



ORACLE

Oracle Hospitality OPERA Cloud Property Management

Oracle Hospitality OPERA Cloud Property Management is a cloud-based, mobile-enabled platform for next-generation hotel management. Based on OPERA 5, the leading enterprise solution suite for the hospitality industry, OPERA Cloud offers an intuitive user interface, comprehensive functionality for all areas of hotel management, and secure data storage. With unprecedented integration capability, it allows hotels of all types and sizes to rapidly incorporate best-of-breed solutions – regardless of origin – accelerating innovation to enhance operations and deliver exceptional guest experiences.

**EMPOWER EMPLOYEES
TO PROVIDE EXCEPTIONAL SERVICE**

KEY PLATFORM FEATURES

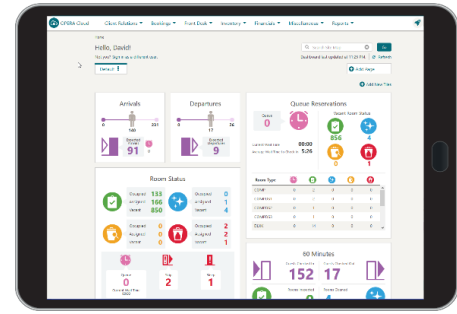
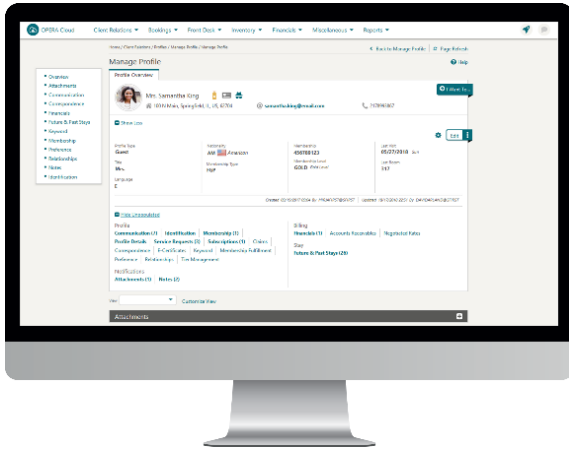
- Modern user interface
- User-defined dashboard
- Single and multi-property
- Multi-language, multi-currency
- Cloud-based
- Mobile-enabled
- Highly customizable
- Web services integration

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 provides comprehensive property management capabilities to help independent hotels and hotel chains gain the agility required to meet guests' ever-changing needs and personalize their stays.

LEVERAGE GUEST PROFILES TO CREATE MEMORABLE MOMENTS

With OPERA Cloud's comprehensive guest profiling capability, hotels can capture guest preferences to personalize the guest experience. OPERA Cloud Property Management ensuring all guest preferences are recorded, making it easily available for hotel staff to access. Delivering personalized experiences is essential to win guest loyalty and drive loyalty program membership growth.



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

MAXIMIZE REVENUES WITH RATE MANAGEMENT

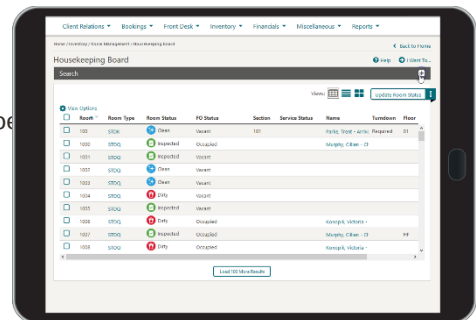
OPERA Cloud Property Management offers the most complete rate management functionality for hotels, allowing rate adaptation to suit business and ever-changing market conditions. OPERA Cloud Property Management simplifies rate management, ensuring that revenue teams are equipped with the best tools to meet business objectives. The solution also makes it easy for reservations teams to identify appropriate customer rates, and cross-selling and up-selling opportunities to maximize revenues.

INCREASE HOUSEKEEPING EFFICIENCY

By taking advantage of the room management features in OPERA Cloud Property Management, 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 capability in OPERA Cloud Property Management 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.



BOOST 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 revenue management and sales teams with flexible rate and inventory control options, and advanced reservations functionality. Allow self-service booking through the web by integrating with OPERA Web Services (OWS).

INCREASE MARGINS WITH EFFECTIVE CHANNEL MANAGEMENT

To maximize occupancy and revenue, hotels need to supplement their direct booking options with distribution through conventional and online travel agency channels. 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, helping improve revenue, occupancy, and ADR.

IMPROVE BUSINESS PERFORMANCE WITH REPORTS

The reporting functionality within OPERA Cloud Services simplifies reporting to better provide key metrics and operational insights needed to make more informed business decisions. The system publishes more than 100 standard reports, incorporating forecasts and historical data.

INTEGRATE FOOD AND BEVERAGE OPERATIONS

The food and beverage facilities within hotels can contribute significantly to revenues. Ensuring that restaurants and bars run efficiently to maximize guest satisfaction and profitability is a must. Oracle Hospitality offers industry-leading point-of-sale and kitchen management solutions that integrate with OPERA Cloud Property Management, yielding enhanced service, reporting, and billing.

