



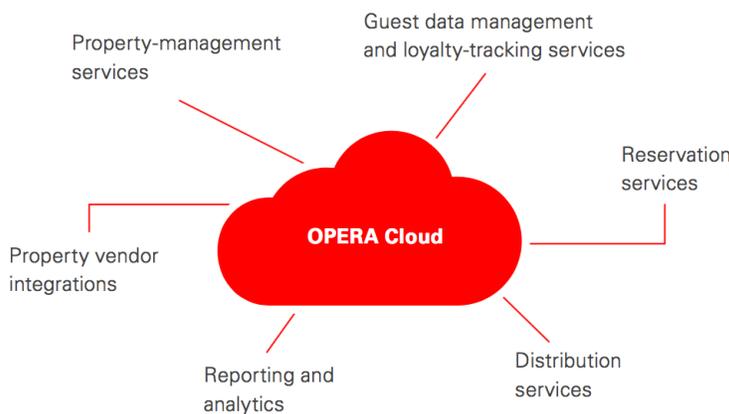
# Cloud Technologies for the Hospitality Industry

## Elevate the Guest Experience and Streamline Operations

Leading hotel brands gain market share by getting to know their customers, offering personalized services, and encouraging direct bookings to increase profitability. Guests enjoy a memorable experience not just because of the unique style or ambiance of the hotel itself but also because of the seamless flow of information that simplifies and enhances every aspect of their visits. Oracle is helping hospitality providers deliver these exceptional guest experiences with a cloud-based strategy for innovatively meeting traveler needs.

### New Solutions for Hotels, Hospitality, and Food and Beverage

It's not easy to stand out in today's crowded hospitality market. Travelers have lots of choices, from versatile timeshare packages to private vacation rentals, and international resorts to intimate boutique hotels. Can hospitality providers use technology to stand out? The answer is yes, and Oracle Cloud technology is making it possible. For large hotel chains and regional resort networks, cloud technology makes it easier to onboard new properties and configure essential services for property management, reservations, housekeeping, financial operations, guest data management, and loyalty tracking. For hotels of all sizes, cloud-based information systems also encourage guest interaction, with mobile access to bookings, room preferences, dining preferences, and service histories.



Get purpose-built cloud solutions for the hospitality industry: Oracle Hospitality OPERA Cloud.



*"Technology can transform guest experiences at our hotels, but only if the delivery is flawless. It's not about pushing what we want them to know, but rather, giving them what they are looking for. We need the technology in our reservations systems, on our mobile devices, and throughout our properties to ensure that customer needs are being met at all times."*

STEPHANIE LINNARTZ  
CMO, MARRIOTT

### THE NEW HOSPITALITY

*"More than half of travelers are open to sharing certain types of personal information but in return expect to be offered relevant deals, discounts, or loyalty points."*

FORRESTER, "CUSTOMER EXPERIENCE IN HOSPITALITY," STUDY COMMISSIONED BY SABRE HOSPITALITY, NOV. 2015





As more and more consumers voluntarily share information about themselves and their preferences, technically savvy hotels have a unique opportunity to engage their guests with personalized offers and services that increase revenue in addition to boosting brand recognition and solidifying customer satisfaction, leading to increased bookings.

## Cloud Technology in Action

Personalization is a big part of **Marriott International's** strategy to connect more intimately with customers by collecting and analyzing guest data. Oracle Hospitality OPERA Cloud Services power property management and point-of-sale systems for about 1,200 hotels, with plans to expand to 4,300 properties soon. Marriott offers mobile check-in and checkout, with an 86 percent satisfaction rate among guests using the service. Most guests said they now have a stronger impression of Marriott, thanks to these outstanding and inclusive mobile experiences.

**ClubCorp** set out to enhance the member experience and boost profitability by transforming its data center operations and migrating its entire IT footprint to Oracle Cloud. In just 120 days, it transitioned to cloud-based applications for ERP, EPM, and HCM functions. ClubCorp also subscribes to Oracle Cloud Platform services such as Oracle Database and Oracle Java Cloud Services as well as to Oracle compute, storage, and archive infrastructure cloud services. Managers anticipate a significant reduction in operating expenses as well as greater agility in assimilating new club acquisitions and members.

**Landry's Golden Nugget Casino** subscribed to Oracle Sales Cloud applications to improve collaboration among casino hosts, guest services personnel, and managers. Its cloud-based CRM system empowers managers with real-time analytics and provides greater visibility into team performance. Authorized employees have mobile access to guest data and can automatically integrate player and trip information from the casino management system, enabling them to easily obtain a real-time, 360-degree view of guest activities.

## Start Your Journey to the Cloud Today

Oracle's open architecture makes it easy to connect new cloud applications with existing applications, both on-premises and in the cloud. Unlike the solutions from commodity cloud vendors, Oracle's cloud solutions are complete, open, and secure, constituting a platform that spans all layers of the cloud. With interconnected SaaS and PaaS layers, it's easy to connect data and business functions. You can deploy and manage apps on your own private cloud or move them to Oracle's public cloud for trouble-free deployment. Secure, scalable, and mobile-enabled, Oracle Cloud solutions provide comprehensive capabilities to deliver great guest experiences, improve operating efficiency, and enhance employee productivity. Visit [oracle.com/hospitality](http://oracle.com/hospitality) to learn more.

### WHAT ARE THE OPPORTUNITIES FOR HOSPITALITY?

- **Single Customer View:** Create a holistic view of customers across channels and derive actionable insights
- **Targeted Marketing:** Identify customers based on their intent signals and reach out at relevant points in their customer journeys to influence behavior
- **Personalization:** Make every interaction with your brand as personal as possible, regardless of channel
- **Monetization:** Convert customers to use direct channels and optimize cross-sell, up-sell, and loyalty

### ORACLE'S INTEGRATED CLOUD

- **Complete:** One cloud with integrated applications, platform, and infrastructure
- **Data-driven:** Based on role, context, interests, and actions
- **Personalized:** Configurable to each user's needs; extensible to fulfill unique requirements
- **Connected:** Cohesive processes, unified data, and complete information in the cloud
- **Secure:** Multilevel security with data isolation and unified access controls