ORACLE

Oracle Hospitality OPERA Cloud Platform

Infinitely more than a PMS

Oracle Hospitality OPERA Cloud is a single hospitality platform dedicated to driving – and connecting – every vital facet of hotel business, from property management to finance to sales and marketing, to achieve greater profitability and agility in a fast-changing marketplace. Hotels and casinos, regardless of size or type, can capitalize on our industry leading global platform that brings down organizational walls and shares information in real-time to all who need it to fulfill the most-important task: exceeding the expectations of every guest.

Mobile-enabled OPERA Cloud is available anywhere, anytime, and provides fiscal and legal compliance, as well as language and currency support in more than 200 countries and territories. With OPERA Cloud, users can connect and manage hotel business as long as there is internet access; there is no need to install anything nor are there any requirements to use a particular operating system or browser. That's why it's the ideal choice for every hospitality operator.

Rates and Inventory Management

Hoteliers are fully aware of the "perishable" nature of their inventory and the importance of maximizing every booking opportunity. Rates and inventory management are essential for optimal revenue generation, and OPERA Cloud's inventory management tool maintains and controls room sales and places stay restrictions when needed. It offers a wide variety of configuration settings, enabling hoteliers to offer the right rate to the guest and win business. The flexibility of rate settings allows for pricing to be controlled easily and restrictions to be applied instantly ensuring REVPAR is maintained, and the use of packages ensures guests have the flexibility to choose a rate and items relevant to their stay.

Comprehensive Guest Profiles

Gain deep insight into your guests, including their preferences, communication choices, spending habits and marketing data to deliver better guest service and win their loyalty. Track performance of your company and agent business with detailed statistics and link contracted rates. Add contacts to offer a personalized service and build relationships that result in more business. If you operate more

"OPERA Cloud brings down organizational walls, connecting all relevant data and delivering it in real time to all departments. With it, there is no limit to what people can dream and do."

Laura Calin
Vice President, Strategy and Solutions Management, Oracle Hospitality

than one property, centralized profiles provide a singular source for guests' details, tracking their stays and preferences at all properties, helping deliver better service and anticipate their needs.

Financials

Keeping track of revenue, payments, and invoices can be managed in multiple ways with OPERA Cloud depending on hotels' needs. The built-in cashiering modules allow hotels to manage day-to-day guest charges and payments as well as deposits and invoices, and the Accounts Receivable module can be used to track sales ledger invoices with reminder letters, statements, and aging cycles to ensure accounts stay in good health. For hotels looking at managing their finances outside of OPERA Cloud, the solution offers back-office export capabilities to more than 100 financial systems, and there is direct integration to Oracle ERP solutions.

Reservations and Group Sales

The fundamental needs for any hotel are to generate revenue and ensure guests enjoy an exceptional stay. That requires a reservation process which is swift yet comprehensive. Users are provided with a simple-to-follow booking flow, providing rate and inventory details, with flexible options to allow customers to shop for the best rate and price. Information is clearly displayed, showing policies, rate, and room type information – and flexibility is provided to offer multi-rate and multi-room type bookings. Guest details can be recorded in as much detail as required by the property through a customizable workflow. Requests, payments, and statistical tracking also can be added.

Group bookings in OPERA Cloud ensure leads are always acted upon and the status of group business and room allocations is controlled. Whether the group is a one-off for a couple of nights, regular tour group, rolling allocation, or large residential conference, the group module's flexibility allows employees to have visibility of release schedules, chase and rooming list due dates as well as accurately project pickup and revenue. With the ability to import rooming lists or pick up from the group allocation, managing reservations for a group is simple – and room cut off ensures no rooms are held in error.

Event Management

Providing event organizers with instant function space availability and accurate information on menus and resources is key to winning event business. OPERA Cloud Sales and Event Management provides the unique ability to combine bedrooms and event inventory allows users to address this need and deliver on the client's request. Adding and customizing menus, changing the number of delegates for lunch or swapping break out rooms, or adding an extra bedroom can all be managed simply with function sheets instantly updated for all users and are also visible on mobile devices that help ensure on the day changes are never missed. Invoicing for events benefits from its seamless integration with bedroom and POS charges, providing organizers with one clear invoice for the event and removing any double entry or confusion.

OPERA Cloud delivers:

- Fast, simple integrations for unprecedented innovation
- Mobility for use anywhere, anytime
- Guest insights to drive loyalty and growth

A unified hospitality platform

OPERA Cloud is designed to orchestrate every vital facet of hotel business, from property management to finance to sales and marketing, to achieve greater profitability and agility in a fast-changing marketplace.

Integration Services

If the last few years has taught hospitality anything, it's the importance of having the capability to rapidly incorporate innovations to adapt to a fast-changing marketplace. Oracle Hospitality Integration Platform (OHIP) allows for the addition of high-demand products and services in unprecedented fashion. With OHIP, OPERA Cloud provides the industry's most-significant reinvention of integrations, offering more than 3,000 capabilities through our open API platform. A cloud-native integration solution, OHIP centralizes, consolidates, and streamlines all our interface capabilities and related processes into a single and unified platform. OHIP is built on secure Oracle technology, which is designed to be agile and allow hotels to adapt and grow at scale. What it means for your business: OHIP makes it simpler, quicker, and less expensive to integrate with Oracle Hospitality OPERA Cloud.

