ORACLE
Hospitality

OPERA Cloud Central

Oracle Hospitality OPERA Cloud Central is the core of the industry's leading enterprise hospitality platform, seamlessly connecting departments, data, and decisions across the organization. By consolidating critical functions into a powerful central database, it equips agents, sales teams, and management with the tools they need to drive bookings, boost revenue, and streamline operations.

From call centers and regional sales to loyalty programs and distribution, OPERA Cloud Central connects corporate strategy with property execution, bridging front office and back office for unified, enterprise-wide performance.

Drive efficiency, revenue, and guest delight

OPERA Cloud Central isn't just a tool, it's a catalyst for success. By centralizing and automating workflows, it frees up staff to focus on what matters most: guest service. OPERA Cloud's revenue optimization features, such as dynamic pricing and upsell opportunities, maximize profitability, while personalized guest interactions build loyalty and satisfaction. The cloud-based subscription model reduces IT costs and scales effortlessly with your business. With 24/7 global support and regular enhancements, OPERA Cloud Central empowers your business to thrive in an ever-evolving hospitality landscape, where efficiency, revenue, and guest delight are not just goals, but guaranteed outcomes.

Features fit for an enterprise

- Scalable enterprise platform integrating multi-property operations.
- Centralized configuration management across a diverse portfolio.
- A single guest database for all hotels with native loyalty management.
- Account and contact management across the estate.
- Channel management connected directly to the source.
- No cost direct bookings (voice or web booking engine APIs).

Success built into every layer of your business

- Accelerate onboarding, ensure compliance, and simplify expansion with centralized configuration.
- Increase operational efficiency by automating workflows and minimizing manual tasks.
- Drive revenue growth through optimized pricing, distribution, and upsell opportunities.
- Enhance guest satisfaction with personalized and seamless experiences.
- Gain actionable insights using advanced analytics and custom reporting tools.
- Reduce costs with a cloud-based subscription model that lowers IT expenses.
- Easily connect and extend functionality via a robust integration ecosystem and open APIs.

Key included modules

- Contact Center for voice reservations
- Central Sales for a unified selling experience
- Enterprise Management for single course configuration

Available add-on modules

- OPERA Cloud Loyalty for seamless profile management and recognition
- OPERA Cloud Distribution for effortless channel management

Contact Center

The Contact Center leverages the latest technology and industry expertise to revolutionize reservation management. Designed with speed and guest service at its core, its intuitive interface is tailored to the needs of call center users, providing all essential information in a simplified workflow. The single-image inventory system centralizes property data, enabling core operations to be shared between the central system and properties. This minimizes reservation steps, ensures seamless and efficient access to information, and empowers teams with enriched data (e.g., images, content) to achieve sales targets and enhance customer satisfaction.

