

Oracle Hospitality OPERA Cloud Services

ORACLE® Hospitality

EMPOWER YOUR EMPLOYEES TO PROVIDE SUPERIOR SERVICE

KEY PLATFORM FEATURES

- Modern user interface
- User-defined dashboard
- Single and multi-property
- Multi-language, multi-currency
- Cloud-based
- Mobile-enabled
- Highly customizable
- Web services integration

KEY CAPABILITIES

- Reservations management
- Group management
- Profile management
- Rooms management
- Guest loyalty
- Front desk
- Cashiering
- Accounts receivable
- Agent commissions
- Reporting and analytics
- Back-office export
- General export

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 solutions to deliver an outstanding experience to each and every guest, while maximizing operational efficiency across key areas of their businesses. Oracle Hospitality OPERA Cloud Services provide comprehensive property management capabilities that can meet the needs of independent hotels and hotel chains that want to offer exceptional experiences to their guests.

Leverage Guest Profiles to Personalize 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 their preferences are recorded and making it easy for hotel staff to quickly access 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 ever-changing market conditions. 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 as well as cross-selling and up-selling opportunities to maximize revenues.

KEY BENEFITS

- Faster innovation expedites bringing new properties online
- 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 supervision, including room status updates, housekeeping task management, queueing rush rooms and maintenance tasks.

Streamline Group Management

The group management feature in Oracle Hospitality OPERA Cloud Services offers the most flexible and robust solution for managing rooms reservations, 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. Manage all types of reservations – individual, group, travel agency, company multi-segment, 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 by integrating with OWS.

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 manage pricing and allocate 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 forecasts and historical data.

Integrate Food and Beverage Operations

The food and beverage facilities within your hotel can contribute significantly to revenues. Ensuring that restaurants and bars run efficiently to maximize guest satisfaction and profitability is essential. Oracle Hospitality 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 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 check-out times and improve efficiencies in housekeeping and maintenance by enabling your workforce with real-time updates on room status and maintenance requests.

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 enhancing service rather than learning systems.

Grow with Multi-Property Capabilities

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. Rapidly deploy OPERA Cloud to new properties using your brand standards with global configuration templates. Profiles are shared by all properties and their loyalty details, notes, preferences and rate entitlements distributed to relevant properties

Customize and Extend to Suit Your Needs

Oracle Hospitality OPERA Cloud Service is highly customizable at a global (chain) and property level. Standard and custom fields can be added or removed, tab order adjusted, flagged mandatory and default values defined. It's also possible to extend OPERA Cloud core business logic with custom field validations and other conditional logic.

Modern and Intuitive User Interface

Oracle Hospitality OPERA Cloud Services user interface has been redesigned using Oracle's Alta design principles. Fresh visual design complements modern layout approach. New icon system complements clean page design. Multi-device support with flowing page layout. Mobile-friendly with larger touch targets.

Rest Assured with Security and Payment Card Industry Compliance

Opera Cloud enables integration to Payment Service Providers through the Oracle Payment Interface (OPI). This interface allows Opera Cloud users to have a single point of entry for processing both card and alternative mobile payment methods for faster transaction times. OPI supports Advanced Deposits, Pre-Authorisations, Incremental Authorisations, Sale Transactions, Refunds, Automated Deposit Rules and Automated Pre-Authorisation Rules.

OPI lowers administration costs and streamlines operations, allowing hotels to focus on customer service

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* |
| Add-ons included | | | | |
| 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 | ✓ | ✓ | ✓ | ✓ |
| Interfaces included | | | | |
| 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 or call +1.800.ORACLE1 to speak to an Oracle representative.

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Integrated Cloud Applications & Platform Services

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