



ORACLE

# OPERA Cloud Central

Oracle Hospitality OPERA Cloud Central is the heart of the hotel industry's leading enterprise wide management system, Oracle Hospitality OPERA Cloud. Integrating seamlessly with the entire OPERA Cloud Hospitality Platform to create a powerful central database, it provides all the tools your agents, sales team and management need to maximize bookings, revenue and operational efficiencies.

From contact center, to regional sales teams, loyalty management to channel connectivity, OPERA Cloud Central unites Head Office with Hotels, from Front Office to Back Office.

## KEY FEATURES

- Centralized system for multilocation, multiproperty reservation management
- Unified guest database for all hotels and built in loyalty management
- Account and contact management across the estate
- Channel management connected directly to the source

# Contact Center

Utilising the latest technology and industry expertise, the new Contact Center component of Oracle Hospitality OPERA Cloud Central provides a fresh approach to reservation management. With speed of data entry and guest service at the core, the intuitive user interface is designed from a contact center user's perspective giving them all the information they need in a simplified workflow.

## Single-Image Inventory System

Providing industry leading functionality that allows you to tailor the reservation system to your business requirements, OPERA Cloud Central's Contact Center component enables core operations to be shared between the central system and the property. In so doing, it creates a single location for all key property data, minimizing the steps required to make reservations.

A one system solution means all users have quick and accurate access to property information, which can be enriched with images and other content to give your reservations teams the best possible foundation for achieving sales targets and customer satisfaction.

## Intuitive Booking Portal

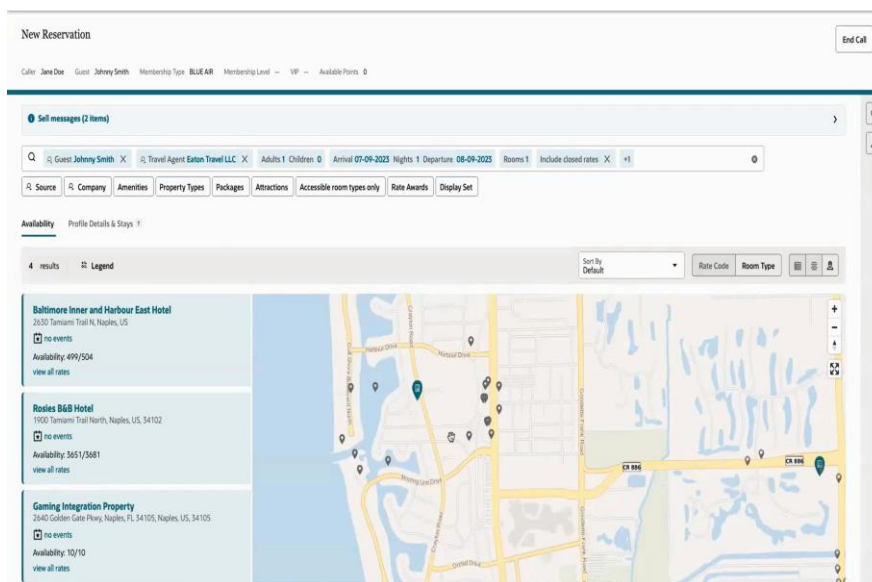
The OPERA Cloud Central Contact Center component offers a new perspective for reservation teams to view hotel rates and availability. With the ability to toggle between room type and rate, team members can tailor the booking journey to match the bookers needs. Viewing hotels in a region, or independently can be done simply by swapping the display and for bookers looking for hotels based on proximity to attractions the map component displays all hotels in that area with the ability to see pricing all in real-time.

### KEY FEATURES

- Centralized system for multilocation, multiproperty reservation management
- Intuitive sales screens that guide agents through reservation flow
- Support for complex operations such as shared reservations and loyalty memberships

### KEY BENEFITS

- Ease inventory management and increase profitability with multilevel rate and inventory controls
- Maximize revenue throughout the enterprise by establishing rate structures for individual properties, groups of properties, and chains



Availability via Map

## Know Every Hotel Inside Out

Whether it is just 5 hotels or 1000 hotels, contact center staff can be totally familiar with every hotel through the Property Brochure. If it's Restaurant opening times, how far away is the train station, is their dry-cleaning or what's the check-in time, the Property Brochure offers all this information directly from the availability screen. This goldmine of data helps to

provide all bookers with the answers they need and elevating the overall reservation experience.

