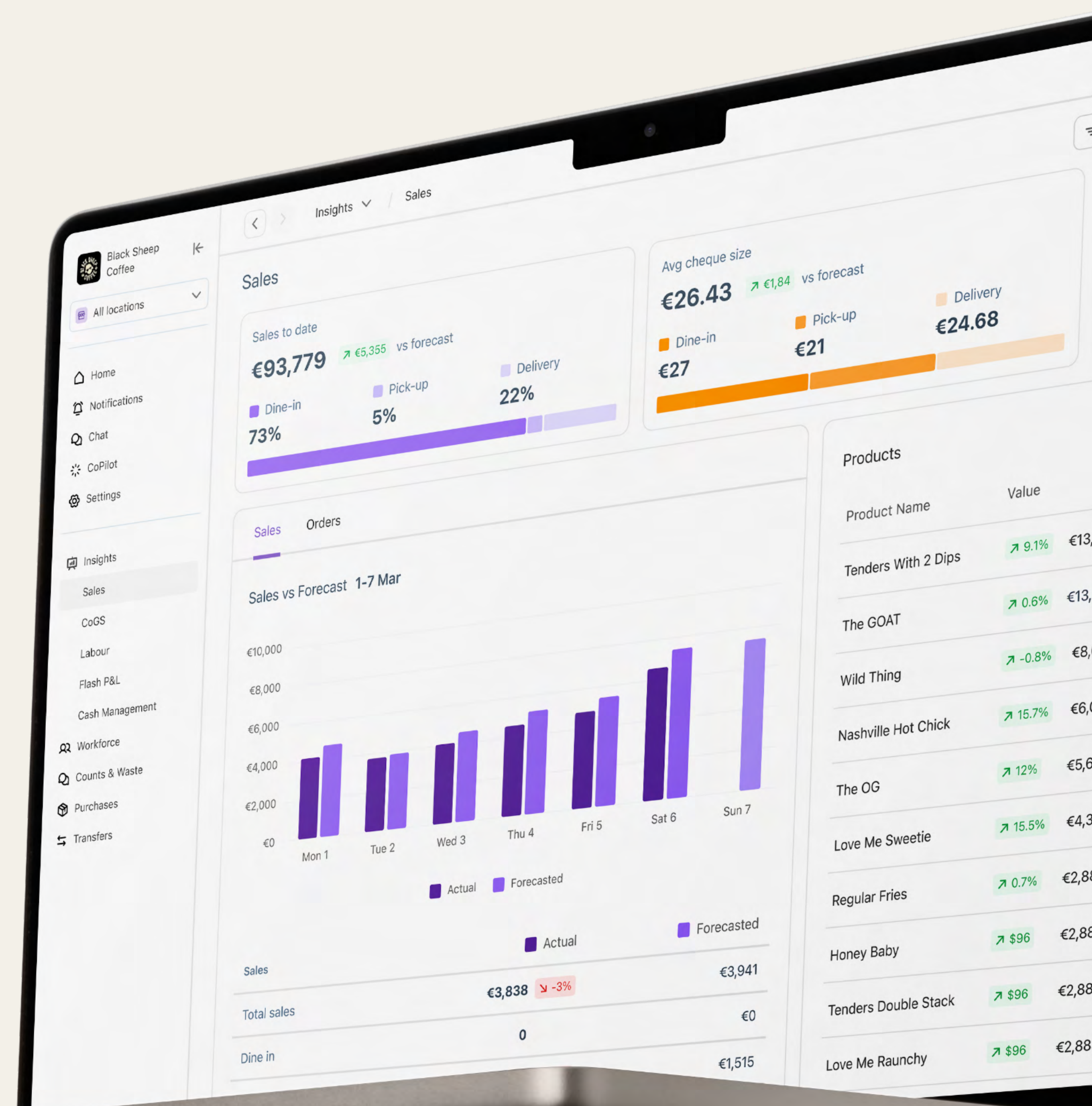
To make good decisions you need the best and most reliable data at exactly the right time, and that can be a problem when you're dealing with disjointed, disconnected data and systems. That's the challenge an AI OS solves.

An AI OS brings together data and tools into a single, unified environment, providing you with the context you need to deliver outstanding service.

It starts with the revenue forecast, the single most important driver of operational efficiency.

Ours offers 80-90% accuracy because we know that forecast accuracy is the rising tide that lifts all boats in your operation.

## 80-90% accuracy





Better forecasts mean more efficient labour scheduling or more accurate demand-based ordering. And having a single forecast that connects all of these dots is even more powerful. You review one forecast, tweak it with your specialist on-the-ground knowledge, and everything that depends upon that model also updates its expectations.

Running that model for years in production means we have a lot of experience in every type of hospitality setting.

**New to Nory? We can get accurate forecasts working within days of you signing up. Connect your POS, add historical sales, and within one business day we'll have an enterprise grade forecast ready for your business.**

That's the power of what we're building: a single, unified operating system that works with your existing tech stack, generates those unique margin-boosting insights about your business, and then automatically actions them for you, letting you focus on doing what you do best – serving your customers.

**Ready to see what the power of an AI operating system can do for your business?**

**Book a call today**

