

# Oracle Hospitality OPERA Cloud Services



## EMPOWER YOUR EMPLOYEES TO PROVIDE SUPERIOR SERVICE

### KEY FEATURES

- Reservations
- Profiles management
- Front desk module
- Cashiering module
- Rooms management
- Accounting for complimentary services
- Accounts receivable
- Back-office interface
- Commissions
- Reports
- Quick keys
- Group management
- Cloud-based

Oracle Hospitality OPERA Cloud Services are a cloud-based, mobile-enabled platform for next generation hotel management. Based on OPERA, the leading enterprise solution suite for the hospitality industry, OPERA Cloud offers an intuitive user interface, comprehensive functionality for all areas of hotel management; secure data storage and hundreds of key partner interfaces to meet the needs of hotels of all types and sizes. By moving property management technology to the cloud, OPERA Cloud simplifies the IT infrastructure in properties, allowing hotel management and staff to focus on delivering exceptional guest experiences.

## Deliver Exceptional Guest Experiences

Eight out of 10 of the world's top hotel groups rely on Oracle Hospitality OPERA products to help them deliver an outstanding experience to each and every guest, while maximizing operational efficiency in every area of their businesses. Oracle Hospitality OPERA Cloud Services provide comprehensive property management capabilities making them ideal for hotels and resorts that want to offer exceptional experiences to their guests.

## Consistently Deliver Outstanding Guest Experiences

With OPERA Cloud's comprehensive guest profiling capability, hotels can capture the guest preferences they need to personalize the guest experience. OPERA Cloud Services enable you to deliver personalized experiences to all guests, by ensuring that guest preferences are recorded and making it easy for hotel staff to quickly access guest profiles when needed. Delivering personalized experiences will enhance guest loyalty and drive membership growth in loyalty programs.

## Maximize Revenues with Rate Management

Oracle Hospitality OPERA Cloud Services offer the most complete rate management functionality to hotels, allowing you to adapt your rates to suit your business and the ever-changing circumstances that you operate in. Oracle Hospitality OPERA Cloud Services simplify rate management, ensuring that you can give your revenue teams the very best tools to meet business objectives. The application also makes it easy for reservations teams to identify appropriate rates for customers, cross-selling and up-selling opportunities to maximize revenues.

**KEY BENEFITS**

- Faster innovation allows new properties to be brought online faster
- Enhanced guest experiences, improved operating efficiency, and increased employee productivity
- Lower upfront capital expenditure on software and hardware
- Reduced IT complexity
- Increased RevPAR and ADR
- Comprehensive guest profiles allow for experience personalization and differentiation, contributing to enhanced customer lifetime value
- Enhanced data security, scalability and reliability

**Increase Housekeeping Efficiency**

By taking advantage of the room management features in Oracle Hospitality OPERA Cloud Services, hotel employees can handle all facets of room super-vision—including availability, housekeeping, maintenance, and facility management.

**Streamline Group Management**

The group management feature in Oracle Hospitality OPERA Cloud Services, offers the most flexible and robust solution for managing rooms reservations, the on-property experience, and billing for groups of any size. A built-in workflow ensures all group data is captured and managed, enabling the hotel to deliver a seamless experience to group organizers and guests.

**Maximize Bookings and Easily Manage Reservations**

Increase revenue and occupancy with the advanced and intuitive Sales view that provides the ability to manage reservations across locations and properties. Easily manage all types of reservations – individual, group and party, travel agency, multi-legged, multi-rate, and waitlisted. Empower your revenue management and sales teams with flexible rate and inventory control options, and advanced reservations functionality. Enable self-service booking through the web.

**Increase Margins with Effective Channel Management**

To maximize occupancy and revenue hotels need to supplement their direct booking options with distribution through traditional and online travel agency channels. The OPERA Distribution Cloud Service supports connectivity to leading global distribution systems and online travel agencies. It also gives hotels tools to managing pricing and allocation of room inventory to all distribution channels so hotels can maximize revenue, occupancy, and ADR.

**Improve Business Performance with Reports**

The reporting functionality within Oracle Hospitality OPERA Cloud Services enables you to run reports that provide real business insight to your key metrics. The system offers more than 300 standard reports, incorporating both forecasts and historical data.

