



ORACLE

Oracle Hospitality OPERA Cloud Property Management

Oracle Hospitality OPERA Cloud Property Management is a cloud-based, mobile-enabled platform for next-generation hotel management. Part of the OPERA Cloud Hospitality Platform, OPERA Cloud offers an intuitive user interface, fully customizable with comprehensive functionality for all areas of hotel management, and secure data storage. With unprecedented integration capability, it allows hotels of all types and sizes to rapidly incorporate best-of-breed solutions – regardless of origin – accelerating innovation to enhance operations and deliver exceptional guest experiences.

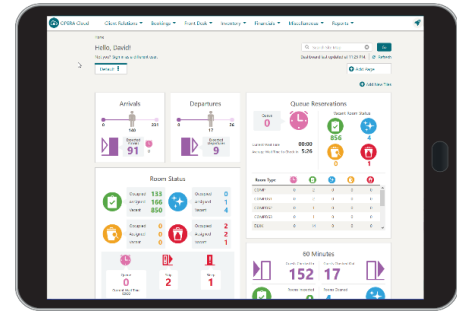
**EMPOWER EMPLOYEES
TO PROVIDE EXCEPTIONAL SERVICE**

KEY PLATFORM FEATURES

- Modern user interface
- User-defined dashboard
- Single and multi-property
- Multi-language, multi-currency
- Cloud-based
- Mobile-enabled
- Highly customizable
- Web services integration

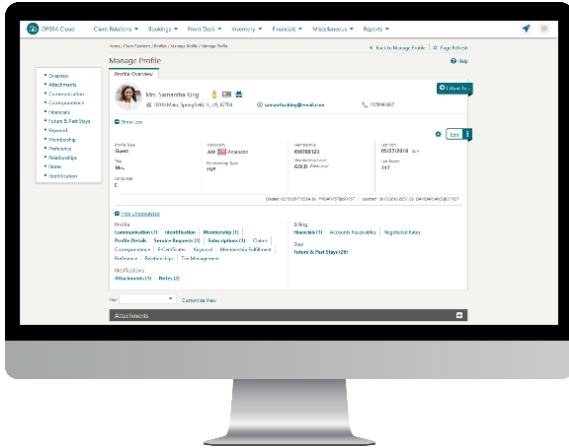
DELIVER EXCEPTIONAL GUEST EXPERIENCES

Eight out of 10 of the world's top hotel groups rely on Oracle solutions to deliver an outstanding experience to each and every guest, while maximizing operational efficiency across key areas of their businesses. Oracle Hospitality OPERA Cloud provides comprehensive property management capabilities to help independent hotels and hotel chains gain the agility required to meet guests' ever-changing needs and personalize their stays.



LEVERAGE GUEST PROFILES

With OPERA Cloud's comprehensive guest profiling capability, hotels can capture guest preferences to personalize the guest experience. OPERA Cloud Property Management ensuring all guest preferences are recorded, making it easily available for hotel staff to access. Delivering personalized experiences is essential to win guest loyalty and drive loyalty program membership growth.



KEY CAPABILITIES

- Reservations management
- Group management
- Profile management
- Rooms management
- Multi-property
- Guest loyalty
- Front desk
- Cashiering
- Accounts receivable
- Agent commissions
- Reporting and analytics
- Back-office export
- General export

MAXIMIZE REVENUE WITH RATE MANAGEMENT

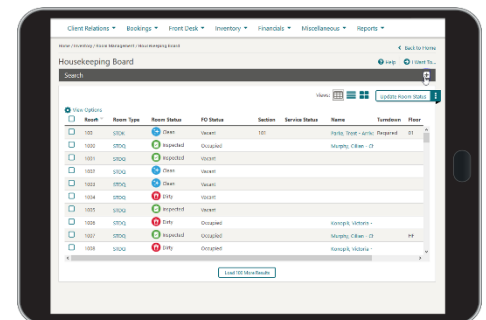
OPERA Cloud Property Management offers the most complete rate management functionality for hotels, allowing rate adaptation to suit business and ever-changing market conditions. OPERA Cloud Property Management simplifies rate management, ensuring that revenue teams are equipped with the best tools to meet business objectives. The solution also makes it easy for reservations teams to identify appropriate customer rates, and cross-selling and upselling opportunities to maximize revenue.

