



ORACLE

Oracle Hospitality Reporting and Analytics

Today, more than ever before, having key data on hand has never been so critical to hoteliers in the decision making process. Accessing real-time data and having gaining meaningful insights is critical to ensure your business makes the right decision and maximizes its revenue potential. To make data your ally, Oracle Hospitality is introducing Reporting and Analytics (R&A), an easy-to-use reporting solution designed to compile, organize and present data in clear and concise reports and dashboards, so hoteliers can make informed business decisions.

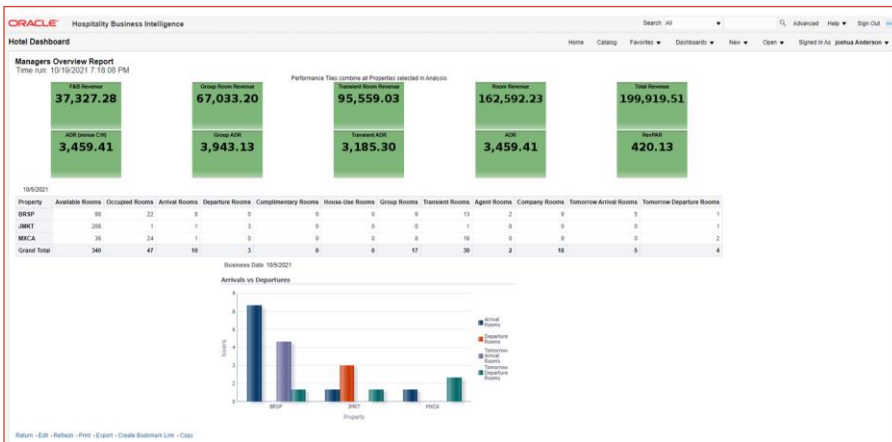
KEY PLATFORM FEATURES

- Gain insights from data captured across functional areas, including hotel operations, revenue management, sales, marketing, and events
- Utilize analytics to understand performance at the department, hotel, or chain level
- Enable cross-property business users to make quick and informed operational decisions
- Fully mobile-enabled to view your data from anywhere at anytime
- Access visualization tools to increase reporting value

Why Reporting & Analytics?

Reporting and Analytics is a new strategic offering built with industry-leading architecture. It is powered by Oracle Analytics Cloud Service which has been tailored specifically for the needs of the hospitality industry. The Oracle Analytics platform is a cloud-native service that provides the capabilities required to address the entire analytics process from data ingestion and modeling, through data preparation and enrichment, to visualization and collaboration without compromising security and governance.

By utilizing an industry-leading analytics platform, Reporting and Analytics provides hoteliers with comprehensive access to business data and metrics from OPERA Cloud with the capabilities to “slice and dice” data for customized reporting. Most importantly, it enables personnel at all levels of the business to generate the reports they need. Key personnel ranging from operations managers at properties to revenue management directors at the head office can swiftly obtain, analyze and act upon information specific to their unique responsibilities.



General managers can easily see performance throughout the property on role-based dashboards.

- Access field-level data, so you can create and run your own customer reports and perform ad-hoc analytics

KEY BENEFITS

- Enable better decisions with insights from your operations data
- Increase efficiency of hotel operations
- Improve revenue management and distribution decision making
- Enhance property management and deliver better guest experiences

Enhanced reporting at its core

Reporting and Analytics functionality is built on three principles:

- **Simple:** Data is structured for simplicity using the same naming convention as OPERA which alleviates mapping data and ensures easy access to the exact data you need to work with.
- **Unified:** The platform consolidates various legacy reporting tools, enabling hoteliers to use just one solution for all of their reporting needs, ensuring one source of truth and across the board accuracy.
- **Efficient:** With fast on-boarding processes, hotels have quick access to their data and with instantly visualized data and easy navigation, R&A provides an efficient and performant solution to streamline data discovery.