Tailored booking journeys with comprehensive property insights

An intuitive booking portal offers a new perspective for reservation teams, empowering them to deliver personalized experiences by toggling between views of room types and rates, viewing hotels by region or proximity to attractions on a map, and the ability to use a variety of advanced filters to narrow down results. This flexibility allows agents to match the booking journey to each guest's unique needs, whether they're seeking a hotel near a landmark or comparing options across a region. Complementing this is the Property Brochure, equipping staff with detailed knowledge of every hotel, from restaurant hours and proximity to transportation hubs to check-in times and available services. this wealth of information ensures agents can provide immediate and accurate information, elevating the reservation experience.
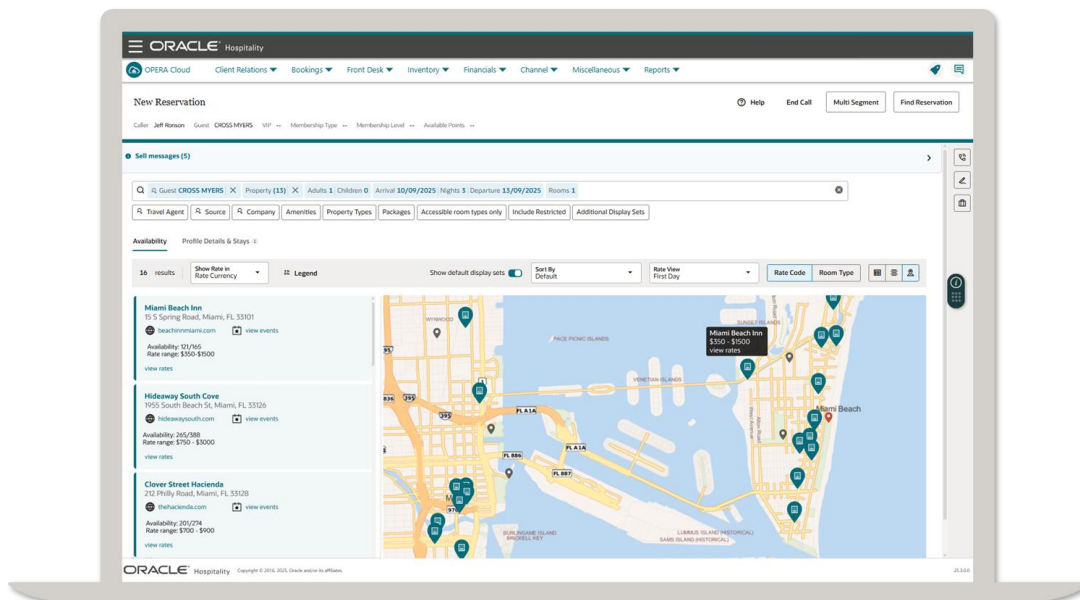

Figure 1. Reservation Sales Screen: Map availability view

Rich functionality for complex reservations

The Contact Center component equips agents and sales teams with rich reservation functionality to manage complex operations effortlessly. This includes handling routing instructions, shared reservations, loyalty points redemptions, negotiated rates, discounts, advanced deposit requirements, and cancellation rules; all centrally managed without needing to check with individual properties. Agents can also amend reservations, add special requests, manage payments, and handle multi-leg bookings with ease.

Revenue optimization through dynamic controls

A standout feature of OPERA Cloud Central is its seamless parity with hotel operations for rate and room type availability. Dynamic rate controls based on occupancy levels, minimum stay requirements, arrival dates, and more ensure consistency across all points of entry. When restrictions apply, agents receive visual representations of why a rate is unavailable, along with suggested alternatives such as adjusting stay lengths or arrival dates. This approach helps grow revenue, reduce lost business, and provide a superior guest experience.

Central Sales

The Central Sales module is the centralized sales engine designed to empower hotel groups with a unified approach to managing sales across regions and properties. Native to the OPERA Cloud ecosystem, it provides sales teams, agents, and managers with central data and tools in a single, connected platform. Central Sales unifies efforts across teams, helping to maximize revenue, accelerate conversions, and improve collaboration enterprise-wide.

Boost sales team performance and efficiency

With Central Sales, organizations can operate from an above-property Central Sales hub to manage leads, activities, and reporting across multiple hotels. Teams can access extended capabilities such as managing sales accounts, viewing property availability, and using tools like the Functions Diary and Group Rooms Control for designated properties. Sales targets can be set and monitored across the portfolio, providing visibility into both individual and team performance. Central and on-property sales teams can collaborate in real time, sharing account, contact, and agency information seamlessly. Customizable dashboards offer quick access to key metrics and tools, including sales activities such as appointments and to-do lists, to keep teams organized and focused.

Key features:

- Centralized management of sales accounts, contacts, and revenue performance.
- Lead management with the ability to select properties based on attributes (i.e. location, function space).
- Automated lead notifications to the property lead catcher via activity and email.
- Central activity and appointment tracking with customizable dashboards.
- Real-time access to sales data and tools across desktop and mobile devices from any browser.

