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Why you need OPERA Cloud, Oracle's hospitality platform

7 key reasons why you need
more than a conventional PMS

Is a conventional PMS enough?

For years, if not decades, the hospitality industry has known that working in silos is bad for business, but little has been done to fix it. Departments are disconnected from one another. Data is stuck in disparate systems. Guest profiles resemble puzzles with missing pieces.

In this fractured environment, the property management system has done its best to serve as the center of operations—sometimes even being described as its "brain." But without connections to the entire business, a PMS is hardly enlightened. The truth is, it's keeping you in the dark.

In the wake of the pandemic, hoteliers will be pressed to navigate many unknowns, requiring unprecedented agility to anticipate—and react to—changing marketplace demands. That makes it critical to adapt technology designed to help organizations connect relevant data and deliver it in real time to all departments. It's the only way to quickly identify emerging opportunities and address issues that can siphon off revenue or turn away consumers. Simply put, hoteliers can no longer tolerate traditional divides between a PMS, CRS, CRM.

Instead, it's essential to adapt a single hospitality platform that bridges operations, finance, and sales and marketing. It's time to bring together the front office and the back office, establishing a consistent level of excellence across all facets of the business to generate greater revenue and win guest loyalty.

Here are seven key
reasons why you
need more than a
conventional PMS

1 Adapt more quickly to ever-changing marketplace dynamics

At Oracle Hospitality, a PMS working in isolation is a thing of the past. Instead, we're advancing the concept of a modular platform in which the PMS remains a critical component, but now is integrated with other modules dedicated to vital initiatives such as distribution and sales and event management. We even have a loyalty component in the works. The platform also features an ERP integration, allowing for the financial management of revenue, payments, and invoices.

Across all these functions, it's important to be able to view and analyze data in real time, allowing operators to take actions based on informed decisions rather than hunches.

OPERA Cloud Reporting and Analytics provides a variety of graphical formats to evaluate data from high-level metrics to individual transactions, build dashboards to easily scan KPIs, and publish customized reports.

It's the harmonious interaction among all these modules that makes the whole greater than the sum of its parts. In other words, OPERA Cloud, as a unified hospitality platform, can bring down organizational walls and share information with all who need it to fulfill the most important task: exceeding the expectations of every guest.
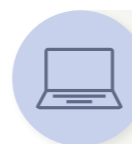
Find out more about
OPERA Cloud Reporting and Analytics

2 Incorporate new technologies simply and quickly

Hoteliers seeking a more advanced PMS ranked the ability to incorporate innovations as the most significant factor deserving consideration, according to The Smart Decision Guide to Hotel Property Management Systems published by Starfleet Research. In one of the report's surveys, 93% of hoteliers cited the ability to "integrate with different technologies to create a command control center with a 360-degree view of operations across the organization" as "important" or "very important."

Anticipating such a need for adaptability, we introduced the **Oracle Hospitality Integration Platform**. It allows vendors and customers to connect to OPERA Cloud, giving them ready access to the data within for faster product development. The platform is a reinvention of Oracle's integration model. It enables innovations that improve hotel operations and elevate guest experiences and makes them available in days rather than months.

In the past, technology partners often were dependent on Oracle's guidance to integrate with OPERA. But with our platform, integration is now self-service. Users can register for the platform and then immediately take advantage of every capability because of the platform's intuitive design. In the past, Oracle's integration process provided customers and partners access to about 400 capabilities. Now, it can deliver more than 3,000.

