Loyalty Juggernaut

GRAVTY PMSConnect Integration with Oracle Hospitality OPERA 5.6

GRAVTY PMSConnect facilitates data exchange between Oracle Hospitality OPERA and the GRAVTY loyalty management platform using OPERA Xchange interface (OXI) and serverless computing, distributed queue, and NoSQL database services to enable personalized and engaging customer experiences in hospitality.

COMPANY OVERVIEW

Loyalty Juggernaut, Inc. (LJI) is a next-generation loyalty and customer engagement solutions enterprise, helping brands to reimagine their loyalty initiatives in the age of digital customers. LJI's services portfolio includes GRAVTY, a cloud-based digital transformation platform for customer engagement and loyalty management. Built using breakthrough technologies including serverless computing, microservices architecture, big data, AI, machine learning, and Internet of Things, GRAVTY help brands maximize customer value, profitability and sustaining competitive advantage.

INTEGRATION OVERVIEW

GRAVTY PMSConnect enables simultaneous, two-way integration between GRAVTY and multiple, disconnected instances of Oracle Hospitality OPERA property management system (PMS). It converts OXI messages to RESTful services and vice versa, and it converts data formats from XML to JSON and vice versa. GRAVTY PMSConnect enables enrollment of guests from Oracle Hospitality OPERA into the loyalty program in GRAVTY; creation or update of guest profiles from GRAVTY into the PMS; look up of guest profiles from GRAVTY via the PMS; and synching of stays, future reservations, and daily rates from OPERA into GRAVTY to process loyalty rewards and privileges based on user-defined rules in GRAVTY.

Figure 1. GRAVTY PMSConnect overview

LOYALTY JUGGERNAUT
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ORACLE
Validated Integration
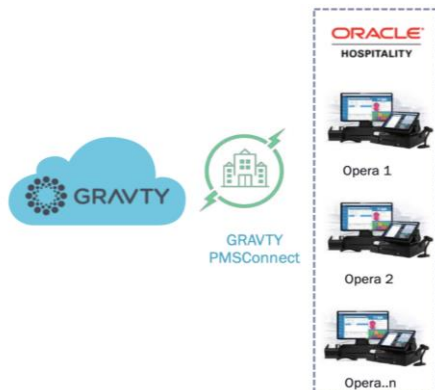Oracle Hospitality

Oracle Validated Integration provides customers with confidence that a partner's integration with an on-premise Oracle 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.

INTEGRATION DETAILS

GRAVTY PMSConnect has a scalable and fault tolerant architecture using AWS serverless computing and distributed queue. It polls new messages using OXI and processes transactions.

GRAVTY PMSConnect provides the following functionality:

- Guest profiles created or updated in GRAVTY are synchronized in multiple Oracle Hospitality OPERA instances in real-time using OXI profile messages.
- Changes to guest profiles in Oracle Hospitality OPERA are replicated in GRAVTY using OXI profile messages.
- Guest profiles are delivered to Oracle Hospitality OPERA from GRAVTY in real-time when the PMS user looks up a guest profile.
- Guest profiles in multiple PMS instances are linked to one GRAVTY profile to reduce duplication using OXI result messages.
- Daily stay records from Oracle Hospitality OPERA are updated in GRAVTY in near real-time to process loyalty rewards and track guest behavior against several user-defined parameters using GRAVTY Visual Rules.
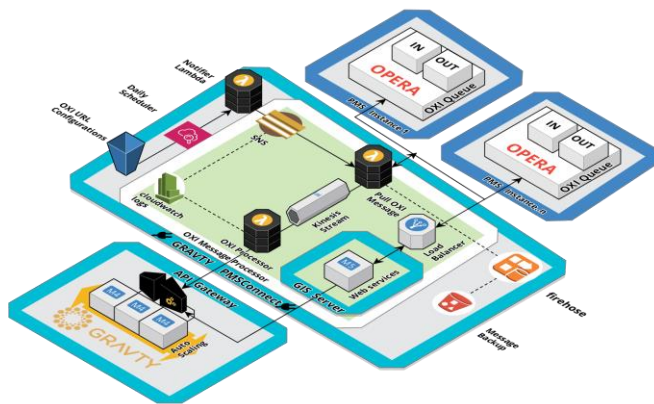- Future reservations and daily rates are updated in GRAVTY.

AVAILABILITY

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Figure 2. GRAVTY PMSConnect architecture

TECHNICAL DETAILS	
Partner Environment	**Oracle Environment**
• GRAVTY PMSConnect 2.3.6	• Oracle Hospitality OPERA 5.6 • OPERA Xchange Interface (OXI)
Product ID (FKT)	**Description and Name**
• OPX_GRAVTY	• GRAVTY PMSConnect (OXI) for Oracle Hospitality OPERA
Supported Protocols	
• HTTPS Protocol	

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Validated Integration
Oracle Applications