Key benefits

- Enhances collaboration between central and property-level sales teams.
- Enables scalable, above-property sales operations across multiple regions.
- Empowers teams to manage daily sales tasks and generate new business efficiently.
- Increases visibility, control, and responsiveness throughout the sales cycle.

Lead management made simple

Central Sales users can route qualified leads to selected properties based on guest needs and property features. For hotels using OPERA Cloud Sales and Event Management, structured opportunities can include requested dates, meeting spaces and resources. Whether for guestrooms, events, or both, leads are automatically assigned to the appropriate property contact for review and action.
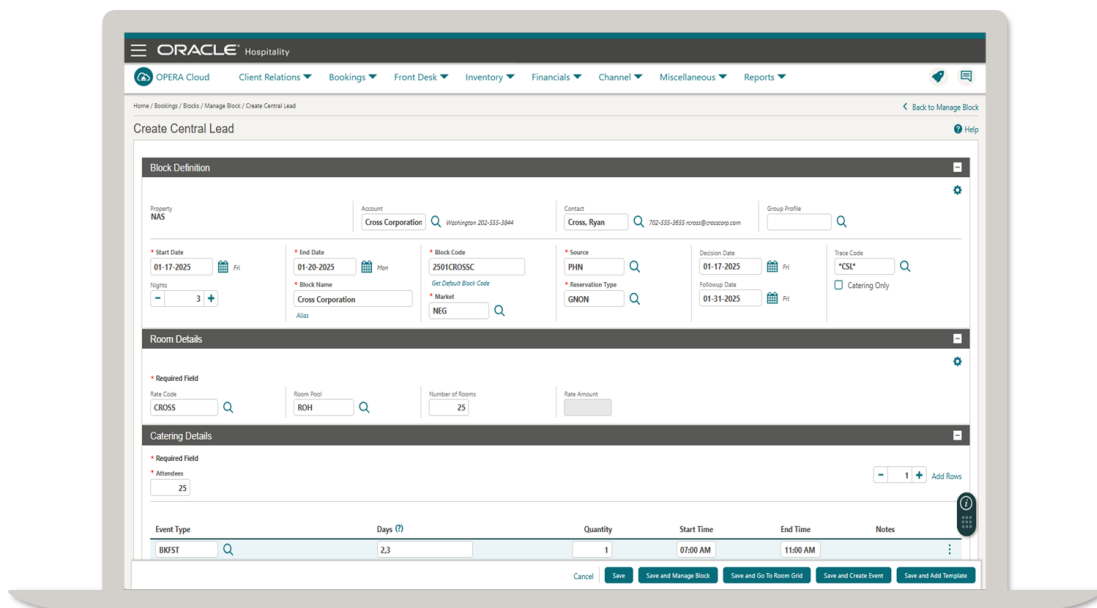

Figure 2. Central Sales lead creation

Enterprise Management

Managing and standardizing configurations across a diverse property portfolio can be complex, time-consuming, and prone to inconsistencies. The Enterprise Management component of OPERA Cloud Central streamlines this process by centralizing core settings and enforcing brand standards across your entire estate; enabling rapid property onboarding and consistent experiences that reflect your brand's quality.

Enterprise templates for global control

Enterprise templates act as the foundation for your property portfolio's core configurations, providing a single source of truth that applies consistently across all locations and service levels. These templates manage key inherited settings such as VIP codes, geographical information, and centralized reporting codes like Market and Source segmentation. By using enterprise templates, you can ensure consistent data and reporting standards while retaining full control over the level of detail, allowing you to customize configurations to fit the unique operational needs of your group.

Simplify brand compliance across properties

Managing a brand in your group with its own distinct requirements is simplified with the uses on Custom Templates. Whether it is specific room types, transaction codes, rate codes or packages, by building a brand specific template, you can ensure no matter the location a customer will receive the same level of service through this consistency of standards in that brand.

