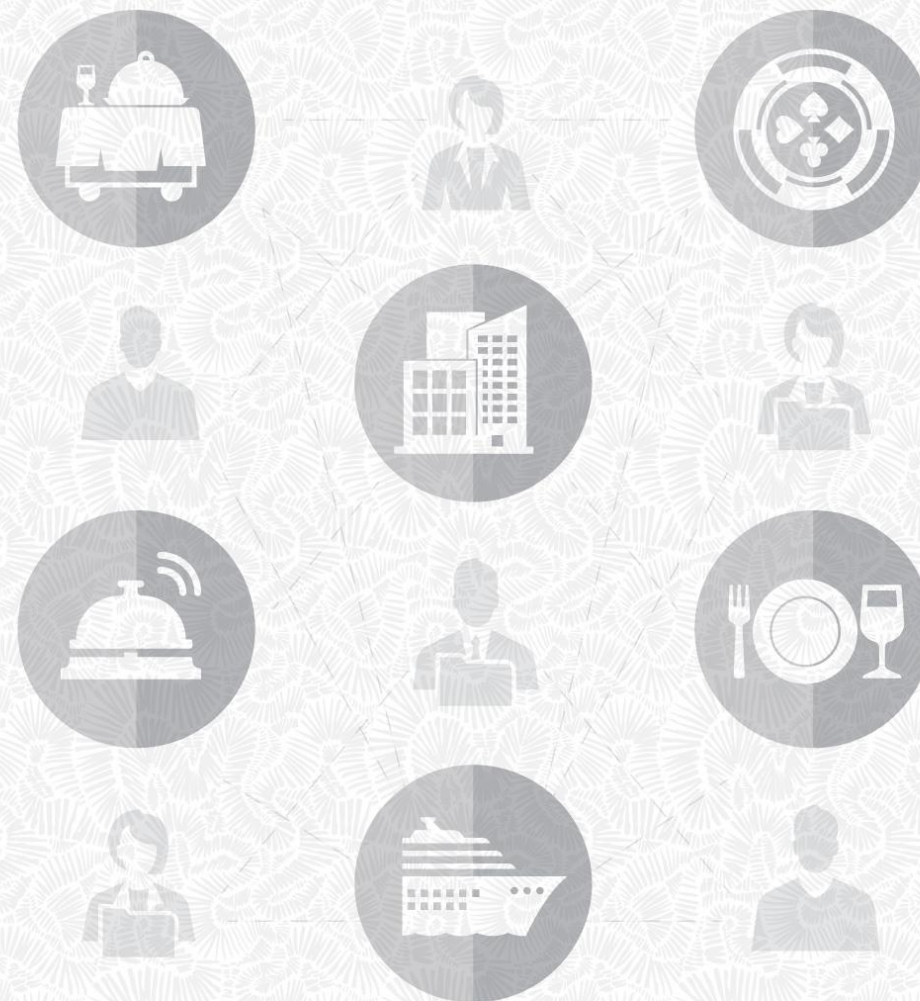


Oracle Hospitality Connect

January 28 – 30, 2020 | San Diego, CA

Diamond sponsor



Safe harbor statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

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Hotel Product Strategy & Vision

Oracle Hospitality Cloud Suite

Laura Calin

Vice President, Strategy and Solutions Management



Momentum in the past 12 months

~40,000 Hotels
~4.5M Rooms
~\$132B Revenue booked
~1.5M Check-ins in every day

Opened **9 more**
Oracle Cloud Infrastructure
(OCI) **data centers**

OPERA Cloud – new
release every
9 weeks

Released OPERA Cloud
on OCI, new UI,
new technology stack,
OPERA Sales & Event
Management, Mobile,
Reporting & Analytics

Added **30** more countries with
total coverage of **194**

Added **65** integrations to a total
of **~5000** different
integrations and **57** payment
partners globally