## Rich Reservation Functionality

Your agents and sales team can gain complete control over complex operations, such as routing instructions, shared reservations, loyalty points redemptions, negotiated rates, and discounts. OPERA Cloud Central's Contact Center component also lets your team apply and manage advanced deposit requirements and cancellation rules, without the need to check with the property as the data centrally is the same as the property. Users can also make amendments to reservations, add in special requests and actions for the property, as well as managing payments and more complex multi-leg bookings.

## Optimize Revenue

The uniqueness of OPERA Cloud Central is its seamless parity with the hotel's operation for rate and room type availability. Rate control based on occupancy levels, minimum stay-through, arrival date, and more can be added which means regardless of the point of entry the restrictions and pricing are the same. When restrictions are in place, agents are offered a visual representation of why the rate is not available and OPERA Cloud Central Contact Center offers suggested options in terms of adjusting the length of stay or alternate arrival dates to help grow revenue and reduce lost business.

**Component Suite (1 DLXQ, 1 DLXK)**  
ADVANCE DYNAMIC BASE RATE

Room & Rate Details Policies Alternate Dates

Arrival 07-09-2023 Nights 2 Departure 08-09-2023 Adults 1 Children 0 Reset

September 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
					Inventory	Inventory
3	4	5	6	7	8	9
Inventory	Inventory	Inventory	Inventory	Inventory	Restrict...	Restrict...
10	11	12	13	14	15	16
Restrict...	Restrict...	Inventory	Inventory	Inventory	Inventory	Inventory
17	18	19	20	21	22	23
Inventory	Inventory	Inventory	Inventory	Inventory	Inventory	Inventory
24	25	26	27	28	29	30

Legend Title ■ Closed/Restriction/Inventory ■ Suggested dates ■ Available dates

**Suggest these options**  
Search Next Month's Alternate Dates.

**Restriction reason for stay dates**  
There are not enough rooms available at room type level 07-09-2023

Close Book

Alternate Date Calendar

# Central Sales

Designed to maximize sales for hotel chains at large, the Central Sales component of Oracle Hospitality OPERA Central is a centralized sales application for regional or national sales teams fully integrated with the OPERA Cloud Hospitality Platform.

## Increase Sales Team Efficiency

Oracle Hospitality OPERA Cloud Central Sales allows hotels to set and compare targets for corporate and agent accounts across all sales team members. Managers can keep track of account performance and support sales teams to meet deadlines and project milestones, and is this component is part of the OPERA Cloud Hospitality Platform, both central and local sales teams can manage and exchange company, travel agent, and contact profile information and activities seamlessly.

## Key Data on the Go

OPERA Cloud Central Sales is mobile enabled, running on Oracle MICROS tablets or any commercially available tablet device or smartphone without the need for any specific browser or app. Global, Regional and Local Sales teams can untap all customer data and process leads on the road whilst out meeting customers. Sales stats and production can be viewed, activities updated and account details reviewed. Leads can be generated with the customer without the need to be back in the office delivering a better customer experience.

## Lead Management Made Simple

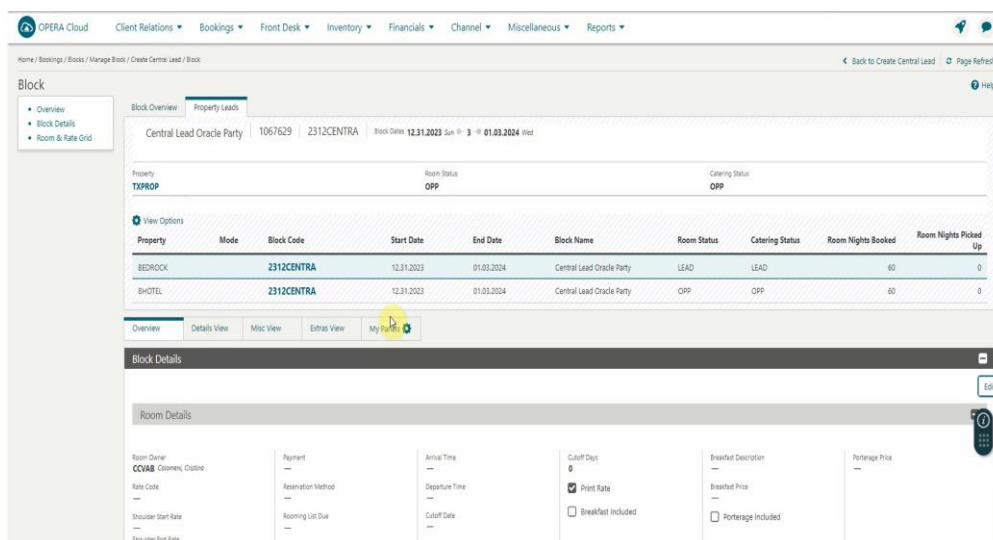
OPERA Cloud Central Sales communicates prospective business leads to all—or selected—chain properties based on customer preference and hotel features. Hotels running OPERA Cloud Sales and Event Management can receive leads directly into their system as an opportunity which shows the customers dates, meeting spaces needs, resources and any other pertinent information. Leads can be for just an event, bedrooms only or both and when they are created by a Central Sales user, they will be assigned directly to a property lead who can then evaluate the business before accepting.