Key features:

- Enterprise templates for chain-wide configuration standards.
- Custom templates for tailored brand or regional requirements; with an inheritance model for updates and scalability.
- Enforce accountability and control with structured approval workflow for adding or modifying configurations, reducing errors and ensuring compliance.
- Instantly distribute updates across properties as needed, ensuring all locations are aligned with the latest configurations in real time.
- Designate ownership of configuration at the Enterprise or Property, with granular permission to override enterprise configuration at the property.
- Easily import configurations from CSV files, streamlining setup and updates for faster deployment and reduced manual effort.
- Track configuration changes and distributions with detailed logs.

Key benefits

- Centralized configuration management streamlines control and consistency.
- Fast property onboarding and efficient bulk update save time and effort.
- Centralized oversight allows for quicker identification and resolution of configuration-related issues, minimizing downtime and disruptions.
- Simplified portfolio expansion supports scalability and growth.
- Standardized configurations simplify training processes, as staff across properties can follow the same protocols and systems.
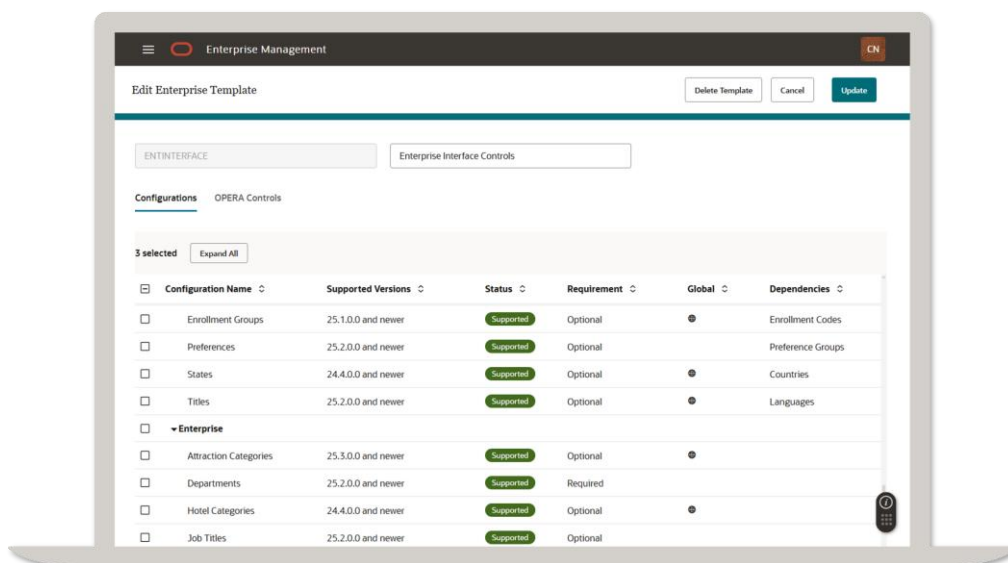

Figure 3. Enterprise template configuration

Loyalty

OPERA Cloud Loyalty empowers hotels to create deeper guest connections by capturing valuable insights from every stay. A centralized database ensures accurate guest information, enabling personalized service, seamless recognition, and tailored rewards. This unified approach enhances marketing strategies and optimizes operations and guest engagement. By strengthening relationships and encouraging long-term guest retention, OPERA Cloud Loyalty helps hotels boost satisfaction and long-term success.

OPERA Cloud Loyalty is an add-on solution for OPERA Cloud Property Management and OPERA Cloud Central customers.

Design a loyalty program that works for you

Designing a successful loyalty program in the hospitality industry requires specialized expertise, and OPERA Cloud Loyalty provides the flexibility you need. Hotels are increasingly creative in tailoring programs to meet the unique preferences of their target markets. A traditional points-based scheme may not resonate with today's guests, who seek rewards offering real, tangible value. Whether it's a simple loyalty program with free Wi-Fi or a more elaborate offering like guaranteed availability or a complimentary spa treatment, OPERA Cloud Loyalty allows you to craft a loyalty program that aligns perfectly with your business goals.