INCREASE HOUSEKEEPING EFFICIENCY

By taking advantage of the room management features in OPERA Cloud Property Management, hotel employees can handle all facets of room supervision, including room status updates, housekeeping task management, queueing rush rooms, and maintenance tasks.

STREAMLINE GROUP MANAGEMENT

The group management capability in OPERA Cloud Property Management offers the most flexible and robust solution for managing rooms reservations, on-property experience, and billing for groups of any size. A built-in workflow ensures all group data is captured and managed, enabling the hotel to deliver a seamless experience to group organizers and guests.



BOOST BOOKINGS AND EASILY MANAGE RESERVATIONS

Increase revenue and occupancy with the advanced and intuitive Sales view that provides the ability to manage reservations across locations and properties. Manage all types of reservations – individual, group, travel agency, company, multi-segment, multi-legged, multi-rate, and waitlisted. Empower revenue management and sales teams with flexible rate and inventory control options, and advanced reservations functionality. Allow self-service booking through the web by integrating with OPERA Web Services (OWS).

INCREASE MARGINS WITH EFFECTIVE CHANNEL MANAGEMENT

To maximize occupancy and revenue, hotels need to supplement their direct booking options with distribution through conventional and online travel agency channels. OPERA Cloud Distribution supports connectivity to leading global distribution systems and online travel agencies. It also gives hotels tools to manage pricing and allocate room inventory to all distribution channels, helping improve revenue, occupancy, and ADR.

MAXIMIZE CUSTOMER LOYALTY

Oracle Hospitality OPERA Cloud Loyalty enables hotels to deliver an exceptional guest experience and maximize customer loyalty by centrally gathering and managing guest data. With OPERA Cloud Loyalty, you can also create flexible loyalty programs that maximize repeat business by offering rewards to your most valued guests. Points can be gained based on spend, booking patterns, promotional campaigns and source of booking – i.e. book direct to get more points. Points and/or frequency of stays can then be used to move up a loyalty tier and gain greater benefits such as upgrades or welcome drinks. Members of the loyalty program can use their points to pay for stays, add extras to their reservation or services the property has to offer.

EFFECTIVELY MANAGE VACATION OWNERSHIP

The Vacation Ownership module of OPERA Cloud provides vacation rental options such as owner-driven reservation management, owner rooms, owner referrals and automatic inventory rotation. With a growing trend towards managed owner units as well as more traditional rooms, the Vacation Ownership module allows for standardization of all properties: hotels, condo hotels, and mixed-use hotels even where there is a mix of traditional and managed owner unit properties. Room Rotation ensures equal usage of rooms, revenue spend and schedules for rotation, regardless of reservation type. Owners can have specific room(s) allocated to them with contracted date ranges for ownership and also link other people who the owner allows to use the room. Reservations can be made for specific owned units with linked rate codes and reservations can be converted to owner/rental when required making the use of Vacation Ownership highly customizable.

IMPROVE BUSINESS PERFORMANCE WITH REPORTS

The reporting functionality within OPERA Cloud Services simplifies reporting to better provide key metrics and operational insights needed to make more informed business decisions. Users can select from any of the 100 standard reports, incorporating forecasts and historical data or build their own reports and dashboards with OPERA Cloud Reporting & Analytics.

KEY BENEFITS

- Faster innovation expedites bringing new properties online
- Enhanced guest experiences, improved operating efficiency, and increased employee productivity
- Lower upfront capital expenditure on software and hardware
- Reduced IT complexity
- Increased RevPAR and ADR
- Comprehensive guest profiles allow for experience personalization and differentiation, contributing to enhanced customer lifetime value
- Enhanced data security, scalability, and reliability

EMPOWER STAFF WITH DIGITAL ASSISTANT

The OPERA Cloud Digital Assistant is a chatbot that provides users with an alternate way to accomplish tasks through natural language conversations via a keyboard or microphone (speech to text). Skilled to assist with specific tasks, the chatbot understands terms such as 'today,' 'tonight,' and 'tomorrow' with regards to the current business date at your property.