INCREASE EFFICIENCY WITH INTEGRATED SYSTEMS

OPERA Cloud Property Management 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 offers a wide range of included interfaces for integration. From applications for event management and loyalty programs to interoperability with leisure and financial systems, OPERA Cloud Property Management helps build an integrated technology infrastructure to support business.

ENGAGE GUESTS WITH MOBILE TECHNOLOGY

Untether the front desk and serve guests anywhere on property with internet connectivity. OPERA Cloud Property Management is mobile enabled, meaning it can run on Oracle Hospitality tablets and consumer-grade tablets and smartphones. OPERA Cloud Property Management is 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 providing staff with real-time updates on housekeeping assignments, room status, and maintenance requests. OPERA Cloud makes it easy for room attendants to post minibar charges with the

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

Charge-it feature. Valets and porters can use the **Track-it** feature to manage luggage. These capabilities simplify tasks for room attendants and valets, improving their productivity.

EMPOWER STAFF

To consistently deliver outstanding guest experiences, staff needs 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, meaning much of the industry workforce already is familiar with the application. When it comes to hiring staff members, odds are, they'll be ready to start assisting guests rather than needing time to learn systems.

GROW WITH MULTI-PROPERTY CAPABILITIES

OPERA Cloud Property Management can be used for a single property or multiple properties. The platform can scale to thousands of hotels worldwide. Hotels can rapidly deploy OPERA Cloud to new properties using global configuration templates that incorporate brand standards. Guest profiles can be shared by all properties, with loyalty details, notes, preferences, and rate entitlements.

CUSTOMIZE AND EXTEND TO SUIT SPECIFIC NEEDS

OPERA Cloud Property Management 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's core business logic with custom field validations and other conditional logic.

MODERN AND INTUITIVE USER INTERFACE

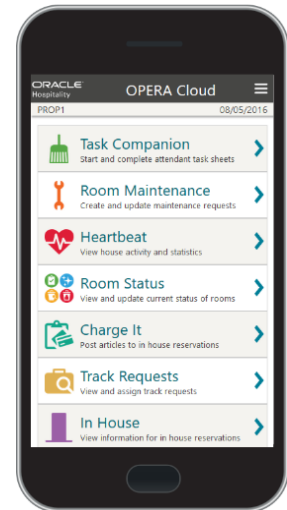
OPERA Cloud Property Management's user interface has been redesigned using Oracle's Alta design principles. Among its features: Fresh visual design complements modern layout approach. New icon system pairs with clean page design. Multi-device support with flowing page layout. Mobile-friendly with larger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

REST ASSURED WITH SECURITY AND PAYMENT CARD INDUSTRY COMPLIANCE

OPERA Cloud allows integration to Payment Service Providers via the Oracle Payment Interface (OPI). This interface permits OPERA Cloud users to have a single point of entry for processing card and alternative mobile payment methods for faster transaction times. OPI supports Advanced Deposits, Pre-Authorizations, Incremental Authorizations, Sale Transactions, Refunds, Automated Deposit Rules, and Automated Pre-Authorization Rules. OPI lowers administration costs and streamlines operations.

CHOOSE CLOUD

As an application in the cloud, OPERA Cloud Property Management minimizes upfront investment in hardware and software and reduces the on-going costs of maintenance and operation, while simultaneously maximizing performance and scalability.



ORACLE HOSPITALITY OPERA CLOUD PROPERTY MANAGEMENT BUNDLES

OPERA CLOUD	PROFESSIONAL	ENTERPRISE
Environment Type	Multi-tenant	Dedicated
Included Non-Production Environments	1	1

Capability	PROFESSIONAL			ENTERPRISE		
	Foundation	Standard	Premium	Foundation	Standard	Premium
Number of features licensed	30*	55*	Unlimited	30*	55*	Unlimited
ADD-ONS INCLUDED						
Multi-property Profile and Configuration Sharing	✓	✓	✓	✓	✓	✓
Cross Reservation	✓	✓	✓	✓	✓	✓
Commission Handling	✓	✓	✓	✓	✓	✓
Reporting & Analytics	✓	✓	✓	✓	✓	✓
E-Learning	✓	✓	✓	✓	✓	✓
Oracle Hospitality Integration Platform	✓	✓	✓	✓	✓	✓
INTERFACES INCLUDED						
Property Interfaces	3	3	6	6	6	Unlimited
Customer Proprietary Interfaces	-	-	-	4	4	6
Oracle internal interfaces (to other Oracle systems)	✓			✓	✓	✓

* Customers choose from more than 100 options according to their business needs

CONNECT WITH US

For more information about Oracle Hospitality OPERA Cloud Property Management and its related products, visit oracle.com/hospitality or call +1.800.ORACLE1 to speak to an Oracle representative.

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