Lay the foundation for loyalty & marketing

The data stored in your central guest database serves as a powerful foundation for your marketing efforts. OPERA Cloud Loyalty allows you to segment customers based on key behaviours, such as those who have spent over $100 on food or utilized your leisure facilities during their stay. These targeted lists provide valuable opportunities to launch campaigns that drive future bookings, enhance guest engagement, and increase revenue.

Drive engagement & retention

Keeping your loyalty members active and engaged is key to driving long-term retention. By offering personalized promotions, tiered rewards, and gamified elements, you can motivate members to stay loyal while enhancing their overall experience. OPERA Cloud Loyalty provides the tools to build dynamic membership programs that are flexible, rewarding, and tailored to your business needs.

- Create unique membership programs tailored to you.
- Dynamic point & tier management, along with membership claim capabilities.
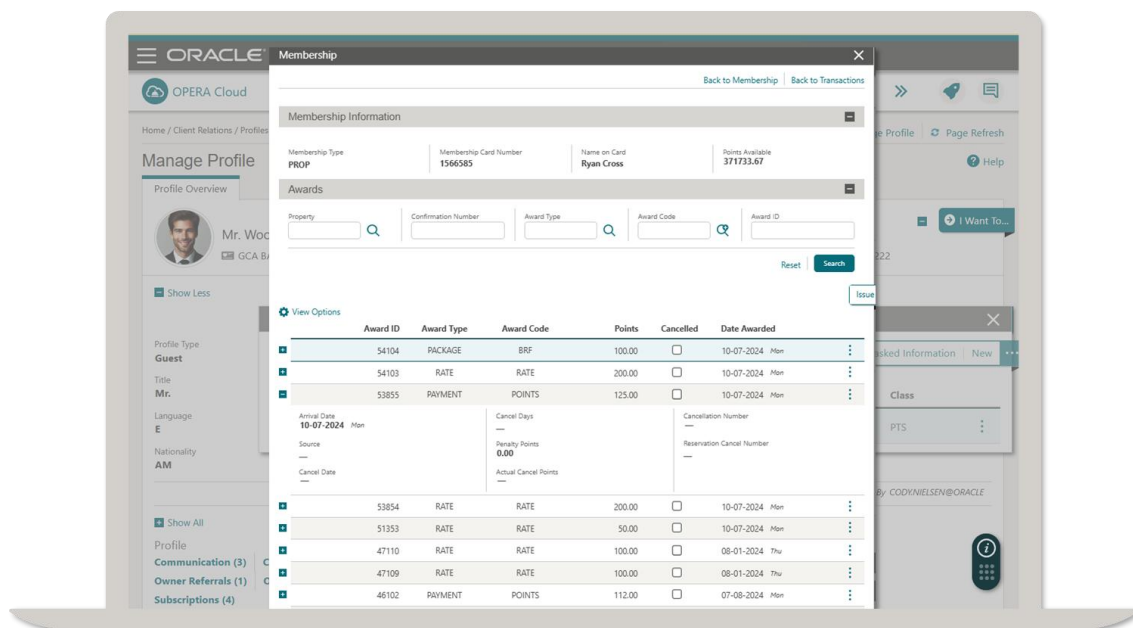- Incentivize direct bookings and offer flexible rewards.

Figure 4. Guest Membership Profile

Distribution

Enjoy unique connectivity for all direct and indirect channels, enabling organizations of all sizes to rapidly add distribution channels and utilize rich channel management features. This integration makes OPERA Cloud Distribution an essential tool for optimizing modern distribution strategies and scaling efficiently across a portfolio. When paired with OPERA Cloud Central, OPERA Cloud Distribution unlocks powerful capabilities for multi-property operators, leveraging cross-property configuration, seamlessly copying channel settings across properties to drive efficiency and consistency at scale.

OPERA Cloud Distribution is an add-on solution for OPERA Cloud Property Management and OPERA Cloud Central customers.