Find out more about
Oracle Hospitality Integration Platform

"Oracle Hospitality and Integration Platform unifies and consolidates all our integration capabilities and all the processes around them"

Laura Calin
Vice President of Strategy and Solutions Management,
Oracle Hospitality

"The future of hotel technology is about a service culture and a personalized approach at the end of the day... and knowing the customer and that data is really the key, the holy grail to it all"

Dan Kornick
Chief information officer, Loews Hotels

3 Capitalize on AI-powered analysis of guest behavior and preferences

In the just-released Oracle Hospitality and Skift Research report – Hospitality in 2025: Automated, Intelligent… and More Personal, more than 500 hoteliers were asked about their plans to personalize the guest experience in the next three years. Nearly 52% said they anticipate using AI and analytics to learn about guests' behaviors to offer more personalized marketing and advertisements, and 48% intend to use such technologies to provide more individualized customer service for guests' trips. Also note that travelers surveyed in the report indicated less hesitancy about sharing personal information. In fact, about 75% of travelers were either "very" or "somewhat interested" in AI that would analyze their data to provide more personalized offers and customer service.

To that end, OPERA Cloud is available with **Oracle's Nor1 upsell solutions**, which present relevant, compelling upgrade offers to guests from booking to check-in. The AI-powered solution dynamically selects, sorts, and prices offers for each guest based on a variety of factors, providing the greatest likelihood for conversion. These platform attributes allow staff to work more efficiently and give guests more of what they want.
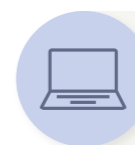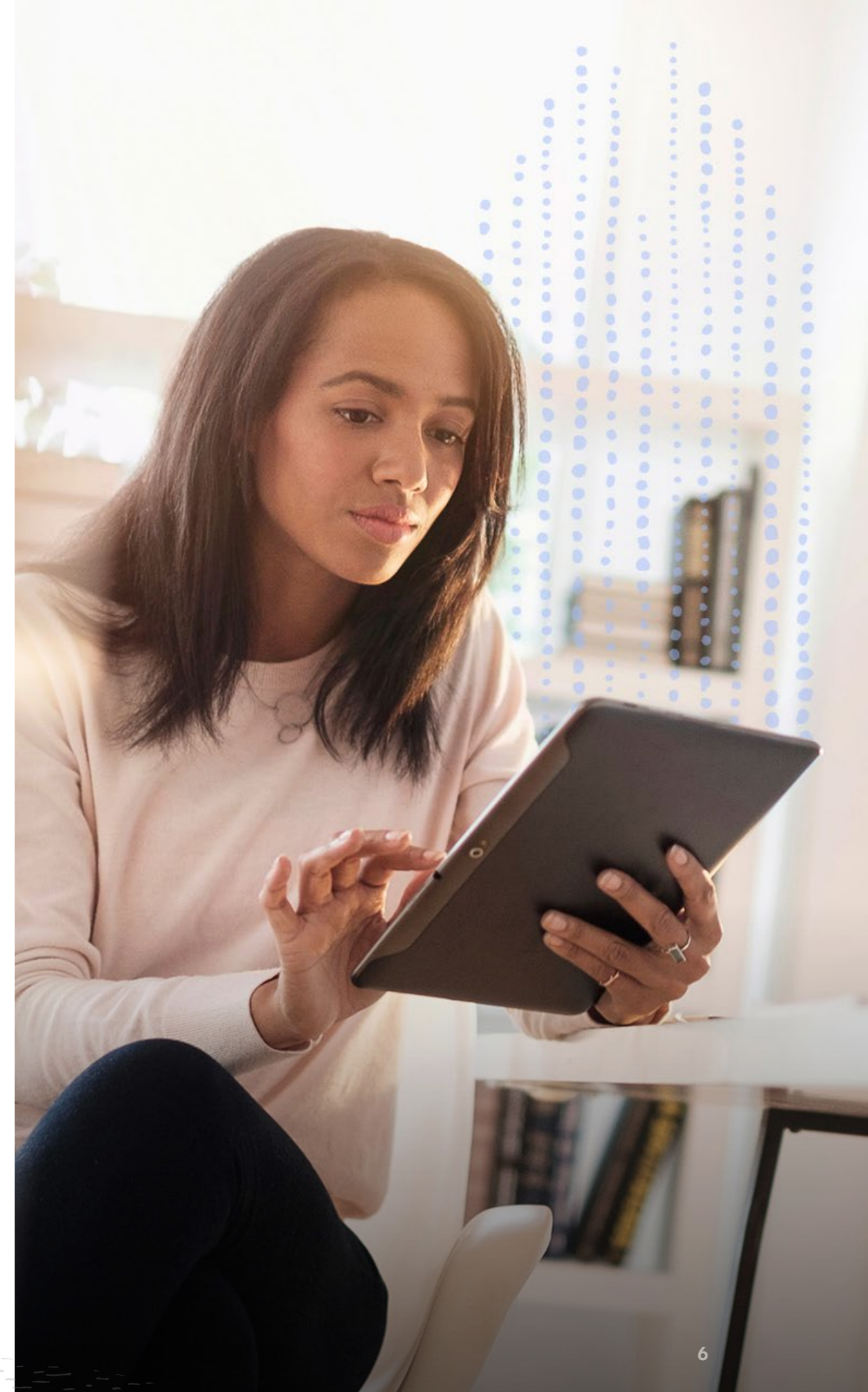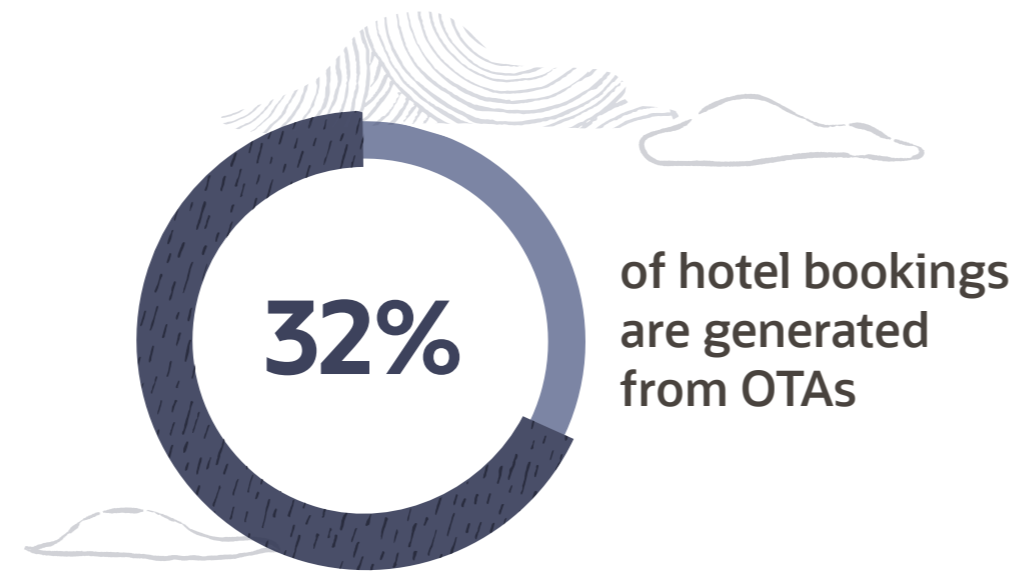
Find out more about
Oracle's Nor1 upsell solutions