Distribution

With more than 32 percent of hotel bookings generated by OTAs, according to Skift Research, it's vital to efficiently showcase your property on distribution channels more than ever before. With unique connectivity capabilities for all direct and indirect channels, our distribution services allow hotels of all types and sizes to rapidly add distribution channels, enhancing channel and revenue management. OPERA Cloud Distribution is unparalleled in being connected directly to the source of record which removes dual entry and the ability to distribute all hotel products and services to distribution channels.

Loyalty

Gaining frequent guests and keeping them loyal are top priorities for any hotel operator, and OPERA Cloud Loyalty allows hoteliers to recognize and reward their most-loyal customers. Whether it is offering a speedier check-in and a complimentary upgrade or awarding points and an array of membership levels, OPERA Cloud can facilitate the simplest to the most complex in loyalty programs. Target guests with bespoke promotions, allow them to pay for their room or their bill with points they have earned, or allow them to redeem gifts and rewards. Loyalty details are available for all users to see – from reservations to front desk – ensuring exceptional guest service levels and every opportunity to recognize loyalty.

Real-time Business Insights

From high-level metrics down to individual transactions, all data you need to make informed decisions is available in a simple-to-use, hospitality-focused solution, enabling property-specific or group-wide reporting. Our Reporting and Analytics module offers a wide range of graphical formats to display figures and key metrics without the need to perform complicated look-ups and suffer spreadsheet overload. Build graphical dashboards that make KPIs visible at a glance. Build custom reports taking data from any business area and create reports that are relevant specifically to your business or department. Slice and dice data any way to gain the insights you need to drive results.

Complementary Solutions:

- Automated Upselling
- Point of Sale
- Hardware

Additional Benefits:

- Oracle Cloud Infrastructure
- Security
- Digital Learning

Complementary Solutions

Automated Upselling

As hotels and casinos focus on recapturing revenue, they need to engage guests by offering compelling, relevant upgrades that'll make their stay unforgettable. But an effective and profitable merchandising strategy from booking to check-in has been out of reach – until now. Oracle's Nor1 upselling solutions – eStandby, eXpress, and CheckIn Merchandising – leverage applied artificial intelligence, which is the combination of machine learning, optimization, and business rules, to offer guests what they want and at prices that will yield the greatest likelihood for conversion. And with Nor1's automation enabled by two-way integration to OPERA Cloud, staff won't waste time checking inventory or pricing and can focus on what matters most: making guests happy.

Food & Beverage Point of Sale

Your restaurant team needs to focus on running the business, not IT. Built with food and beverage needs in mind, Oracle MICROS Simphony is a transactional platform that delivers the technology hotels and casinos need to run successful restaurants on property. Behind the easy-to-use interface is a powerful and industry-tested software solution that capitalizes on every touchpoint, mining practical insight from key analytics to help achieve business goals. From ghost kitchens to fine dining, Simphony makes it easy to serve guests, attract locals, and keep food and beverage revenue flowing.

Sturdy, Smart, and Stylish Hardware

Restaurants and hotels are tough on technology. From spills and drops to extreme temperature environments, you need hardware solutions with modern features that can withstand the demands of hard, day-to-day use. Maximize your investment with workstation and complementary tools such as Kitchen Display Systems and tablets – all designed to last. Our hardware is designed specifically for the restaurant and hotel environment with the processing power, payment capabilities, and durability you need. It also looks good, featuring a stylish, modern design and slim footprint.

Additional Benefits of selecting Oracle Hospitality OPERA Cloud

Oracle Cloud Infrastructure

Oracle Cloud Infrastructure (OCI) is a comprehensive platform of public cloud services that enables customers to build and run a wide range of applications in a scalable, secure, highly available, and high-performance environment. By revolutionizing core engineering and systems designed for cloud computing, OCI enables customers to not only solve problems they have with existing clouds, but also modernize their infrastructure. OPERA Cloud runs solely on the OCI platform, ensuring hoteliers have the most secure and performant solution in place to run their business.

Security

As a hotelier you don't want to be concerned about managing server security and access, but you are concerned about keeping guest data secure. Designed as a security-first platform, OPERA Cloud benefits from OCI's tiered defenses and highly secure operations, spanning from our data center's physical hardware to the web layer, as well as the protections and controls available in our cloud.

Digital Learning

Oracle Hospitality Digital Learning allows customers to provide on-demand training to their employees. Training is inclusive of modules across OPERA Cloud and encompasses all roles, allowing users to learn how to best utilize and maintain their system. Available 24/7/365, Digital Learning is a self-paced, online learning offering that is available to properties, regardless of their size or number of users. Its flexibility enables users to consume training content from anywhere they have internet access and through a variety of devices, including laptops, tablets, and phones.

For more information about how OPERA Cloud can help you, please contact us at oraclehosp_ww@oracle.com.

Connect with us

Call +**1.866.287.4736** or visit **oracle.com/hospitality**

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About Oracle Hospitality

Oracle Hospitality brings more than 40 years of experience in providing technology solutions to independent hoteliers, global and regional chains, gaming, and cruise lines. Our hardware, software, and services enable customers to act on rich data insights that deliver personalized guest experiences, maximize profitability, and encourage loyalty.