Forces of Change in Hospitality

Guest Experience



Customer 360
CRM, Loyalty

New Revenue Opportunities



Meetings and Events (\$30BN)
AI Powered **Upsell**
Attribute Based Pricing

Source: American Express

Consolidations



Rapid Onboard
70% Employee
Turnover

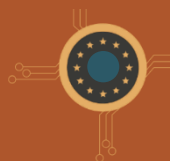
Source: Census Bureau

Reliable, Scalable



100% Want
Performant
Applications

Compliance, Security



Fiscal compliance
Data privacy,
GDPR

Need for Better Integration



Accelerate
Innovation

Unlock Endless Possibilities



Enable **Personalization**
and Exceptional
Guest Experiences



Reduce Cost and
Complexity of
IT and Operations



Platforms that
Enable Innovation

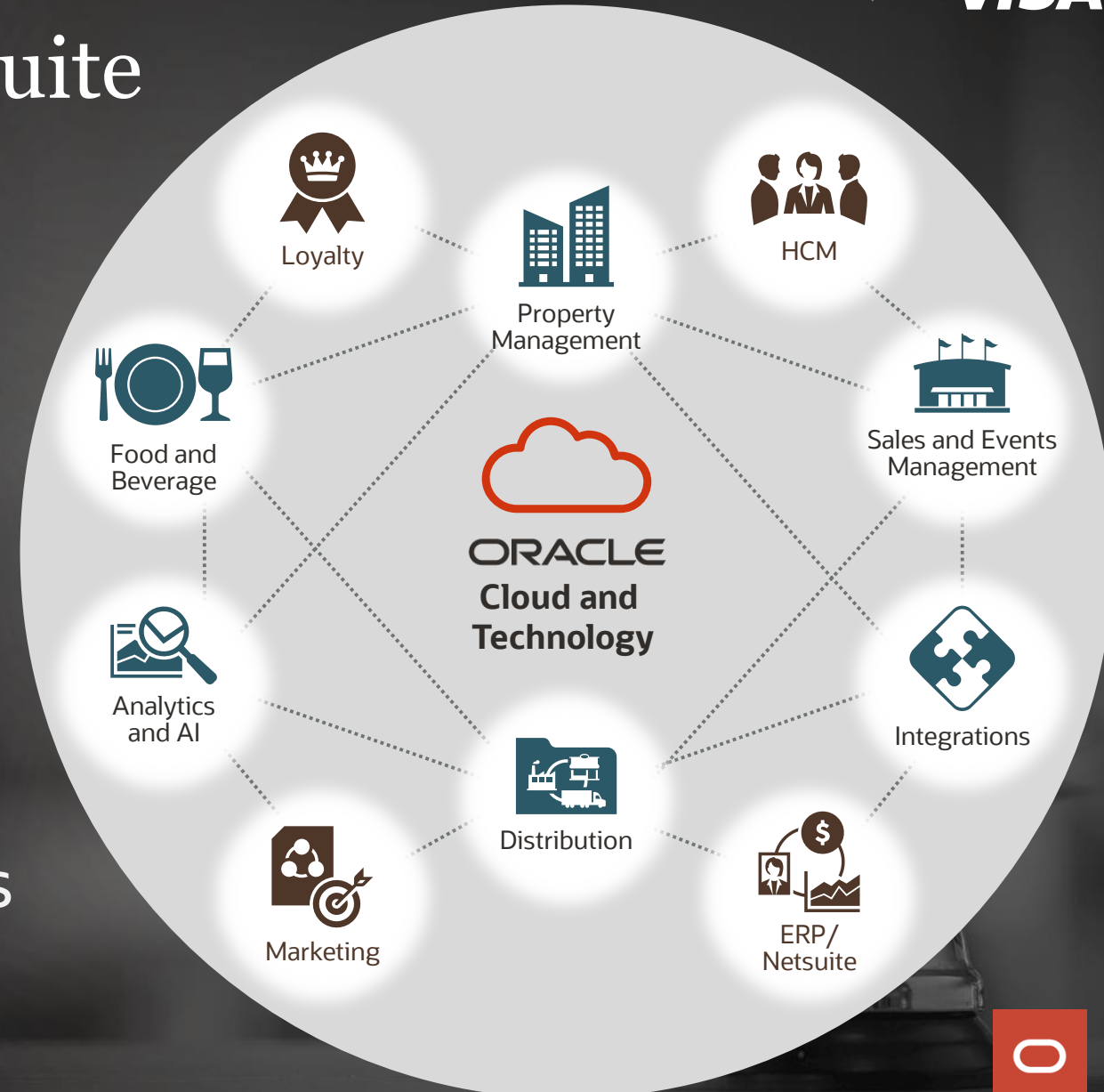
Oracle Hospitality Cloud Suite

Future Proof
Connected Solutions

Open
Extensible
Flexible

Scalable Modular
Performant
Secure
Globally Available

Mobile
Intuitive UI
AI/ML
Data Insights



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Hotel Product Strategy & Vision

