

FORTH COMMUNICATION

For-Sight Guest CRM Validated Integration with Oracle Hospitality OPERA 5.5



FOR-SIGHT

45 Hanover Street
Edinburgh
EH2 2PJ
for-sight.co.uk



Validated Integration

Oracle Hospitality

Oracle Validated Integration provides customers with confidence that a partner's integration with an Oracle on-premises application is functionally sound and performs as designed. This can help customers reduce deployment risk, lower total cost of ownership, and improve the user experience related to the partner's integrated offering.

For-Sight Guest CRM is a customer relationship management (CRM) solution for hoteliers.

The ability to accurately target guests with personalized content demonstrates that your hotel values them as individuals. For-Sight Guest CRM turns your data into actionable customer information so you can send the right message, at the right time to prompt direct bookings and future visits.

Company Overview

Founded in 1991, Forth Communication offers CRM solutions and data management for businesses, including hotels around the globe. The company offers more than 10 products and employs more than 40 technology and business experts.

Integration Overview

For-Sight Guest CRM from Forth Communication is a guest CRM system that automatically cleans and matches data into a single customer view. With the integration between For-Sight Guest CRM and Oracle Hospitality OPERA property management system (PMS), data from the PMS can directly populate fields in the CRM system. You can then target, segment, analyze, and easily export the data for further use. For-Sight Guest CRM comes standard with an integration to a market-leading email service provider to facilitate full marketing automation.

Integration Details

The integration between For-Sight Guest CRM and Oracle Hospitality OPERA PMS enables the following:

- Triggers reservations from Oracle Hospitality OPERA PMS
- Triggers profiles from Oracle Hospitality OPERA PMS
- Triggers stays from Oracle Hospitality OPERA PMS

XML Versions used by the messages are as follows:

- Reservations use XML version 5
- Profiles use XML version 5
- Stays use XML version 3

AVAILABILITY

For additional information about For-Sight consumer, operational and enterprise solutions, please contact us at:
forth.co.uk

Technical Details

Environment	
Partner Environment	Oracle Environment
<ul style="list-style-type: none"> For-Sight Guest CRM Version 2 	<ul style="list-style-type: none"> Oracle Hospitality OPERA 5.5
Product ID	
Product ID (FKT)	Description and Name
<ul style="list-style-type: none"> OPX_FOR-SIGHT 	<ul style="list-style-type: none"> Oracle OPERA Xchange Interface for FOR-SIGHT
Supported Protocol	
<ul style="list-style-type: none"> HTTPS 	

SUPPORT

Email: support@forth.co.uk
 Tel: +44028.9147.4948
 Tel: +440131.467.4467