The Digital Assistant can help with specific tasks such as house status, rooms management, and reservations. For example, following a shift change, the new front desk associate can open the chatbot on her mobile devices and ask, “what is our maximum occupancy for tonight?” or “please provide a list of guests checking out tomorrow.” Voice activated skills range from checking in and out visitors, to getting a housekeeping room update, and even accessing analytics on room supply and demand to make decisions around assignments or possible upgrade opportunities.

INTEGRATE FOOD AND BEVERAGE OPERATIONS

The food and beverage facilities within hotels can contribute significantly to revenues. Ensuring that restaurants and bars run efficiently to maximize guest satisfaction and profitability is a must. Oracle Hospitality offers industry-leading point-of-sale and kitchen management solutions that integrate with OPERA Cloud Property Management, yielding enhanced service, reporting, and billing.

INCREASE EFFICIENCY WITH INTEGRATED SYSTEMS

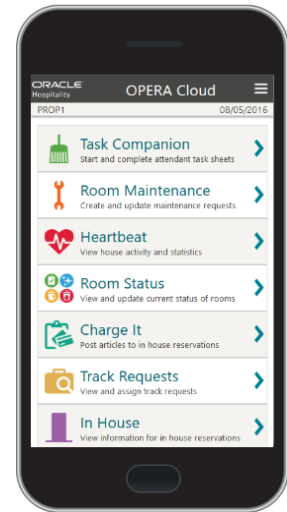
Oracle Hospitality Integration Platform (OHIP) is a cloud-native integration solution, which centralizes, consolidates, and streamlines all our interface capabilities and related processes into a single and unified platform. What that means for your business: OHIP makes it simpler, quicker, and less expensive to integrate with Oracle Hospitality Cloud. By providing an unprecedented self-service experience – from discovering our rich set of hospitality REST APIs to adopting them in customer or partner applications to publishing their usage in Oracle Cloud Marketplace – OHIP helps our hospitality customers and partners meet immediate and emerging marketplace demands.

ENGAGE GUESTS WITH MOBILE TECHNOLOGY

Untether the front desk and serve guests anywhere on property with internet connectivity. OPERA Cloud Property Management is mobile enabled, meaning it can run on Oracle Hospitality tablets and consumer-grade tablets and smartphones. OPERA Cloud Property Management is browser, operating system and device agnostic. The application can run on mobile devices using a variety of bandwidth and connection options, including 5G, LTE, public and private WiFi networks – without the need for VPN or dedicated connections. Reduce check-in and check-out times and improve efficiencies in housekeeping and maintenance by providing staff with real-time updates on housekeeping assignments, room status, and maintenance requests. OPERA Cloud makes it easy for room attendants to post minibar charges with the **Charge-it** feature. Valets and porters can use the **Track-it** feature to manage luggage. These capabilities simplify tasks for room attendants and valets, improving their productivity.

REST ASSURED WITH SECURITY AND PAYMENT CARD INDUSTRY COMPLIANCE

OPERA Cloud allows integration to Payment Service Providers via the Oracle Payment Interface (OPI). This interface permits OPERA Cloud users to have a single point of entry for processing card and alternative mobile payment methods for faster



transaction times. OPI supports Advanced Deposits, Pre-Authorizations, Incremental Authorizations, Sale Transactions, Refunds, Automated Deposit Rules, and Automated Pre-Authorization Rules. OPI lowers administration costs and streamlines operations.

CHOOSE CLOUD

As an application in the cloud, OPERA Cloud Property Management minimizes upfront investment in hardware and software and reduces the on-going costs of maintenance and operation, while simultaneously maximizing performance and scalability.

CONNECT WITH US

For more information about Oracle Hospitality OPERA Cloud Property Management and its related products, visit oracle.com/hospitality or call +1.800.ORACLE1 to speak to an Oracle representative.

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