



Oracle Hospitality Reporting and Analytics

Introduction

Hotel enterprises are besieged today by information — often unable to process it, let alone glean insights from it and take meaningful action. But in a digital economy where data is the prized currency, the ability to apply it wisely and expediently will be the greatest variable in determining business success. To make information your ally, Oracle Hospitality is unveiling Reporting and Analytics (OPERA R&A), a next-generation reporting solution designed to empower every hotel team member to execute decisions based on facts, not hunches.

WHY OPERA R&A IS BETTER: UNRIVALED ANALYTICAL POWER

Reporting and Analytics is a new and strategic offering built with industry-leading architecture: It is powered by Oracle Business Intelligence Enterprise Edition or OBI. Simply put, Oracle Business Intelligence (OBI) is an industrial-strength, analytics engine known for its capability to develop, design and deploy reports that enable industry leaders to leapfrog their competition. OBI in Reporting and Analytics is identical to the Oracle engine powering business intelligence for many of the top companies found on *The Fortune 100* list.

Now, by leveraging the industry-leading OBI platform, Reporting and Analytics provides hoteliers with comprehensive access to business data and metrics, intuitive data visualization, and capabilities to “slice and dice” data for customized reporting. Most importantly, it enables personnel at properties and

KEY FEATURES

- Gain insights from data captured across functional areas, including hotel operations, revenue management, sales, marketing, and catering
- Leverage analytics to understand performance at the department, hotel, or chain level
- Empower cross-property business users to make quick and informed operational decisions
- Common user experience across hotel and food and beverage reporting
- Access visualization tools to increase reporting value
- Access field-level data, so you can create and run your own custom reports and perform ad-hoc analysis

at corporate to generate the reports they need. Key personnel ranging from Operations Managers at properties to Revenue Management Directors at corporate can swiftly obtain, analyze and act upon information specific to their unique responsibilities.

ENHANCED REPORTING AT ITS ESSENCE: SIMPLIFY. UNIFY. INTEGRATE.

OPERA Reporting and Analytics' functionality is built on three principles: Simplify. Unify. Integrate.

- **Simplify:** The platform consolidates various legacy reporting tools, enabling hoteliers to use just one solution for all their reporting needs. The result? A shortened learning curve for users and one simplified solution for various reporting use cases.
- **Unify:** Built upon an already existing and proven reporting solution, Reporting and Analytics is able to leverage the platform features and deliver a feature rich UI (OBIEE) commonly used by some of the top Fortune 500 companies to handle their reporting and analytical needs.
- **Integrate:** The reporting solution is purpose-built for hospitality, and it is tightly integrated with OPERA — meaning it is native to OPERA and designed specifically to work with the OPERA data structure. Fields visible in OPERA screens are logically grouped and presented in a user-friendly fashion, allowing for easy generation of meaningful reports.



Offers self-service discovery, sophisticated visualization, and powerful reporting to empower users to uncover actionable insights.

TAPPING INTO ORACLE'S ACCLAIMED TECHNOLOGY STACK

With its roots in Oracle technology, Reporting and Analytics leverages Oracle's technology stack, including its acclaimed data integration and business intelligence (BI) products. Specifically, Reporting and Analytics is leveraging Oracle's enterprise-class BI platform, which offers self-service discovery, sophisticated visualization and powerful reporting.

The unique packaging of OBI and its infusion into Reporting and Analytics mean its capabilities can be readily tapped by hotels of all sizes, from large chains to independents. Furthermore, powerful data transformation and integration tools are employed to move data from OPERA to the reporting platform. Such complex technology is all "under the hood" in the cloud service, relieving properties from IT administrative tasks and allowing to focus on core business.

KEY BENEFITS

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

A UNIFIED REPORTING TOOL

The launch of Reporting and 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 plagued with its own shortcomings.

MAKING SENSE OF DATA: “A PICTURE IS WORTH A THOUSAND WORDS.”

Reporting and Analytics covers a broad range of business topics. Among them: property information, profiles, reservations, blocks, rates & revenue types, financial, and sales & catering. Such topics are structured in a fashion that enables easy access to key business metrics, and Reporting and 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 glean insights to achieve what matters most — delivering exceptional guest experiences.

Indeed, enhanced visualization is one of the platform’s defining features. It epitomizes the expression “a picture is worth a thousand words.” Or, in this case, a thousand rows of data.

Imagine the ability to quickly identify areas of need — just by viewing an image of a Line Bar combo. Nearly 20 different options, including standard tables, pivot tables, pie charts and line graphs, are available for displaying data. Reporting and Analytics also recommends the best display option based on data type.

Users can capitalize upon advanced features such as:

- **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 in 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. The bottom line: It’s your data, and Reporting and Analytics offers the tools to leverage it to your competitive advantage.

IMAGINE EVERY EMPLOYEE EXECUTING BETTER

Reporting and Analytics empowers everyone. From top-level executives to front-desk staff, the solution provides individuals with just the information they need, yielding actionable insights.

The following illustrates the platform’s ability to aid 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 also can view activity 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 assess performance across different operations within the property and improve day-to-day decision-making.
- **Operations Managers or Front Desk Managers:** Chief among their concerns are monitoring the number of arrivals and departures each day and ensuring sufficient room availability. They’re also watching for different VIP guests and managing maintenance issues that could cause for Out of Service (OOS) or Out of Order (OOO) rooms. With Reporting and Analytics’ near real-time capabilities, they can access reports showing essential data: checked-in rooms; number of

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

departures and arrivals remaining; and number of available rooms, including clean/dirty status. The result? Quick identification of a potential variance in the demand for clean rooms — and even faster resolution with housekeeping.



Provides perspectives from multiple positions, including a manager's overview, summarizing daily business operations.

IN SUMMARY

Reporting and Analytics, powered by Oracle Business Intelligence, empowers users across the property to make informed decisions and improve operational efficiencies. Embracing three overarching principles — simplify, unify and integrate — the solution delivers on that promise, ultimately creating exceptional guest experiences.

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