

OotaOS — Platform Feature Document

OOTAOS PLATFORM SERVICES PRIVATE LIMITED • CIN U62011KA2026PTC223286 *Version: July 2026 (v3 — verified against live codebase July 7, 2026)*

Platform Overview

OotaOS is the AI-native operating system for restaurants. It replaces six disconnected tools — POS, QR ordering, reservations, kitchen display, CRM, and marketing — with a single platform that runs on the restaurant's own data.

Technical foundation (code-verified July 7, 2026): - 608 API route handlers across 97 route files - 249 database tables in Railway production (242 schema declarations, 93 migrations) - 109 frontend screens — mobile-responsive - 4,192 automated test cases (3,517 Vitest + 675 Playwright E2E), 0 failing - 10 currencies • 21 languages • 9 distinct roles - Stack: Express 5 + TypeScript + React 19/Vite + PostgreSQL + Drizzle + Railway

Products

OotaOS Regular (Starter / Growth / Pro)

Full-featured restaurant operating system. Subscription model with 15-day free trial.

OotaOS Lite

Per-order product for street food vendors and the smallest eateries. ₹0.15/order India, \$0.05/order international. Free to start, no subscription.

Feature Modules

1. QR Ordering & Table Management

- QR code generation per table (A4 PDF, 9-up grid, branded)
- Digital menu loads in under 1 second
- Dine-in, takeaway, and delivery channels unified
- Table sessions, party management, group billing (8 billing models: creator_pays_all, individual_pays_own, sponsor_pays_for, collective_sponsor, table_payer, hybrid, corporate_invoice, hybrid_split)
- FEAST Group Dining Protocol — multi-party orders, simultaneous checkout
- OWYW (Order While You Wait) — QR scan on waitlist triggers held order

2. Kitchen Display System (KDS)

- Real-time order stream via Pusher
- 3-column Kanban: New → Cooking → Ready
- Per-item ETA driven by PKTE (Predictive Kitchen Timing Engine)
- Kitchen heartbeat monitoring — AISI detects and alerts on missed heartbeats
- Course-fire controls, dietary flag display

3. Point of Sale (POS)

- Full POS terminal interface
- Cash, card, UPI, and managed gateway payments
- Split billing, partial payment, void/refund
- Offline-resilient order capture

4. Menu Management

- Category, item, modifier group, and variant management
- AI Menu OCR: photograph any printed menu → items stream to screen in ~1 second (Google Vision + Claude Sonnet pipeline)
- Streaming SSE JSON Parser — items appear as they are extracted
- AI-generated descriptions (Claude Haiku)
- 21-language translation with SHA-256 cache (near-zero repeat cost)
- Time-based menu items (breakfast/lunch/dinner switching)
- Dietary flags, allergen display, photo enhancement

5. Reservations & Waitlist

- Reservation booking with covers, time slots, and status management
- Walk-in waitlist with estimated wait time
- OWYW integration — waitlist guests can order while waiting
- Capacity snapshot tracking

6. Payments

- India: Razorpay (SaaS subscriptions + per-restaurant order payments + PhonePe UPI)
- International: Stripe (SaaS subscriptions + Connect for restaurant order payments)
- Lite India: PhonePe UPI deep link + SMS-authoritative confirmation
- Optional Managed Gateway: India 4.89% · International 5.89% + \$0.30/txn
- Self-managed gateway always recommended (0% OotaOS fee)
- Refunds, partial refunds, tip processing, service charges
- Tax-inclusive and tax-exclusive display modes

7. CRM & Loyalty

- Customer profiles from order history
- Loyalty points (earn and redeem)
- Campaigns (SMS/WhatsApp/email)
- Discount engine with promo codes
- Win-back automation

8. Reports & Finance

- Revenue reports by channel, item, staff, and period
- Tax reports (GST, VAT, multi-jurisdiction)
- Accounting ledger v4 with full double-entry
- Settlement tracking and payable ledger
- Financial model export

9. AI Engines (5 shipped)

Engine	What it does	Status
AISI (AI Support Intelligence)	4-layer deterministic-first pipeline. L1 rules → L2 playbooks → L3 in-house reasoner → L4 Claude Sonnet (escalation). Design target: 60–80% auto-resolution.	Shipped
Menu OCR	Camera scan → streaming item extraction. ~1s to first item. Google Vision + Claude Sonnet.	Shipped
Competitor Intelligence	Nightly aggregator scraping. Actionable pricing + menu alerts.	Shipped
Smart Upsell	Checkout recommendations grounded in order history. Claude Haiku.	Shipped
AI Marketing Engine	Outreach scoring, message generation, campaign orchestration for ~38,770 prospects DB.	Shipped

10. Staff Management

- Staff profiles with roles (9 roles: owner, manager, cashier, kitchen, waiter, host, support, partner, master-admin)
- Shift availability tracking
- Staff performance reports
- Tip allocation

11. Multi-Branch & Chain Management (Pro)

- Up to 5 branches per Pro account
- Consolidated reporting across branches

- Branch-level menu and pricing overrides
- Super-admin rollup dashboard

12. Master Admin (God Mode)

- Platform-wide restaurant management
- AISI investigation tools (12 AI tools)
- Subscription management, plan changes, trial extensions
- QR sticker pack allocation
- Impersonation (support mode with audit trail)
- Break-glass emergency access with 2FA step-up
- Revenue and platform KPI dashboards

13. Data Migration Wizard

One-click import from: Petpooja, Square, POSist, CSV, custom format. Maps source schema to OotaOS tables with AI assistance. Full undo/rollback support.

14. Integrations

- Delivery platforms: Swiggy, Zomato, Uber Eats, DoorDash, Deliveroo, Deliverect (aggregator)
- Payment: Razorpay, Stripe, PhonePe
- Media: Cloudinary (images + video)
- OCR: Google Cloud Vision
- Real-time: Pusher
- Error tracking: Sentry
- SMS: Twilio
- Email: Zoho/Office365/GoDaddy/Resend chain

Pricing Summary (Canonical, July 2026)

Plan	India	USD	Model
Lite	₹0.15/order	\$0.05/order	Per-order, no monthly fee
Starter	₹2/order, cap ₹499/mo	\$0.19/order, cap \$29/mo	Per-order with cap
Growth	₹2,499/mo · ₹23,699/yr	\$79/mo · \$749/yr	Flat subscription
Pro	₹4,999/mo · ₹47,399/yr	\$129/mo · \$1,219/yr	Flat subscription

Annual discount: ~21%. 15-day free trial on all plans.

All AI performance figures are design targets (pre-GA). Production telemetry from GA launch.
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