OPERA Cloud

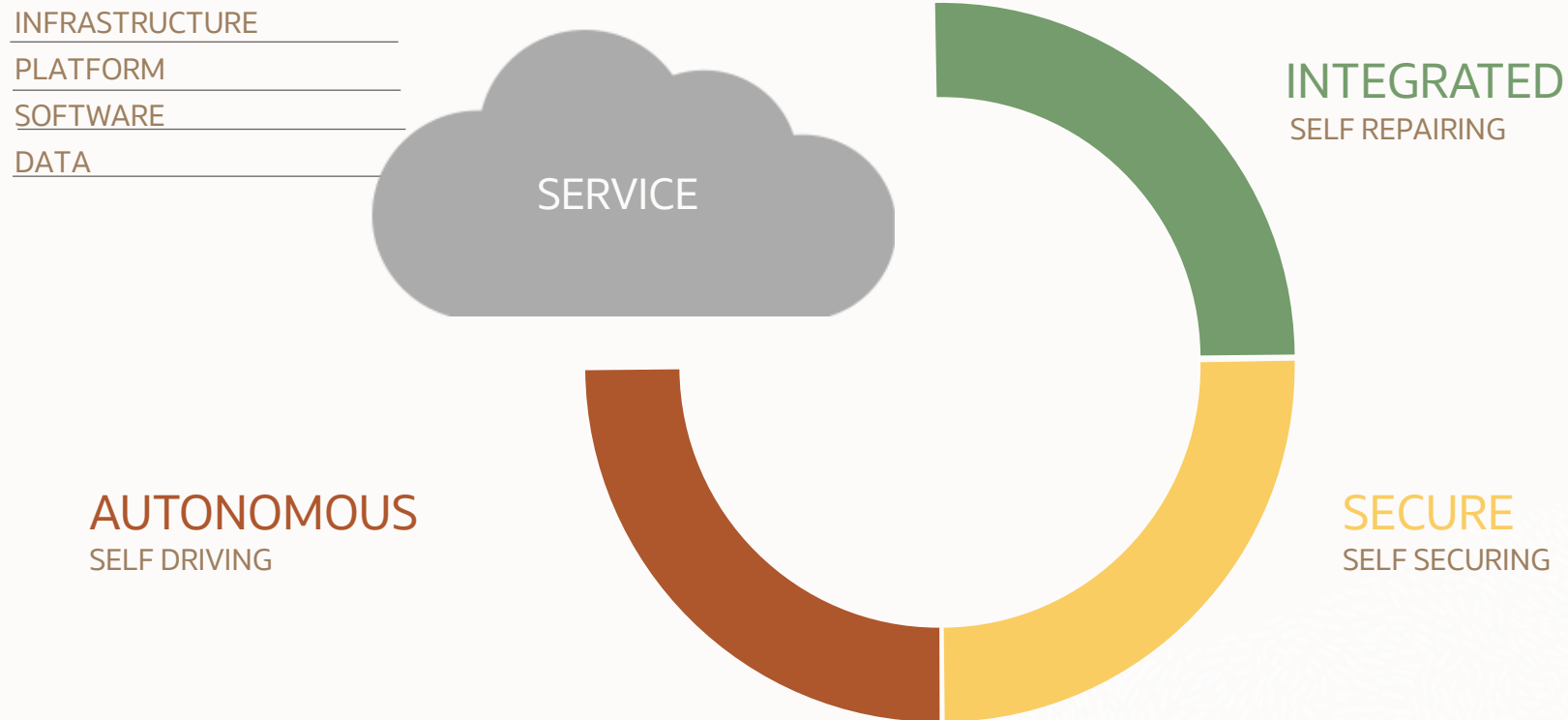
Tanya Pratt

Associate Vice President, OPERA Cloud Strategy



Oracle Hospitality Cloud Suite

Built for the Cloud



- Cloud Native
- Scalability & Reliability
- Autonomous Deployment & Upgrades
- Identity Manager
- Enhanced Data Migration Utilities