**Integrate Food and Beverage Operations**

The food and beverage facilities within your hotel can contribute significantly to your revenues. Ensuring that your restaurants and bars run efficiently to maximize guest satisfaction and profitability is essential. Oracle Hospitality also offers industry-leading point-of-sale and kitchen management solutions that integrate with Oracle Hospitality OPERA Cloud Services, giving you simplified reporting and billing.

**Increase Efficiency with Fully Integrated Systems**

Oracle Hospitality OPERA Cloud Services can be integrated with additional modules and third-party systems to help you achieve operational efficiency and minimize manual administration. Depending on the product bundle (see chart below), Oracle Hospitality OPERA Cloud Services offer a wide range of included interfaces for integration. From

applications for event management and loyalty programs to interoperability with leisure and financial systems, Oracle Hospitality OPERA Cloud Services enable you to build an integrated technology infrastructure to support your business.

### Engage Guests with Mobile Technology

Untether the front desk, and serve your guests anywhere on property with internet connection. Oracle Hospitality OPERA Cloud Services are mobile enabled, running on Oracle Hospitality tablets and any commercially available smart devices. OPERA Cloud Services are browser, operating system, and device agnostic. The application can run on mobile devices using a variety of bandwidth and connection options, including 3G, LTE, public and private WiFi networks without the need for VPN or dedicated connections. Reduce check-in and checkout times and improve housekeeping and maintenance by mobile enabling your workforce.

### Empower Your Staff

To consistently deliver outstanding guest experiences, you must give your staff access to systems that perform all day, every day and provide accurate customer and hotel information. The Oracle Hospitality OPERA suite is used by thousands of hotels around the world, which means that the employees you hire will be familiar with the application, allowing you to focus more training time on the quality of service rather than on systems.

### Expand with Multi-Property Support

Oracle Hospitality OPERA Cloud Services can be used for a single property but is ideal for hotel operators that have more than one property, with the ability to scale to thousands of hotels worldwide.

### Rest Assured with Security and Payment Card Industry Compliance

As you would expect from Oracle and the world's leading hotel management platform, system security is always a priority. This is not always the case for other technology vendors. For example, many do not offer compliance with Payment Card Industry standards, which means you must complete a lengthy audit process yourself with systems that might not pass. Working with Oracle Hospitality saves you time and money and helps to protect the integrity of your reputation and your brand.

### Choose Cloud

As an application in the cloud, Oracle Hospitality OPERA Cloud Services minimize upfront investment in hardware and software and reduce the ongoing costs of maintenance and operation, while simultaneously maximizing performance and scalability.

## ORACLE HOSPITALITY OPERA CLOUD SERVICE BUNDLES

Capability	Enterprise Premium	Enterprise Standard	Professional Premium	Professional Standard
Number of features licensed	Unlimited	55*	Unlimited	55*
<b>Add-ons included</b>				
Oracle Hospitality OPERA Mobile Cloud Service	✓	✓	✓	✓
Oracle Hospitality OPERA Multiproperty Profile and Configuration Sharing Cloud Service	✓	✓	✓	✓
Oracle Hospitality OPERA Cross Reservation Cloud Service	✓	✓	✓	✓
Oracle Hospitality OPERA Export Files Cloud Service	✓	✓	✓	✓
Oracle Hospitality OPERA Back Office Cloud Service	✓	✓	✓	✓
Oracle Hospitality OPERA Commission Handling Cloud Service	✓	✓	✓	✓
Oracle Hospitality OPERA Membership for Frequent Guest and Flyer	✓	✓	✓	✓
<b>Interfaces included</b>				
Oracle Hospitality OPERA Property interfaces	Unlimited	6	6	3
Customer Specific Interfaces	6	4		
Oracle – Oracle Internal interfaces	✓	✓	✓	✓
Basic reporting	✓	✓	✓	✓
Deployment model	Dedicated	Dedicated	Multi-tenant	Multi-tenant





\* Customers choose from more than 150 options

## CONTACT US

For more information about Oracle Hospitality OPERA Cloud Service and its related products, visit [oracle.com/hospitality](http://oracle.com/hospitality) or call +1.800.ORACLE1 to speak to an Oracle representative.



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## Integrated Cloud Applications &amp; Platform Services

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