

SEVENROOMS

Platform Research and Independent Restaurant System Concept | Executive Brief + Detailed Analysis

CLIENT RESEARCH REPORT | 28 OCTOBER 2026

Source-faithful English edition of the previously prepared Russian-language client report.

Executive brief | Key conclusions

- SevenRooms goes beyond table reservations: it combines guest booking, dining-room operations, CRM, marketing, communications and analytics [1–6].
- The vendor reports more than 15,000 restaurant clients. DoorDash completed its acquisition of SevenRooms on 13 June 2025 [1, 7].
- Channel integration is an important product direction: SevenRooms announced Channel Connect on 16 June 2026 [8].
- Deliveroo Reservations in the UAE is relevant to the regional opportunity, but local adoption and venue preferences still require independent validation [9].
- Proposed direction: independently develop Lyra Hospitality OS (working name), starting with reservations, floor plans, waitlists and guest CRM, and adding AI and integrations in later phases.

1. Deliverables and research boundaries

This study provides a functional register covering 14 domains with P0/P1/P2 priorities; a proposed architecture and data model; preliminary market/competitor positioning for Dubai; a staged implementation plan; and risks relating to APIs, licensing, guest data, migrations, unit economics and pilot evidence.

The research uses public sources. No access was obtained to SevenRooms' private administrative interface, partner-only API documentation or commercial contracts. No competing product has been built. Functionality and commercial outcomes published by a vendor are claims, not independent audit results.

2. Recommended solution and sequencing

Build a dependable standalone restaurant operating core before attempting a complete SevenRooms replacement: concurrency-safe reservations, an interactive floor map, a virtual waitlist, guest profiles and a host dashboard.

- AI-first differentiation: phone and WhatsApp assistants working through verified transactional booking APIs.
- Dubai-first: English and Arabic UX; regional messaging and payment providers, subject to access checks.
- Data-first: access control, exportability, transparent marketing opt-ins and interaction history.

P0: booking engine, floor plan, waitlist, guest CRM, shift rules and staff operations. Acceptance: no overlapping confirmed bookings under contention; operators actually use the system.

P1: notifications, POS, deposits, marketing, reviews and Voice AI. Acceptance: demonstrated labour savings, additional confirmed reservations and guest retention.

P2: multi-venue management, loyalty, booking-channel aggregation and advanced analytics, provided that legal integration access and willingness to pay are established.

Not verified: exact SevenRooms subscription prices, public MCP availability, individual private API endpoints, SLAs, replacement implementation costs, migration entitlements, ROI or demand among

target venues.

3. SevenRooms product and market position

SevenRooms describes its offering as a hospitality CRM and operations platform. Its operating loop is to acquire a booking, host a guest, learn preferences and spend, and stimulate future visits using more relevant communications [1–6].

- Demand capture: direct booking on venue websites, discovery, social networks and authorised partners.
- Operations: seating assignments, table turns, capacity pacing, waitlists and shift constraints.
- Retention: visit history, tags, guest groups and targeted engagement.
- Monetisation: special experiences, deposits, paid additions and repeat business.

Public milestones: DoorDash acquisition completed 13 June 2025 [7]; Deliveroo Reservations UAE launched 4 June 2026 using SevenRooms technology [9]; Channel Connect announced 16 June 2026 [8]; additional AI and guest-intelligence capabilities announced 21 July 2026 [10].

4. Fourteen-domain functional register

- P0 Reservations: date/time availability, branded widgets, modifications, cancellations and direct booking channels [2].
- P0 Dining-room management: floor plans, assignments, table turns, pacing and capacity [1].
- P0 Waitlist: walk-in capture, virtual queuing and notifications [2].
- P0 Guest CRM: profiles, history, preferences, allergy notes, spending and tags [3].
- P0/P1 Messaging: confirmations, reminders and guest requests [2, 5].
- P1 Marketing: segments, triggers, email journeys and campaign ROI [3, 5].
- P1 AI: phone agent, notes, insights and enquiry handling [4].
- P1 Payments: deposits, experiences and optional services [1, 6].
- P1 Feedback: collect and analyse guest reviews [1].
- P1 Analytics: channel sources, covers, revenue and performance [1, 6].
- P2 Groups: multi-site operations, shared reporting and permissions [1, 6].
- P2 Channels: discovery, social, partners and Channel Connect [8].
- P2 Loyalty: benefits and personalised offers [3].
- P2 Ordering: QR/on-premises ordering as an adjacent capability [1].