OPERA Cloud Property Management

Deliver personalized guest experiences

Customizable Workflows

Front Office Operations

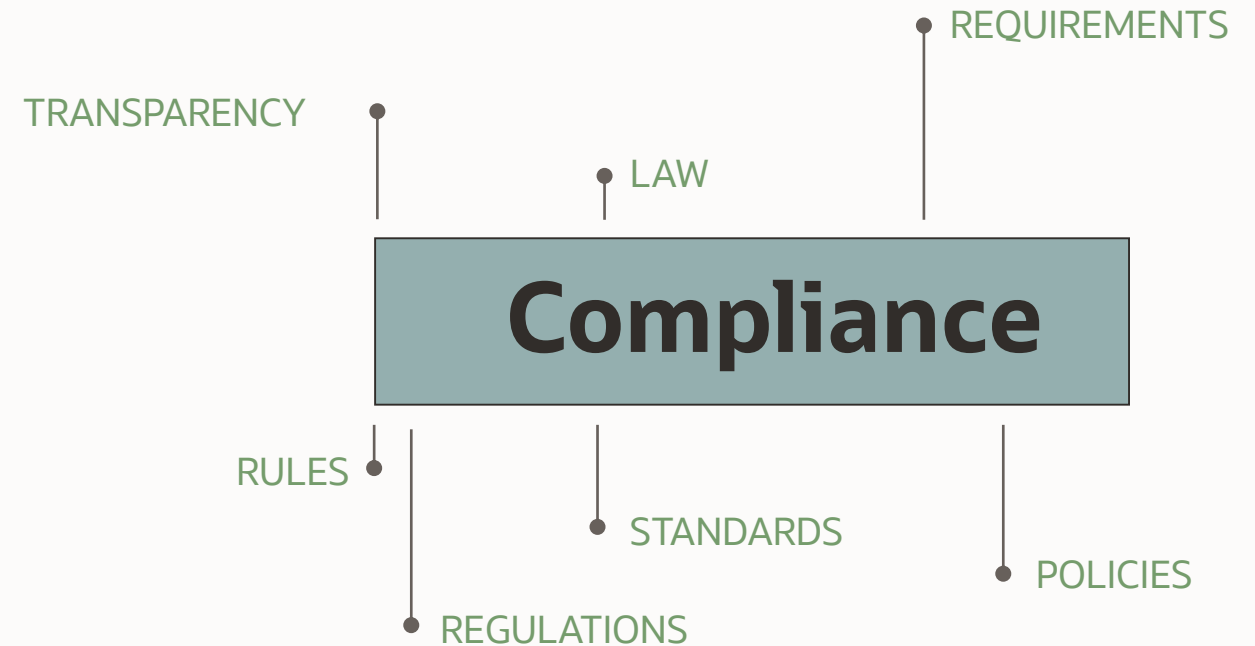
Customer Relationship Management

Back of the House Efficiencies

The screenshot displays the Oracle Hospitality OPERA Cloud interface. At the top, the Oracle Hospitality logo is visible, along with the date "Saturday, Jun 16, 2018" and the user "ABC1 - HGBU hitc". The main navigation bar includes links for OPERA Cloud, Client