### KEY FEATURES

- Account and contact management with a complete revenue production overview
- Lead management with an automated process for managing and distributing leads for sales

### KEY BENEFITS

- Provides sales teams the tools to manage daily activities, improve productivity, generate new business, and manage existing accounts
- Maximizes sales across the enterprise
- Equips sales teams with easily accessible account information



*Leads created centrally and shared with eligible properties*

### KEY FEATURES

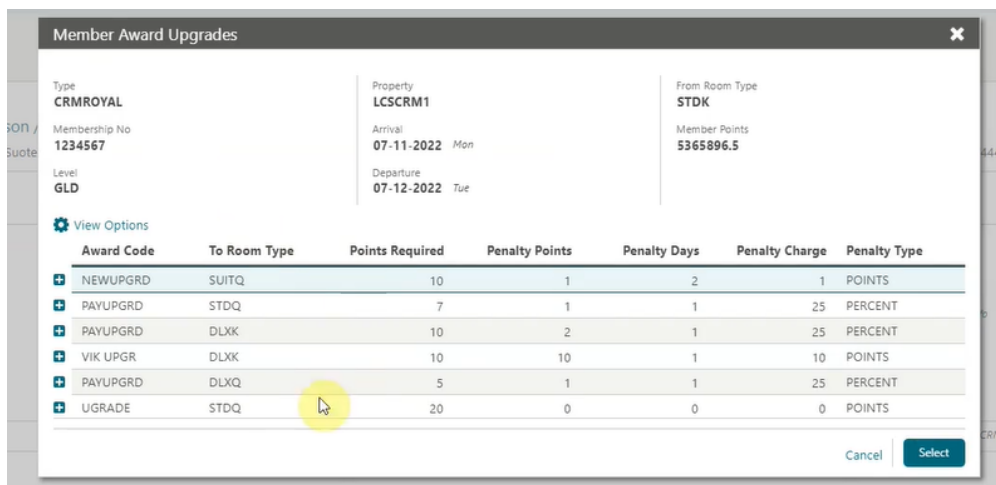
- Centralized guest database shared by multiple properties
- Support for the creation of flexible, tailored programs
- Guest activity data gathered

# Loyalty

The add-on component of OPERA Cloud Loyalty enables hotels to deliver an exceptional guest experience and maximize customer loyalty by centrally gathering and managing guest data. Profile management capabilities ensure one true source of guest data, minimizing duplicate records and ensuring that guest preferences are recorded and shared across multiple properties. With OPERA Cloud Loyalty, you can also create flexible loyalty programs that maximize repeat business by offering rewards to your most valued guests.

## Create Loyalty Programs That Work For Your Guests

Creating a successful loyalty program in the hospitality industry requires specialized expertise, and OPERA Cloud Loyalty offers the flexibility that you need. Hotels are becoming more imaginative in how they design loyalty programs that work for their target markets. A traditional points-based loyalty scheme might not be effective, because today's hotel guests prefer rewards that offer real, tangible value. From a simple loyalty scheme offering free Wi-Fi to a multi-layered program offering guaranteed availability or a complimentary upgrade, OPERA Cloud Loyalty lets you develop the loyalty program that works for your business.



The screenshot displays the 'Member Award Upgrades' window. It shows member details for CRMROYAL (Membership No. 1234567, Level GLD) at property LCSCRM1. The arrival is on 07-11-2022 (Mon) and departure is on 07-12-2022 (Tue). The member has 5365896.5 points. Below this, a table lists available award upgrades:

Award Code	To Room Type	Points Required	Penalty Points	Penalty Days	Penalty Charge	Penalty Type
NEWUPGRD	SUITQ	10	1	2	1	POINTS
PAYUPGRD	STDQ	7	1	1	25	PERCENT
PAYUPGRD	DLXK	10	2	1	25	PERCENT
VIK UPGR	DLXK	10	1	1	10	POINTS
PAYUPGRD	DLXQ	5	1	1	25	PERCENT
UGRADE	STDQ	20	0	0	0	POINTS

Membership Awards

## Maintain Accurate Guest Information

OPERA Cloud Loyalty advanced match-and-merge functionality helps to ensure you have one profile for each guest by automatically reviewing profiles in the database, matching records and de-duping profiles to ensure that there is always one true view of a guest and their loyalty to the group.