5. Reservation workflows and transaction integrity

Guest journey: choose venue, date, time, party size and preferences; receive eligible slots; accept cancellation/deposit policy; confirm; receive a notification; change or cancel in one system. Staff should see source and audit history.

Host journey: configure service shifts, capacity, visit length and table combinations; accept multiple channels; assign tables on the floor plan; track lateness, no-shows and released capacity; record manual overrides.

Proposed state machine: DRAFT → HELD → CONFIRMED → SEATED → COMPLETED, with CANCELLED, EXPIRED and NO_SHOW branches. Holds must expire automatically; reassignment and overrides require appropriate staff permissions.

Critical engineering requirement: website, phone and partner channels may race to claim the same table. Atomic database transactions must enforce allocation; frontend checks alone are insufficient.

Acceptance tests: 50–100 simultaneous requests for the same scarce inventory must never produce overlapping confirmed reservations. Reusing an idempotency key must not create a duplicate. An expired hold must release inventory.

6. Guest CRM, consent and marketing

SevenRooms reports guest profiles containing more than 100 data points and supports behaviour/spend-based tagging and segmentation [3]. Reservation, visit, POS and communication information can inform hospitality operations.

Our guest schema should distinguish verified phone/email identifiers and external source IDs; visits, bookings, spending where integrated, preferences, occasions and service notes; and explainable segments such as new, repeat, dormant and VIP guests.

Compliance should separate operational communications from marketing consent, with retention periods, deletion/export workflows, staff permissions and auditability.

Examples: post-visit feedback requests; permitted win-back messages after long absence; birthday offers; returning-caller recognition within lawful data-use boundaries. Evaluate outcomes through control groups, not message open rates alone.

7. AI and guest communications

SevenRooms publicly describes Voice AI for answering calls, making or modifying bookings, handling common questions and escalating complicated cases to staff [4]. For our system, AI must call authorised structured tools rather than inventing reservations in free text.

Proposed tools: searchAvailability, createReservation, changeReservation, cancelReservation, getVenueFAQ and handoffToHuman.

Controls: verify guest name, date, time, party size and relevant policy; persist event receipts; protect transcripts and restrict access. On network/payment ambiguity, escalate instead of asserting success.

WhatsApp and SMS conversational booking are possible through approved providers with proper opt-in. A booking is confirmed only after a booking-engine receipt; message delivery status comes from the communication provider.

Proposed management copilot: shift demand forecasts, potential no-show alerts, weak-slot analysis, questions against operational data and draft campaigns for human approval. These are our proposals, not asserted current SevenRooms features.

8. Integration strategy and access limitations

- POS (e.g., Toast, MICROS): guest spending and visit attribution; requires contractual access and identity/order mapping.
- Payment service providers: deposits, prepayments and refunds; funds and charge status must be confirmed by the PSP.
- Google, social and marketplaces: acquisition and attribution; public APIs are not guaranteed.
- Email, SMS and WhatsApp: transactional and marketing journeys; require consent, templates and delivery receipts.
- Hotel PMS: guest and concierge workflows; evaluate per venue.
- First-party MCP: a security-controlled AI gateway built on our own API and role-based access controls.

SevenRooms API documentation is individually provisioned. An unrestricted official MCP server and any particular endpoints/webhooks/privileges have not been verified [11].