Relations, Bookings, Front Desk, Inventory, Financials, Miscellaneous, and Reports. The current page is "Manage Profile", which is part of the "Client Relations / Profiles / Manage Profile" path. The page features a search bar with a "View All" button. Below the search bar, there are several input fields for advanced search, including Name (Last / Account / Alternate), First Name, Address, Country, City, Postal Code, Communication, Identification Number, Membership Level, Client ID (Corp / IATA / Source), and Business Segment. There are also checkboxes for "Negotiated Rates Only" and "Include Inactive". A "Reset" button and a "Search" button are located at the bottom right of the search section. The footer of the page includes the Oracle Hospitality logo, copyright information "Copyright © 2016-2018 Oracle and/or its affiliates. All rights reserved.", and the version number "182.0.0".

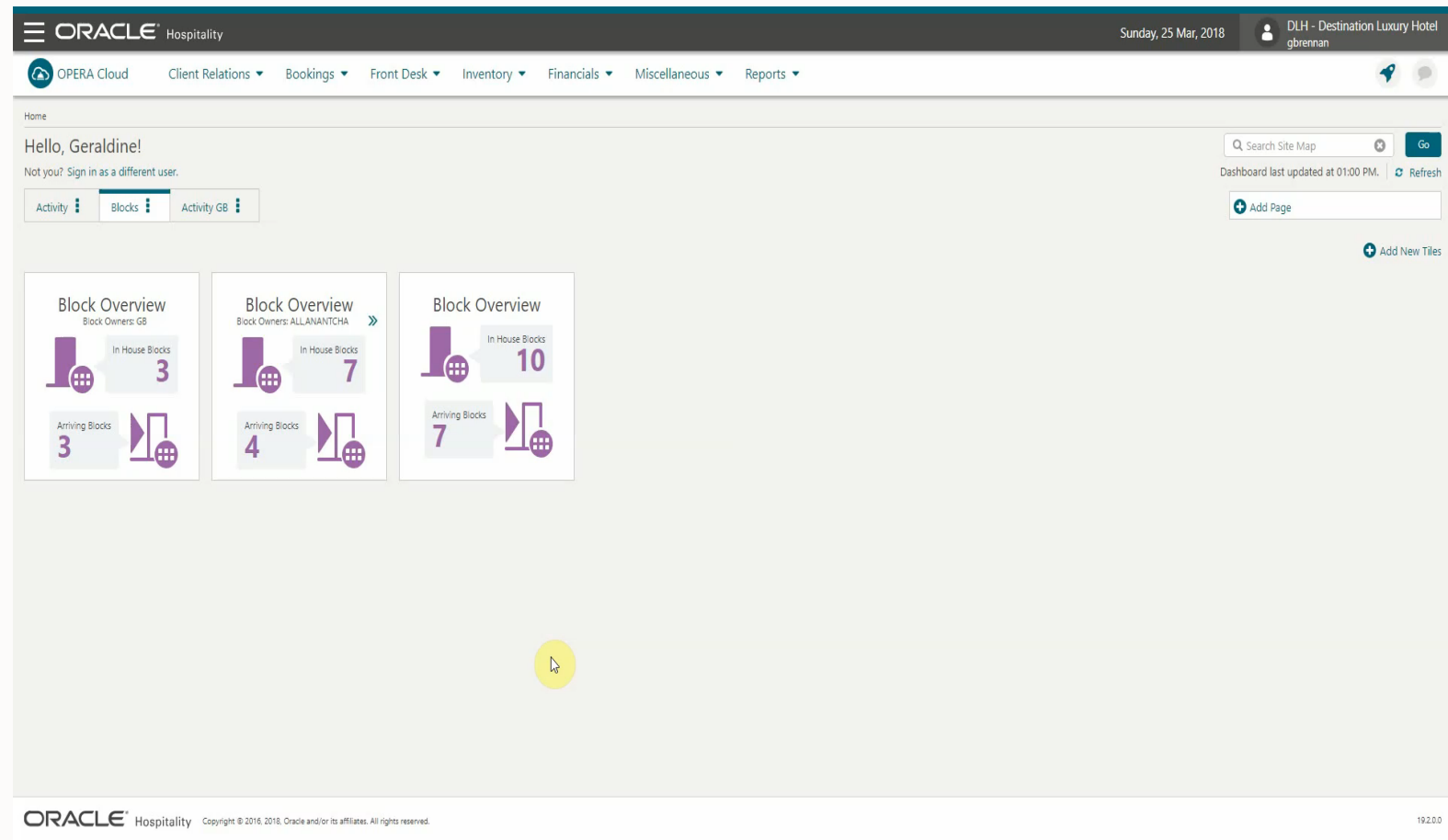
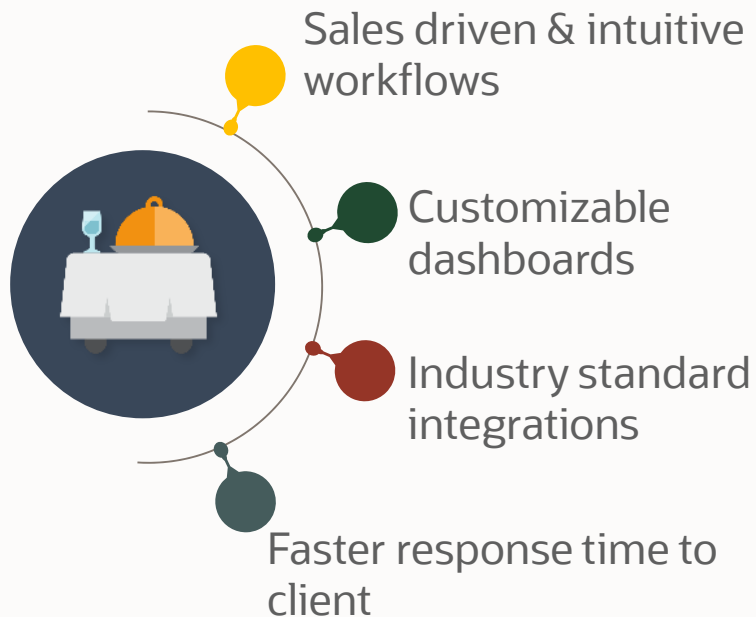
Fiscal & Legal Compliance