## Build a Foundation For Marketing

The information that you hold in your central guest database provides a highly valuable foundation for your marketing activity. OPERA Cloud Loyalty enables you to create lists of customers who have spent more than \$100 US on food while staying at your hotels or who have used the leisure facilities. These highly useful marketing lists can be used to run campaigns to increase future bookings and revenues.

### KEY FEATURES

- Expand direct connects
- Extensive revenue management
- Simple channel activation

# Distribution

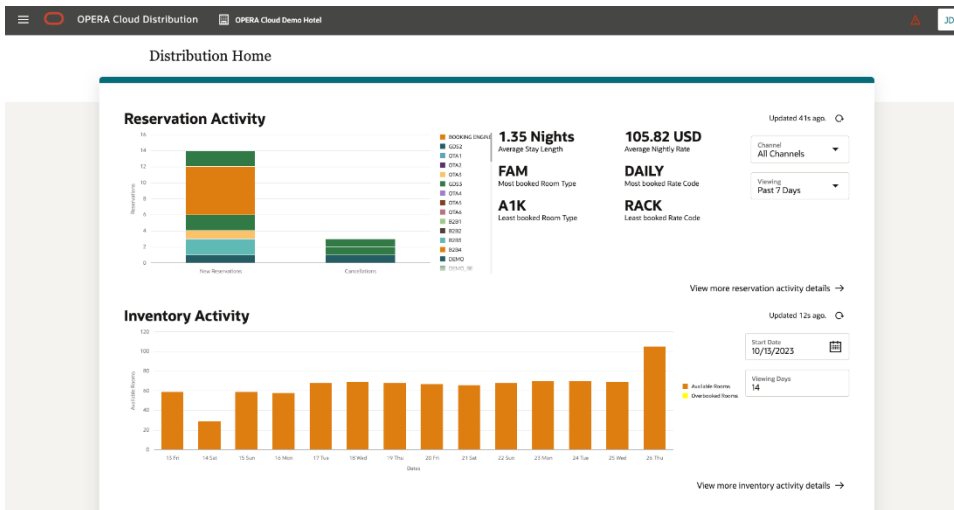
OPERA Cloud Distribution is an complementary component to OPERA Cloud Central, offering unique connectivity capabilities for all direct and indirect channels. The Distribution component allows hotels of all types and sizes to rapidly add distribution channels and utilise rich channel management features for a large variety of connectivities for demand partners.

## Simplify Channel Management

Oracle Hospitality Distribution allows hoteliers around the world to seamlessly manage their products through their preferred channels. With unprecedented connectivity between the property management systems and distribution channels, hotels can determine exactly the product and pricing they want to deliver to each of their target markets while managing all their channel-related tasks from a single system. This includes your own direct distribution with a booking engine and indirect channels such as Online Travel Agencies, B2B, Global Distribution systems.

## Connect Distribution Directly To The Source

For agile and flexible distribution controls, Oracle Hospitality Distribution offers channels connected directly to the source, accelerating speed to market. Oracle Hospitality Distribution simplifies activating and managing channels independently – removing intermediaries and administrative needs. Use the central platform to instantly react to new business requirements and perform adjustments.



Distribution Dashboard

## Benefit From Single-system Efficiencies

Managing rates, restrictions and inventory within one single system maximizes efficiency. Oracle Hospitality Distribution creates one single point of information and input and lets users focus on achieving goals rather than juggle operating multiple systems. Eliminate the wasted time of waiting for another system to update its information.

## A Unified Platform Built for Your Success

The OPERA Cloud Hospitality Platform is built to remove silos and friction between different areas of the hotel operations and deliver a modular platform that accelerates innovation and advances the value of your technology investment. With Property Management, Sales and Event Management, Loyalty, Distribution and Central operations all in one platform, hoteliers can truly provide one single view of a guest and deliver a richer experience for both guests and employees.

## 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. Working with Oracle Hospitality saves you time and money and helps to protect the integrity of your reputation and your brand.


### RELATED PRODUCTS

- OPERA Cloud Property Management
- OPERA Cloud Sales & Event Management
- Oracle MICROS Symphony
- Oracle Nor1 Upsell

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## Connect with us

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

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