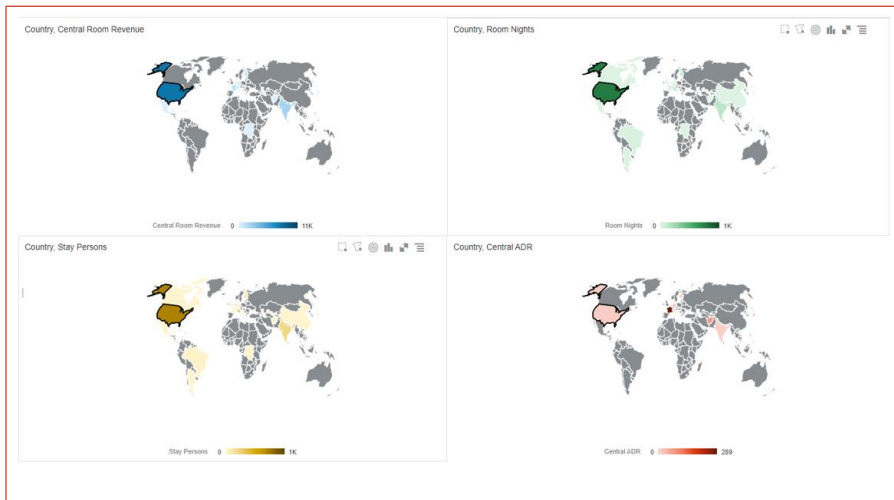
Making sense of data

Reporting and Analytics covers a broad range of business topics. Among them: property information, profiles, reservations, blocks, rates & revenue, financials, as well as sales & events related information. Such topics are structured in a fashion that enables easy access to key business metrics, and Reporting & Analytics provides an array of powerful visualization tools to make sense of them all.

Reporting and Analytics makes “slicing and dicing” of data easy, enabling staff to efficiently gain insights to achieve what matters most – delivering exceptional guest experiences and driving revenue growth. For example, if you need to report on a company’s performance from a bedroom and events perspective, that data can be taken from the various sets into one overall view which speeds up decision making processes.

A UNIFIED REPORTING TOOL

The launch of Reporting & Analytics transforms the user experience for OPERA customers who until now have needed to use disparate solutions, third-party products, or build make-shift solutions on top of commercial business intelligence platforms – each with its own shortcomings.



Data Visualizer helps you see the data you need quickly.

Visualize data to speed up decision making

For those users who need quick snapshots of information without reviewing rows of data, then the visualization tools within Reporting and Analytics are a real time saver!

Imagine the ability to quickly identify areas of need – just by viewing an image of a line bar combo or pie chart. With over 20 different options, including standard tables, pivot tables, pie charts and line graphs, every user can utilize a solution which gives them the data they need in a format that works for them, and if in doubt, Reporting and Analytics even recommends the best display option based on the data type.

Reporting and Analytics can also help:

- **Data Manipulation:** If an organization, for example, uses unique calculations to measure key performance indicators, it has the ability to take any field and apply mathematical functions to compute metrics. One common formula is reporting solutions is Average Daily Rate (ADR). By simply taking Room Revenue and dividing it by Rooms Occupied, users can return the ADR.
- **Access to internal functions:** Users can pull maximum or minimum values, ranking measures – and even modify the string returned by trimming fields.

Perhaps, most importantly, Reporting and Analytics provides access to field-level data, enabling the execution of ad-hoc reports and the creation of customized calculations to address the latest reporting needs. It's your data and every hotel has its own unique requirements. Reporting and Analytics offers you the tools to leverage critical business insights for your competitive advantage.

Imagine every employee executing better

Reporting and Analytics can assist every employee; from top-level executives to front desk staff, the solution provides individuals with just the information they need, in a format that works for them. The following illustrates the platform's ability to aide a variety of roles:

- **Corporate/Area Revenue Managers:** Responsible for reviewing a group of properties at the same time, these managers need not only to compare performance across multiple properties but evaluate year-over-year performance within those properties simultaneously. By using a Line Bar combination to report on measures such as ADR, total revenue or RevPAR for a given time period, they can quickly identify top performers – as well as those needing attention.
- **Property General Managers:** The solution can be used to generate high-level views of performance at the property level or dive deeper into key performance metrics, such as room revenue or occupancy rate. General managers, for example, can generate summaries of daily business operations – personalized for each manager. They can also view summaries by key measures such as room revenue, F&B revenue, and occupancy for the past 24 hours, comparing it with Same Time Last Year (STLY), Month to Date (MTD) and Year to Date (YTD). With such reports, general managers can access performance across different operations within the property and improve day-to-day decision making.

RELATED PRODUCTS

The Oracle Hospitality OPERA suite includes:

- Oracle Hospitality OPERA Cloud Property Management
- Oracle Hospitality OPERA Cloud Sales and Event Management
- Oracle Hospitality OPERA 5 Hosted Property Management
- Oracle Hospitality OPERA 5 Hosted Sales and Catering

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

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