4 Recapture revenue by expanding market reach

Cutting out the go-betweens is always a good idea. That's the benefit of **OPERA Cloud Distribution**, which allows brands and independent hotels to connect their room rates and availability directly with leading OTAs. For hoteliers, that means eliminating the need for third-party intermediaries and additional interfaces, allowing them to more efficiently showcase their property on distribution channels. That's significant, considering more than 32% of hotel bookings are generated from OTAs, according to Skift Research. "In the past, we had used a couple of OTAs manually, including Booking.com, but avoided others because it was impossible to spend the time to update them individually," said Petri Moisio, hotel manager for Hotel Mesikämmen. "But with the addition of Distribution, we don't have to teach anyone [to do updates]. Now, we only set our rates once in OPERA Cloud, and they automatically become available to Booking.com as well as Expedia."

Find out more about
OPERA Cloud Distribution

32% of hotel bookings are generated from OTAs

5 Maximize group sales and events business

With intensifying pressure to drive revenue growth opportunities, winning events business needs to be a top priority. **OPERA Cloud Sales and Event Management** allows management of rooms, meetings, and events from a single database, eliminating the need for redundant data entry into a separate PMS and improving interdepartmental collaboration.

The cloud-based, mobile-enabled application untethers staff from desks, freeing them to use Sales and Event Management at off-site customer visits or during on-property site inspections. It also means inventory checks and booking changes can be done on the go, improving efficiency and response time to customers and prospect queries. "We view it as a major advantage, because most other systems haven't yet developed a sales and catering and event module in their cloud solution," said Oystein Totland, Solstrand Hotel's project manager for digital transformation. "It allows for editing several events at the same time, which saves a lot of time for our staff. And we're looking forward to using new features such as booking guest rooms as meeting rooms. It'll automatically block the guest room's availability (when it's reserved in such a fashion), so you don't have to do it separately."

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Oystein Totland
Project manager for digital transformation, Solstrand Hotel

Find out more about
OPERA Cloud Sales and Event Management

6 Accelerate hotel expansion with improved speed to market

Unveiling new high-demand products and services faster than the competition is a clear advantage. But speed to market doesn't just apply to the introduction of innovations. Accelerating hotel expansion also means faster revenue generation—and it's only possible with a cloud-based platform. Just ask Outrigger Hospitality Group, which recently decided to transition its entire portfolio recently decided to transition its entire portfolio of 32 properties in Hawaii and Asia Pacific to OPERA Cloud. Earlier this year, Outrigger was preparing to purchase a new property and its closing was going to occur within a four-week period. "If I need to get servers in and get everything delivered to a property in an

on-premises–based solution, it's going to take me a heck of a lot longer," said Jeff Wagoner, Outrigger's president and CEO.

