

# Oracle Hospitality

## OPERA Cloud Distribution

OPERA Cloud Distribution is a cloud-based platform designed to revolutionize hotel channel management. With unique connectivity capabilities for many direct and indirect channels, it enables hotels of all types and sizes to rapidly expand their distribution network, enhancing both channel and revenue management. Built as an integral part of the OPERA Property Management suite, the leading enterprise solution for the hospitality industry, Distribution offers an intuitive user interface and comprehensive functionality to optimize every aspect of channel management.

### 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.

### Built-in benefits across your entire business

Enhanced rate management: Centralized rates and inventory for all channels.

- **Faster time-to-market:** Rapidly add and manage distribution channels.
- **Cost efficiency:** Reduce distribution costs with transparent, flexible pricing.
- **Operational efficiency:** Eliminate manual reconciliation and duplication of effort.
- **Scalability:** Grow globally with multi-region support and secure infrastructure.
- **Innovation acceleration:** Easily integrate new tools and services for competitive advantage.
- **Regulatory compliance:** Stay ahead of payment and data security requirements, fully PCI and PSD2 compliant.
- **Streamlined training:** One user interface for simplified staff training.

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

### Key features

- Unified channel management
- Self-Service channel activations
- Direct-to-source connectivity to a vast network of global channels
- Amadeus, Sabre, and Travelport GDS connectivity
- Channel management by product
- Seamless channel mapping
- Sellable availability and overbooking protection
- Manage content for property, room, and rate plans
- Channel Shop & Book APIs, including availability calendar and blocks
- Distribution inbound and outbound messages viewer
- Channel ARI push and reservation notifications
- Online partner marketplace

## Seamless distribution 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.

## 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.

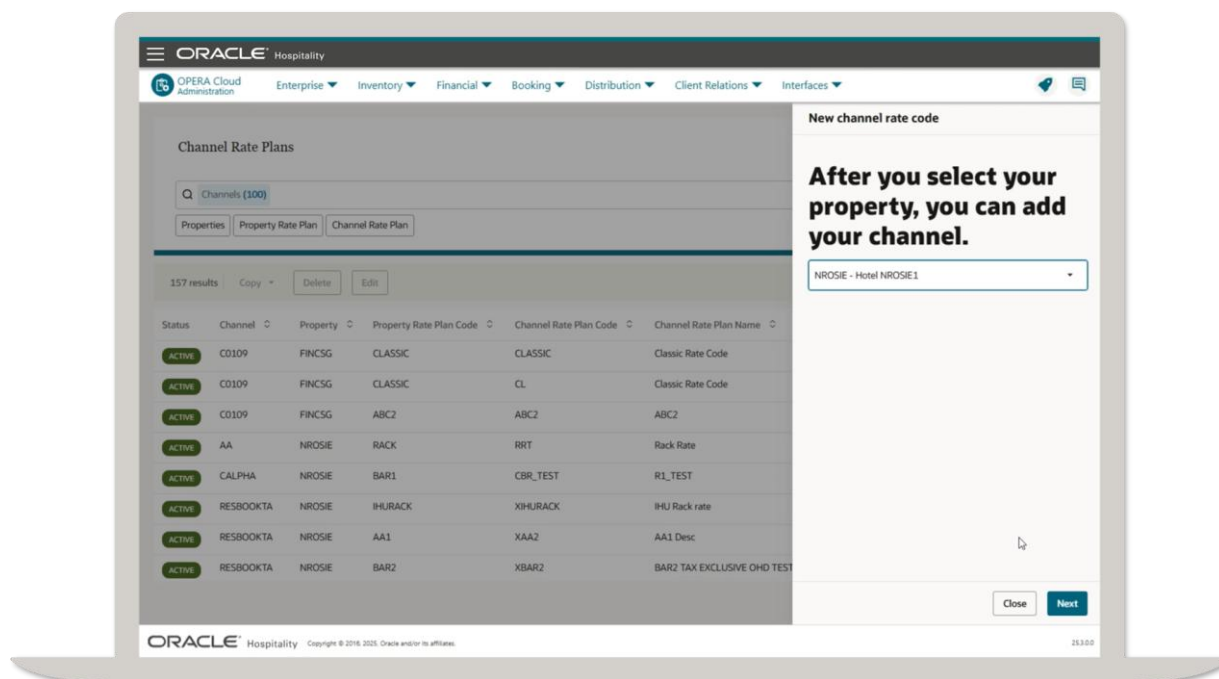


Figure 1. Add a Channel Rate Plan

## Connect to a marketplace built for growth

Through the Oracle Hospitality Integration Platform (OHIP), hotels gain access to a growing network of distribution partners via open APIs, enabling seamless integration of new markets and innovative services. The hospitality marketplace serves as a solution showcase and online store, allowing hoteliers and partners to activate and manage distribution channels effortlessly. With a focus on scalability and security, the platform simplifies integration, accelerates the adoption of new tools, and minimizes overhead. By offering best-in-class, secure, and scalable solutions, the channel connectivity marketplace empowers hotels to innovate faster and stay ahead in a competitive market.

## Enhance distribution with OPERA Cloud Central

When paired with Oracle Hospitality's OPERA Cloud Central, OPERA Cloud Distribution unlocks powerful capabilities for multi-property operators. With OPERA Cloud Central, hotels can leverage cross-property configuration, seamlessly copying channel settings across properties for streamlined management. Additionally, Booking Engine APIs (Shop and Book) are included in the subscription, enhancing cost efficiency. Enjoy unique connectivity for all direct and indirect channels, enabling hotels 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.

### Related products

Oracle Hospitality OPERA Cloud Distribution complements additional solutions, including:

- OPERA Cloud Property Management System
- OPERA Cloud Sales and Event Management
- OPERA Cloud Central
- OPERA Cloud Loyalty Cloud Service
- OPERA Cloud Guest Engagement and Merchandising

### Connect with us

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