

Advanced Forecasting Technology

ORMS integrates the next generation in forecast accuracy:

- Four distinct forecast models are applied to reservations data
- For each lead time and booking class, the historically most accurate model is selected and an expected deviation applied
- All past forecast deviations are applied to compute uncertainty deviation from the final forecast (the "hurricane cone" approach)

As the situation changes in excess of expected activity, ORMS will reforecast *in real time* for just the day and booking class in question and invoke optimization if required. Forecast accuracy is tracked on a daily basis and accuracy reports are provided as part of the solution.

OPERA Revenue Management System Optimization

ORMS uses full depth Length of Stay pattern optimization. This means LOS optimization data are generated for 60 days out from the business date, and daily hurdles are applied for the remainder of the booking window. Because booking activity is tracked in real time, Hurdle changes following the expected booking activity path can be applied precisely at the moment they are needed, without re-optimization.

ORMS Report Card

You can review your system's performance easily at any time. ORMS provides a number of performance measurement tools that let you assess the efficiency of the system –

- Forecast accuracy report
- Hurdle change report
- Revenue Generation index (requires competitor data input)



OPERA Revenue Management System (ORMS)

Maximizing Profitability
Through
Yield Management

OPERA ENTERPRISE SOLUTION

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In the dynamic and competitive world of hotel reservations marketing, success demands a powerful, agile, and comprehensive Revenue Management System that helps you sell the right resources to the right customer at the right time for the right price — while adjusting to the hotel's particular business position as well as its specific market activity.

MICROS Systems, Inc., a world leader in the development of enterprise applications serving the hospitality industry, is pleased to announce **OPERA Revenue Management System**, the only Revenue Management System designed specifically as an embedded component of the OPERA Property Management System (OPMS) and the OPERA Reservation System (ORS).

What Sets ORMS Apart from Other RMS Systems?

Fast Deployment

ORMS is a true integration – there is no interface to install, adjust, maintain and manage. The data collection and configuration phases typically required when deploying other RMS systems have been eliminated with ORMS. With other systems, these efforts can translate into costly consultancy days before the RMS can even begin doing its job. In contrast, ORMS automatically analyzes existing OPERA data in detail. With minimal additional input, ORMS determines the ideal configuration based on the hotel's detailed historic data. Once completed ORMS immediately provides the full functionality you expect from a highly efficient RMS system.

Unparalleled Access to Critical Data

ORMS is built directly into the OPERA application. This means that ORMS can draw upon OPERA's full statistical knowledgebase to determine appropriate classifications, seasonal patterns, rate ranges and the many other metrics required to produce a powerful forecast. ORMS thoroughly evaluates these factors for each rate type (group rates, negotiated rates, business rates, etc.) to determine optimal yield, prior to applying its recommendations into OPERA.

Easy Integrations with Other Distribution Systems

Using OPERA's integration platform OXI, ORMS enables OPERA and other 3rd party systems to receive hurdle recommendation/control messages and oversell settings in order to offset expected non-materialization attributable to cancelations, no-shows and early departures.

What Benefits Can I Expect with ORMS?

Short Deployment Time

Most Revenue Management System deployments take months or, at times years. ORMS can be up and running in just one day. Every OPERA application already contains all the data and all necessary key components to transform your system into a successful Revenue

Management solution. A simple license code activation is all that is required. ORMS offers one-click configuration and launch.

Reduced Hardware Complexity

ORMS is built into the same platform as the other highly successful OPERA applications. In using the same architecture and data model there is no need for separate hardware systems to store the components and data for your ORMS needs.

Reduced Implementation Cost and Minimal Total Cost of Ownership

License fees, additional hardware, training, implementation and consulting are just some of the costs an organization normally incurs when deploying a Revenue Management solution. ORMS significantly reduces these costs since in many instances no new hardware is required and

all needed software is integrated with the OPERA application. There is no need to spend time and money analyzing historical data and current booking trends, and then forecasting the potential demand and deciding on the value of this demand. The synergy between ORMS and the other OPERA applications provides rich insight across the organization, making possible increased revenue, higher guest loyalty and the lowest cost of ownership in the market.

ORMS has built-in E-Learning features so an on-site installer/trainer is not mandatory; new staff can quickly be trained and refresher courses are available whenever you need them. ORMS uses the latest ORACLE development platform, ADF. All screens employ familiar browser interface conventions and are intuitive to even hotel staff who are new to RMS.

Real Time Responsiveness

With the elimination of the interface between OPERA and the RMS, all data is aggregated in real time into ORMS' model data structure. Forecasts for any time in the future are in real time, as justified by reservation activity, adjustment to hurdles in place is instantaneous. There is absolutely no need to wait or manually trigger time consuming external job sequences.

Here's an example. Having accepted 5 bookings between 120 and 130 USD, the hurdle is immediately increased to 130 USD. During this time, any reservations in higher price classes can occur without affecting this progression, as long as these will not exceed their own expected numbers.