9. Channel Connect and channel fragmentation

SevenRooms announced Channel Connect on 16 June 2026 to manage bookings from multiple channels with shared inventory visibility [8]. This signals demand for reducing fragmented calendars and manual reconciliation.

Our proposed channel model includes `channel_id`, `source_reservation_id`, `ownership`, `last_synced_at`, `sync_status` and `conflict_resolution_policy`.

Each channel uses an event inbox, deduplication, idempotent processing and acknowledgement. When connectivity fails, protect inventory conservatively rather than oversell. Provide a conflict-resolution console and immutable audit record.

An adapter for any third-party channel requires permitted APIs, contractual exports or another lawful access pathway. Two-way synchronisation must never be promised before that check.

10. Competitive alternatives

- OpenTable: international restaurant discovery network; assess per-cover fees, guest acquisition and customer data control.
- Resy and Tock: premium reservations, events and prepaid experiences; assess experience-based monetisation.
- Eat App: regionally relevant restaurant operations software; evaluate UAE workflow fit, POS integration, implementation and commercial terms.
- TableCheck: guest CRM and reservations, particularly relevant to Asian and enterprise markets; assess payments and segmentation.
- Toast Tables: deeply integrated POS-led restaurant operations.
- Yelp Guest Manager: SMB waitlist, reservation and discovery model.
- ResDiary, Hostme and resOS: accessibility and total cost for smaller venues.

This is a preliminary competitor map, not a validated ranking. Quotes, contracts, operator feedback and integration quality need direct comparison.

11. Commercial model and product economics

SevenRooms publicly lists Starter, Growth and Premium packages, with numerical prices provided on request [6]. A representative subscription price cannot be established from that public package page alone.

For our product, evaluate subscription per venue, implementation/migration fees, optional AI usage, payment-provider costs and premium revenue modules; compare total cost of ownership rather than licence price alone.

Revenue and ROI must be tested against baseline metrics: successful bookings, no-show rate, covers per shift, guest return rate, reservation handling time, channel conversion and cost to serve. Any value model before the pilot is a hypothesis, not an ROI guarantee.

12. Proposed architecture (not SevenRooms internals)

Guest interfaces: branded widget, host/admin console, tablet floor-plan experience, authorised voice/WhatsApp channels.

API/security: authentication, tenant-scoped RBAC, rate limiting, audit records, developer keys and an MCP gateway.

Core: availability engine, reservations, shifts, table combinations, waitlist, check-in and no-show handling.

CRM: identity, visits, preferences, consents, tags, notes, POS attribution.

Events: transactional outbox → notification workers → analytics/marketing actions.

Integrations: authorised booking channel adapters, POS, PSP, messaging and PMS.

Storage: PostgreSQL for transactions, optional Redis for ephemeral work/cache, backups and archives.

Reliability: idempotency, retries, dead-letter queue, observability, rollback and restore testing.

Candidate stack subject to design review: TypeScript/Next.js; NestJS or Fastify; PostgreSQL; event workers; possibly Cloudflare edge services; voice-provider adapters including ElevenLabs.

Entities: Tenant, Venue, Floor, Table, TableCombination, ServiceShift, AvailabilityRule, Reservation, Hold, WaitlistEntry, Guest, GuestIdentity, GuestConsent, GuestNote, Visit, PaymentIntent, PaymentEvent, ChannelMapping, Notification, StaffRole and AuditEvent.

Security: tenant isolation, least privilege, admin MFA, sensitive-field audit, backups and recovery exercises, webhook reconciliation, and a separate UAE privacy/legal review.

13. Roadmap and acceptance gates

Phase 0 — Discovery: product demos, 5–10 manager/owner interviews, current process and cost map; require a recurring material problem and real pilot partner.

Phase 1 — PRD/ERD: workflows, data model, API contract, threat model and boundary conditions.

Phase 2 — Prototype: independent reservations, floor plan, waitlist and CRM; demo plus concurrency tests with zero double bookings.

