

PIQUOR TECHNOLOGIES

RepUp Marketing Cloud Validated Integration with Oracle Hospitality OPERA 5.5



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Smart Automation for Guest-Facing Processes in the Hospitality Industry

RepUp Marketing Cloud helps hoteliers automate guest engagement processes from booking to check-out, sell upgrade offers, and increase guest satisfaction.

Company Overview

Founded in 2014, Piquor Technologies has offices in India, the United Kingdom, and the United States. Its RepUp product helps hotels automate their guest-facing operations while creating the best-in class customer experiences. RepUp enables guests to control their experience from the time of booking and receive personalized offers and service. It helps hotels automate operations, improve reputations, and drive more revenue.

Integration Overview

The integration enables hotels to fetch reservations from Oracle Hospitality OPERA property management system (PMS) and send them into RepUp where they are then processed to send automated communication to guests at the time of booking, check-in, check-out, and even after check-out. The integration sends information to Oracle Hospitality OPERA when guests provide preferences, create requests, or purchase upgrade offers.

Integration Details

The integration includes steps such as retrieving reservations from Oracle Hospitality OPERA, sending guest preferences to the PMS as profile notes, adding services to reservations as packages or alerts via RepUp, and adding guest requests as reservation comments in Oracle Hospitality OPERA. The integration enables the hotel to

- Maintain a guest history
- Upsell packages and services
- Engage via email before and after the stay
- Store a record of guest requests and complaints



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.

AVAILABILITY

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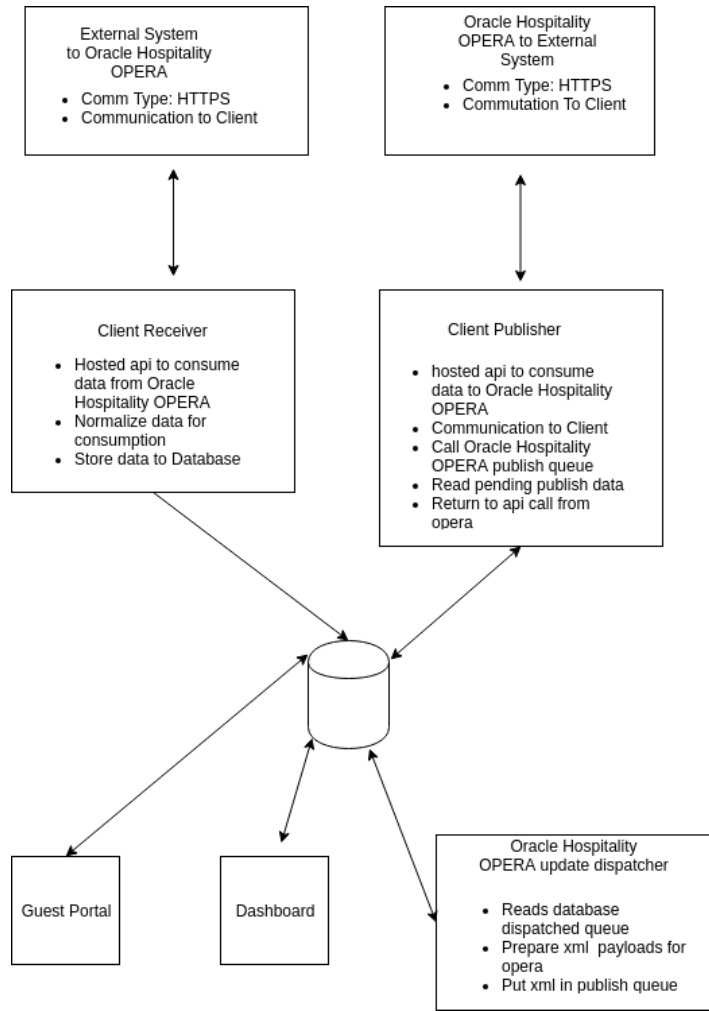


Figure 1. Integration architecture

Technical Details

Environment	
Partner Environment	Oracle Environment
<ul style="list-style-type: none"> RepUp Marketing Cloud 2.0.9 	<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_REPUP 	<ul style="list-style-type: none"> Oracle Hospitality OPERA Xchange Interface for RepUp
Supported Protocol	
<ul style="list-style-type: none"> HTTPS protocol 	