Control every channel from a single source

At the heart of OPERA Cloud Distribution is its channel management capabilities. It allows hoteliers to manage all channels, from OTAs and GDS to booking engines, in one cohesive environment. Real-time updates ensure consistent rates, restrictions, and inventory across every distribution point, eliminating data discrepancies and manual reconciliation. This single source of truth enables hotels to focus on managing strategic channel rules rather than administrative tasks.

Move faster and adapt with confidence

Speed to market is critical, and agility is the cornerstone of capturing opportunities and maximizing revenue. With direct-to-source connectivity, OPERA Cloud Distribution eliminates traditional bottlenecks and delays, enabling teams to activate new channels, adjust pricing, or respond to demand shifts instantly, with standard distribution tasks embedded within users' typical workflows and all managed within the same user interface. This streamlined approach reduces duplicate effort, keeps inventory optimized, and positions your business to stay resilient and ahead of the curve in any environment.

Seamless services backed by expert support

OPERA Cloud Distribution services offers seamless rate loading and content management across GDS channels, ensuring properties remain accurate, consistent, and bookable—boosting parity, performance, and time savings. With industry-leading SLAs and rapid turnaround, we outperform competitors, helping customers unlock revenue faster. We also provide best practice audits and strategic guidance to optimize rate strategies and streamline operations. With no onboarding costs, simplified integration, and pre-loaded configurations, hotels benefit from reduced operational burden and faster time to market. Backed by a 99.7% customer satisfaction rate, we're dedicated to long-term partnerships built on exceptional service and results.

Key features

- Self-Service channel activations and mapping
- Direct-to-source connectivity to a vast network of global channels
- Amadeus, Sabre, and Travelport GDS connectivity
- Channel Availability, Rates, and Inventory
- Copy channel configuration to other properties, exclusively available with OPERA Cloud Central
- Sellable availability and overbooking protection
- Content management for property, room, and rate plans
- Channel Shop & Book APIs, including availability calendar and blocks
- Online partner marketplace

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 cost of indirect reservations can be complex and confusing, especially when dealing with multiple intermediaries. OPERA Cloud Distribution simplifies this process, offering a budget-friendly solution. Hotels can choose flexible billing options based on either the number of net bookings or room count, empowering them to make decisions that align perfectly with their operational needs and financial goals.

Built-in tools for insight and innovation

Turn data into decisions with powerful reporting and analytics

Designed specifically for hospitality, OPERA Cloud Reporting and Analytics transforms raw data into actionable insights that support better decision-making and operational performance. With more than 300 built-in reports covering common metrics, plus the ability to create custom dashboards, reports, and visualizations, users can easily analyse data across departments, properties, and portfolios. The intuitive interface simplifies complex reporting, allowing users to explore KPIs, spot trends, and measure outcomes in real time. Whether tracking guest behaviour, revenue performance, or operational efficiency, the solution delivers clear, timely insights to support strategic goals and day-to-day decisions.

Open architecture for limitless integration

The Oracle Hospitality Integration Platform (OHIP) makes connecting to OPERA Cloud simpler, faster, and more efficient. The advanced integrated platform centralizes all interface capabilities into one modern system, making it easy to discover, adopt, and manage Oracle Hospitality's rich set of REST APIs. With a streamlined self-service model, it empowers customers and partners to quickly build, test, and deploy integrations. Plus, through our online Oracle Cloud Marketplace, customers can easily browse and connect with emerging technology partners to meet evolving business needs.

Related products

Oracle Hospitality OPERA Cloud Central supports additional solutions on the OPERA Cloud platform, including:

- OPERA Cloud Property Management
- OPERA Cloud Sales and Event Management
- OPERA Cloud Guest Engagement and Merchandising
- OPERA Cloud Loyalty
- OPERA Cloud Distribution

Connect with us

Call **+1.800.ORACLE1** or visit **oracle.com**. Outside North America, find your local office at: **oracle.com/contact**.