Enterprise wide, Global compliance



OPERA Cloud Sales & Event Management

Mobility, Sales Performance and Efficiency



OPERA Reporting and Analytics

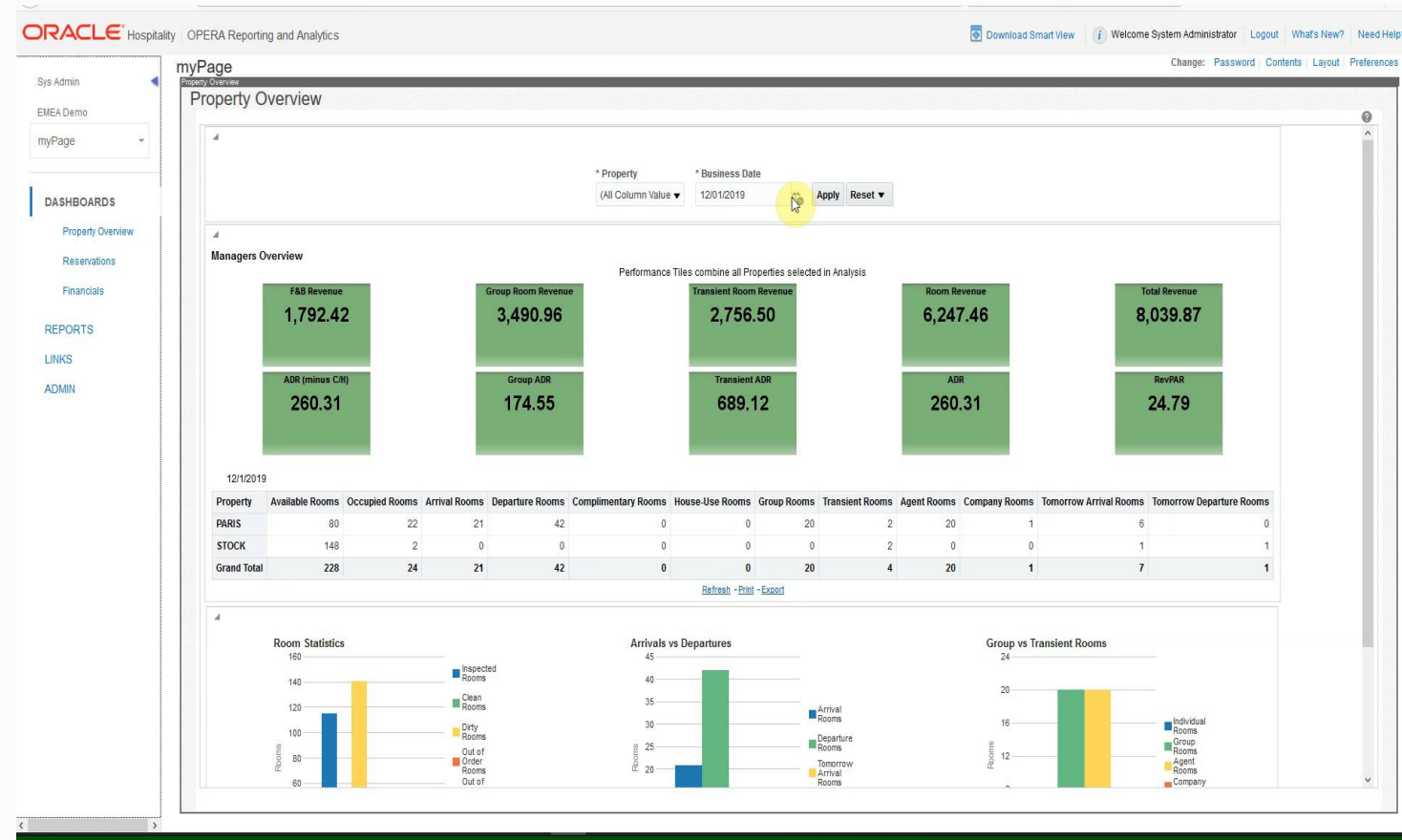
Powerful reporting engine, analytics, and secure data access

Consolidation of all OPERA Reporting Tools

Measurements across all hotel functional areas

Custom exports and data extractions

Key data for faster decision making

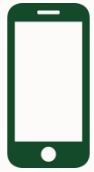


Tracking 2020/2020 OPERA Cloud progress

Oracle Hospitality Connect

Diamond sponsor **VISA**

Mobile



19.1 R&A / OPERA Cloud
Enhanced UI, custom dashboards



OSEM Premium



Casinos



OHIP



Next 12 months



Property Management
Standard & Premium



OSEM Standard



OPERA / SYMPHONY
Better Together

ORACLE[®]
NETSUITE

responsys[®]

Integration



Vacation Ownership



Distribution

ORACLE

Diamond sponsor **VISA**

Hotel Product Strategy & Vision

Integration

Darko Vukovic

Director Integration Strategy



ORACLE
Hospitality

We are Open! Seriously Open!

Diamond sponsor **VISA**



What about yesterday's problems?

**Partial
API Coverage**

**Legacy
Protocols**

**Proprietary
Protocols**

**Multiple
Protocols**

**Poor
Performance**

**Poor
Scalability**

**Expensive
Licensing**

**Expensive
Integration**

**Expensive Partner
Onboarding**

**No Support for
Partners**

**Hard to Discover
Partners**

What does the near future hold?

Full API Coverage!

