PM COMUNICAÇÃO LTDA

Pmweb Validated Integration with Oracle Hospitality OPERA 5.5

Using strategic data and services to bring your brand closer to consumers.

Pmweb enables hotels to manage their relationships with customers. Hotels can deliver relevant and personalized messages using customer data from Oracle Hospitality OPERA. As a result, hotels can reduce booking abandonment, offer pre-checkin and post-checkout emails, deliver a preferences survey, offer individualized rates, and more.

Pm Comunicação LTDA
Pmweb
Av Carlos Gomes, 700 Sala 1401
Porto Alegre – RS 90480-000
Brazil
Tel.: +55.51.3393.8000
pmweb.com.br

Company Overview

Winner of a Markie Award in the Best Omni Channel Marketing Program category, Pm Comunicação LTDA strives to improve customer communication, so every experience with each individual can be unique and lifecycle appropriate. The company helps deliver the right message to the right customer, at the right time on the right channel.

In the hospitality industry, the company offers three solutions:

- **Let's Book.** A quick, smart, and intuitive booking engine focused on conversion and keeping customers connected with your brand, so you can earn more direct bookings.
- **Pmweb CRM.** Integrates with market-leading property management systems (PMSs), so hotels can automate campaigns, collect and gather customer data, and keep customers engaged with the brand.
- **Pmweb Sales Manager.** Facilitates and organizes the processes of the hotels' account manager teams, providing a strategic view of the client and travel agent portfolios.

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.

Integration Overview

Pmweb connects to Oracle Hospitality OPERA PMS via the Oracle Hospitality OPERA Exchange Two-Way Interface (OXI). The OXI interface is an XML-based interface using an HTTPS connection between the systems.

Integration Details

The integration enables the following:

- Allotment update from Oracle Hospitality OPERA
- Inventory update (RTAV) from Oracle Hospitality OPERA
- Product update from Oracle Hospitality OPERA
- Profile update from Oracle Hospitality OPERA
- Posts message request into Oracle Hospitality OPERA (reservation)

- Rate update from Oracle Hospitality OPERA
- Restriction update (RAVL & RAVR) from Oracle Hospitality OPERA
- Reservations update from Oracle Hospitality OPERA
- Result messages from Oracle Hospitality OPERA
- Stay record from Oracle Hospitality OPERA
- Profile update from Pmweb
- Reservation update from Pmweb

Technical Details

Environment	
Partner Environment	**Oracle Environment**
• PMWEB 1.3.2.x	• Oracle Hospitality OPERA 5.5 • Oracle Hospitality OPERA eXchange Two-Way Interface for PMWEB
Product ID	
Product ID (FKT)	**Description and Name**
• OPX_PMWEB	• Oracle Hospitality OPERA eXchange Two-Way Interface for PMWEB
Supported Protocol	
• HTTPS	