Similarly, OPERA Cloud's capabilities enabled The Orient Jakarta, an independent hotel in Indonesia, to meet its September 2021 grand-opening deadline without a single onsite visit to push OPERA Cloud live. Due to COVID-19 travel restrictions at the time, Oracle also trained the hotel's staff 100% remotely using **Oracle Digital Learning** tools. "If we had been dependent upon an on-premises PMS solution, The Orient still would be more concept than reality," said Luis Garcia, the hotel's general manager.
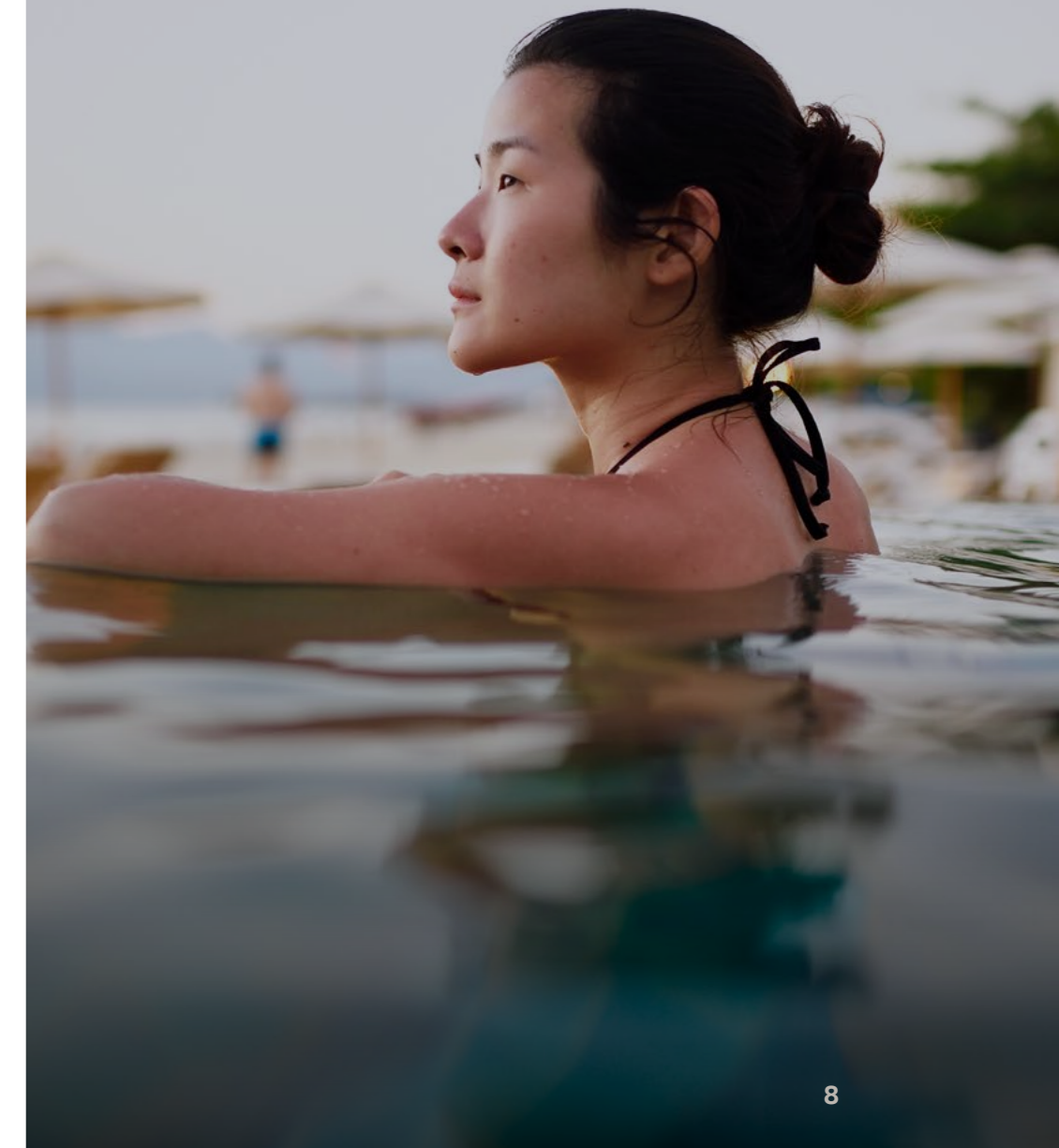
Find out more about
Oracle Digital Learning

"If I'm in the cloud, the chance of me being able to install much quicker is significantly greater."

Jeff Wagoner
President and CEO, Outrigger Hospitality Group

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7 Enhance data security in the face of escalating cyberthreats

The need for agile technology solutions that can evolve continuously and for advanced security measures in the face of rising cyberattacks has never been greater. Such marketplace change, heightened by the COVID-19 disruptions of the past two years, has fundamentally altered the nature of hotel technology development. Gone are the days when global chains would build proprietary, custom-built solutions. Most hoteliers are now restructuring and focusing on growing their business; they can't devote resources to keeping up with the accelerated pace of innovation or the intensifying demand for greater data protection.

That's why technology development will continue to shift to industry specialists such as Oracle. Our security-first approach to all that we do has led to the fortification of OPERA Cloud, which runs solely on **Oracle Cloud Infrastructure** and benefits from its tiered defenses and highly secure operations. OPERA Cloud doesn't just shield data, it helps assure hoteliers that their business data is secure.

Find out more about
Oracle Cloud Infrastructure

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About Oracle Hospitality

Oracle Hospitality brings more than 40 years of experience in providing technology solutions to independent hoteliers, global and regional chains, gaming, and cruise lines. Our cloud-based, mobile-enabled solutions for property management, point of sale, distribution, and reporting and analytics lower IT costs and maximize business agility. Oracle Hospitality's OPERA is recognized globally as the leading property management platform and offers open APIs to serve as a platform for industry innovation. Learn more at www.oracle.com/Hospitality.