Demo

REST APIs!

GraphQL APIs!

Integrations Included in Cloud!

Demo

Self Service Integrations!

Demo

Self Service Partner Activation!

OCI Performance Enhancements!

Horizontal Scaling!

Demo

Support for Everyone!

Partner Marketplace!

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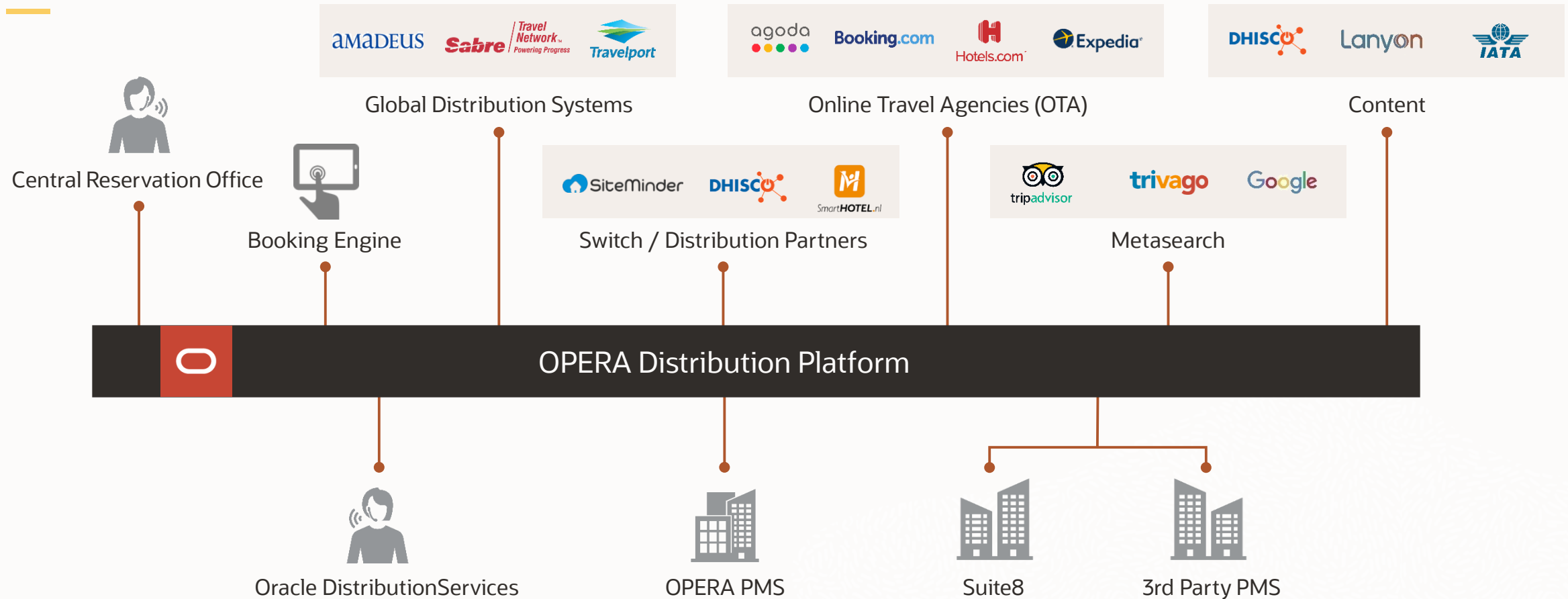
Hotel Product Strategy & Vision

Distribution

Tom Coulthurst

Senior Director Distribution Strategy

Distribution Connected Directly to the Source



Oracle Hospitality Distribution Strategy



Channel Management
with seamless activation
and management across
all Channels



System of Record for all
pricing and availability
connecting to all
distribution



**Create Unique Guest
Experiences** creating
dynamic targeted
offers



**Retailing and
Merchandizing** distribution
content supporting brand
standards



Most Complete
Best Technology
Fastest Innovation
Modern UX
Customer First

With Oracle Hospitality

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