ORACLE

Oracle Hospitality OPERA Cloud Distribution

Oracle Hospitality OPERA Cloud Distribution is a cloud-based, mobile-enabled platform for next-generation hotel channel management. With unique connectivity capabilities for all direct and indirect channels, the Distribution platform allows hotels of all types and sizes to rapidly add distribution channels, enhancing channel and revenue management. Built for all OPERA Property Management products, the leading enterprise solution suite for the hospitality industry, Distribution offers an intuitive user interface and comprehensive functionality to improve every facet of channel management.

Seamless activation and channel management

KEY FEATURES

- Expand direct connects
- Extensive revenue management
- Simple channel activation
- Channel mangement by product
- Hotel registry and content
- Seamless channel mapping
- New OPERA pricing engine
- Partner marketplace
- Modern user interface

Simplify channel management

Oracle Hospitality OPERA Cloud Distribution allows hoteliers around the world to seamlessly manage their products through their preferred channels. With unprecedented connectivity between the property management systems and distribution channels, hotels can determine exactly the product and pricing they want to deliver to each of their target markets while managing all their channel-related tasks from a single system. This includes your own direct distribution, including booking engine and indirect channels.

Connect distribution directly to the source

For agile and flexible distribution controls, Distribution offers channels connected directly to the source, accelerating speed to market. Distribution simplifies activating and managing channels independently – removing intermediaries and administrative needs. Use the central platform to instantly react to new business requirements and perform adjustments.

Maximize revenue with OPERA rate management

Distribution elevates OPERA Cloud rate management by using a new pricing engine to maximize revenue. Oracle taps into artificial intelligence and machine learning to return the best offer at the right time. During shopping, recommend personalized offers – based on a model that estimates in real time the likelihood of acceptance using specific consumer characteristics.
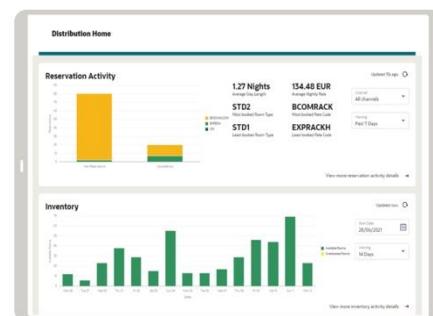
Access channel connectivity marketplace

Oracle Hospitality Integration Platform (OHIP) marketplace is a solution showcase and an online store where partners can connect directly to the hospitality distribution solution. Hoteliers and distribution partners can activate and manage any type of distribution channel via APIs exposed through OHIP. Offering an array of connected distribution partners, the channel connectivity marketplace provides best-in-class, secure, scalable solutions that accelerate innovation and speed to market.

Benefit from single-system efficiencies

Managing rates, restriction and inventory within one single system maximizes efficiency. Distribution creates one single point of information and input and lets users focus on achieving goals rather than juggle operating multiple systems. Eliminate the wasted time of waiting for another system to update its information.

Increase revenue and reduce distribution costs

Distribution is designed to provide high-availability transaction processing and upgrades with zero downtime, delivering a consistent revenue stream at any time of demand. It allows users to view and manage the performance of the most-profitable channels at a glance and respond immediately to unexpected demand swings. The new pricing engine offers a single system of record for centralized rates and inventory for all distribution points, including property direct and indirect channels for various markets.

KEY BENEFITS

- Expedite bringing new properties online
- Respond to all availability requests
- Improve operating efficiency and increase employee productivity
- Lower upfront capital expenditure on software and hardware
- Reduce IT complexity
- Use open integrations with OHIP
- Increase RevPAR and ADR
- Enhance data security, scalability, and reliability

Embrace a modern USER EXPERIENCE

Distribution features the newest Redwood Design Standards, creating an inviting and coherent experience for all users. It combines functionality and ease of use on a variety of devices. A modern page layout with graphical and pre-selected elements saves clicks and time.

Mitigate risk with security and payment card industry compliance

Distribution meets payment card industry compliance (PCI) standards. It also fully supports PSD2 European regulations for payment services as well.

Choose Cloud

As a cloud-native solution, Distribution leverages the power of Oracle Cloud Infrastructure (OCI) to deliver multi-region scalability, security, and performance. OCI provides the most cost-effective platform and high availability to customers – regardless of their size or location – eliminating the challenges of on-premises applications and elevating guest service to new heights.

Connect with us

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

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