Phase 3 — Pilot: one venue, onboarding, monitoring and team feedback; propose 2–4 weeks of real use and agreed KPIs, not a guaranteed project delivery schedule.

Phase 4 — AI/integrations: phone, WhatsApp, POS and PSP after access agreements; require no false confirmations and working escalation/fallback.

Phase 5 — Commercial: multi-tenancy, SLA, billing and support; require a paid pilot or agreement and security/privacy acceptance.

Measure confirmed-booking success, double-booking incidents, no-shows, operator minutes per reservation, utilisation, conversion, repeat visits, onboarding time, manual corrections and support cost per site.

Pilot design: select a cooperative venue; configure its tables/shifts; run a limited share of bookings through the new form; monitor outcomes in parallel; introduce messaging and CRM incrementally. Agree a rollback plan before replacing the incumbent engine.

14. Risks, client work packages and conclusion

Principal risks and mitigations: restricted APIs → partner contracts and standalone core; unproven demand → interviews and paid pilot; double bookings → transactional design and contention tests; personal data → consent, roles, logs and local legal review; protected IP → clean-room independent engineering; migration → export mapping, dry run and rollback; scope expansion → strict P0/P1/P2 gates.

Package A — Product Discovery: staff interviews, workflow audit, competitor evaluation, integration inventory and initial total-cost model. Decision: build, buy or integrate.

Package B — Architecture and MVP Specification: PRD, UX prototypes, ERD, OpenAPI contract, concurrency/security test plan, roadmap and engineering estimate.

Package C — Pilot Delivery: standalone booking core, host dashboard, floor plan, CRM, initial messaging, monitoring and training with measured KPIs.

Package D — Expansion: AI host, marketing, POS, payments, channel connections and multi-site management after core viability and partner access are demonstrated.

Needed from client: venue owner/GM access, incumbent system details, approved demos/exports, priority scenarios and a data-handling policy; budget and dates after discovery.

Meeting questions: Which initial segment? Which largest cost/pain? Which POS/payment/booking channels? Is a venue ready to pilot? Who owns guest data and marketing consent?

Conclusion: the business value lies in an operational booking core plus guest data, communication and demand management, not a calendar alone. Start with one independent P0 pilot, validate reliability and labour savings, and expand only on measured evidence.

Source catalogue

- [1] — SevenRooms restaurants: <https://sevenrooms.com/restaurants/>
- [2] — Reservations and Waitlist: <https://sevenrooms.com/platform/reservations-waitlist/>
- [3] — Guest CRM: <https://sevenrooms.com/platform/crm/>
- [4] — SevenRooms AI: <https://sevenrooms.com/platform/artificial-intelligence/>
- [5] — Marketing automation: <https://sevenrooms.com/platform/marketing-automation/>
- [6] — Packages and pricing: <https://sevenrooms.com/pricing/>
- [7] — DoorDash acquisition: <https://about.doordash.com/en-us/news/doordash-completes-acquisition-of-sevenrooms>
- [8] — Channel Connect: <https://sevenrooms.com/press/channel-connect-by-sevenrooms/>
- [9] — Deliveroo UAE Reservations: <https://deliveroo.ae/en/more/news-articles/deliveroo-reservations>
- [10] — SevenRooms press: <https://sevenrooms.com/press/>
- [11] — Developer portal: <https://api-docs.sevenrooms.com/>
- [12] — Integrations and APIs: <https://sevenrooms.com/platform/integrations-apis/>
- [13] — Training resources: <https://sevenrooms.com/newcustomer/training/>
- [14] — OpenTable: <https://www.opentable.com/>
- [15] — Eat App: <https://restaurant.eatapp.co/>
- [16] — TableCheck: <https://www.tablecheck.com/>
- [17] — Tock: <https://www.exploretock.com/>
- [18] — DoorDash SEC filing: <https://www.sec.gov/Archives/edgar/data/1792789/000179278926000050/dash-20260630.htm>

Scope and legal note

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