ORACLE

Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service

In the highly competitive hospitality industry, property managers need to be able to better understand their operations so that they can determine which activities are helping meet business objectives. Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service provides a complete analysis of business operations so you can make the best decisions for your property. Quickly gathering relevant data from other Oracle Hospitality OPERA applications and ensuring that it is error-free, Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service allows ad hoc queries and presents data in views that facilitate easy analysis.

Leverage Information

Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service helps fight information overload, allowing you to see which path is best for your department, hotel, or chain. Providing the right tools for selecting and analyzing the vast amount of information associated with running a complex organization, it enables users to gauge their hotels' operating performance monthly and unlock the potential of existing customers. Although many business intelligence solutions exist today, none but Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service can claim to have been developed by hospitality experts.

Empower Properties

Empower your hotels with knowledge by implementing Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service. Available across the enterprise, it provides insight about your department, hotel, and chain for those working in day-today operations as well as for your financial analyst and revenue manager. Integrated with other Oracle Hospitality OPERA products—including Oracle Hospitality OPERA Property Premium Cloud Service, Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service, Oracle Hospitality OPERA Room Reservation System, and Oracle Hospitality OPERA Sales and Catering Cloud Service—and Oracle Hospitality applications for your food and beverage departments, Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service quickly displays reports from the rich data made available by those solutions. Consolidating data from across the

KEY FEATURES

- Reservation statistics
- Financial statistics
- Guest and member statistics
- Company and travel agent statistics
- Channel statistics
- Future reservation statistics
- Combined future and past reservation
- statistics
- Group statistics
- Catering statistics
- Conversion-rate optimization statistics
- Marketing statistics
- Point-of-sale (POS) statistics
- KPI management
- Integration with Excel

KEY BENEFITS

- Improve forecasting and efficiency
- Ease viewing and provide additional detail with charts, graphs, and tables
- Obtain near-real-time feedback from all properties

ORACLE

enterprise, it delivers near-real-time feedback from all your properties—allowing you to compare results with target and key performance indicators (KPIs).

Figure 1. Dashboards in Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service deliver key metrics and data in an easy-to-read layout.

The Right Information at the Right Time

Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service enables you to create alerts that bring useful information to the right people at the right time. Daily or weekly reports can be set up and shared with a group of users, and alerts based on specific conditions can be generated. For example, if occupancy rates drop 20 percent lower than last week or last year, an alert can be triggered to bring this to the immediate attention of a manager.

Customizable Reports for Added Insight

In addition to providing template reports and alerts, Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service can create customized reports that provide insight into your operation. For example, you can create a report to identify gaps in customer data, enabling staff to collect the data to prevent errors and help deliver a more polished guest experience.

ORACLE

Guest Name	Name Id	Guest with missing Country	Guest with missing State	Guest with missing City	Guest with missing Zipcode	Guest with missing Nationality	Guest with missing Address 1	Guest with missing Email
0205pref, First	211461					X		X
0708member_Resv, First	291964		X	X	X	X	X	
1204test, First	203210	X	X	X	X	X	X	X
1404nonmember	206460	X	X	X	X	X	X	X
150240, Jeremy	198349		X	X	X	X	X	X
160511member, First	239479		X	X	X	X	X	X
210113canceldeposit, first	311466		X	X	X	X	X	X
2507newmember, First	290215		X		X	X		X
300712_pms1, test	290984		X	X	X	X	X	X
30072012_pms, test	290983		X		X			

Figure 2. A customized report clearly shows missing customer information.

Key Performance Indicators

KPIs are a very useful way of measuring business success and distilling a large amount of data into actionable intelligence. Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service enables you to define your KPIs—for example, forecasted or actual room revenue for a specific period— and create customizable reporting and alerts to monitor performance.

Ensure Flexibility

With Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service, you get a flexible suite of solutions that can be used to extract, transform, and load data—all from a single location. With a front-end tool for reporting as well as prebuilt templates, this hospitality-specific analytics solution offers the ideal access point for managers across your entire business, allowing them to view the data that is relevant to them so that they can make better business decisions.

Integration with Excel

The Smart View functionality within Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service enables data to be imported into Microsoft Excel so that information can be manipulated and customized by not only DBAs but also staff throughout the business.

Reduce Complexity

Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service is built on the same platform as the Oracle Hospitality OPERA suite. As a result, deployment takes weeks rather than years and implementation costs are reduced. In addition, a comprehensive set of data templates provides snapshots of operational data in terms that are familiar to users and meet their tactical and immediate needs.

ORACLE

Connect with us

Call +**1.800.ORACLE1** or visit **oracle.com**. Outside North America, find your local office at: **oracle.com/contact**.

[B] blogs.oracle.com   [f] facebook.com/oracle   [t] twitter.com/oracle