



**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. Part of the OPERA Cloud Hospitality Platform, 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**

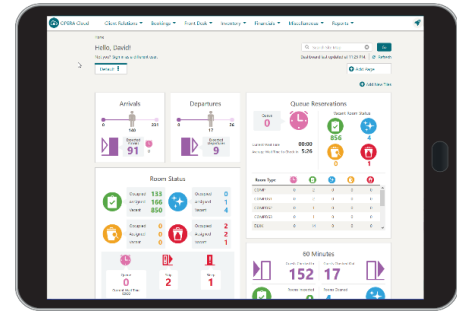
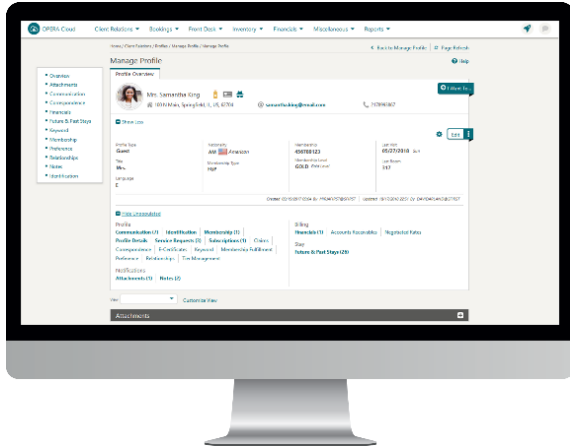
- Modern user interface
- User-defined dashboard
- Single and multi-property
- Multi-language, multi-currency
- Cloud-based
- Mobile-enabled
- Highly customizable
- Web services integration

## 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

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 REVENUE WITH RATE MANAGEMENT

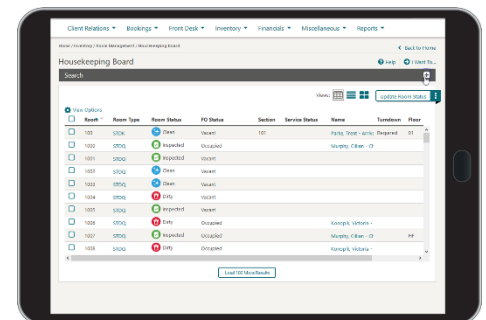
OPERA Cloud Property Management offers the most complete rate management functionality for hotels, allowing rate adaptation to suit business and ever-changing market conditions. OPERA Cloud Property Management simplifies rate management, ensuring that revenue teams are equipped with the best tools to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

## 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.

## EMPOWER STAFF WITH DIGITAL ASSISTANT

The OPERA Cloud Digital Assistant is a chatbot that provides users with an alternate way to accomplish tasks through natural language conversations via a keyboard or microphone (speech to text). Skilled to assist with specific tasks, the chatbot understands terms such as 'today,' 'tonight,' and 'tomorrow' with regards to the current business date at your property.

The Digital Assistant can help with specific tasks such as house status, rooms management, and reservations. For example, following a shift change, the new front desk associate can open the chatbot on her mobile devices and ask, “what is our maximum occupancy for tonight?” or “please provide a list of guests checking out tomorrow.” Voice activated skills range from checking in and out visitors, to getting a housekeeping room update, and even accessing analytics on room supply and demand to make decisions around assignments or possible upgrade opportunities.

## 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

Oracle Hospitality Integration Platform (OHIP) is a cloud-native integration solution, which centralizes, consolidates, and streamlines all our interface capabilities and related processes into a single and unified platform. What that means for your business: OHIP makes it simpler, quicker, and less expensive to integrate with Oracle

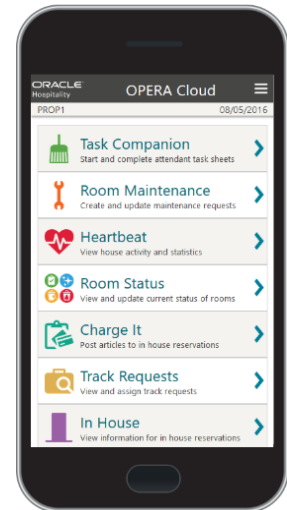
### KEY BENEFITS

- 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

Hospitality Cloud. By providing an unprecedented self-service experience – from discovering our rich set of hospitality REST APIs to adopting them in customer or partner applications to publishing their usage in Oracle Cloud Marketplace – OHIP helps our hospitality customers and partners meet immediate and emerging marketplace demands.

## 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 **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.



## 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.

## 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.

## CONNECT WITH US

For more information about Oracle Hospitality OPERA Cloud Property Management 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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