

AT a Glance

COMPANY:

Omni Hotels
www.omnihotels.com

INDUSTRY:

Hotel
Infrastructure :

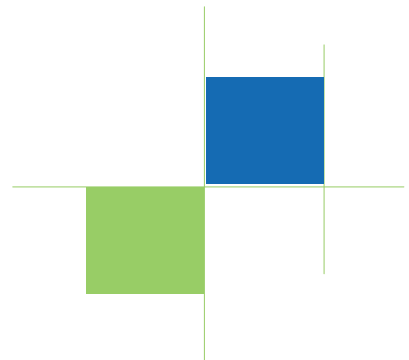
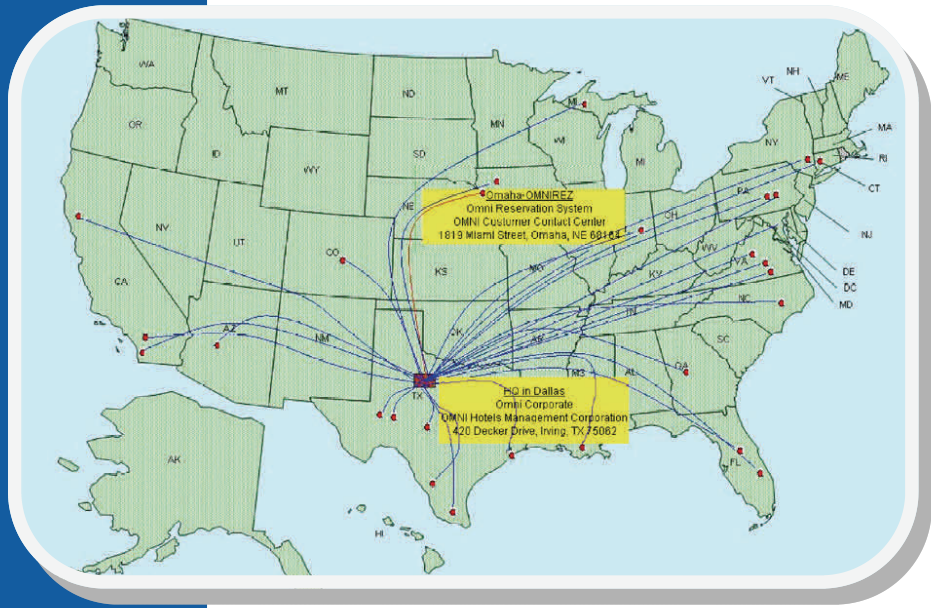
The data center for the OPERA infrastructure is located near the Omni corporate Headquarters in Dallas, TX. Reservation agents located in the Omaha, NE Reservation Contact Center and other associates, including property revenue managers in Omni properties located across the brand, access

OPERA via thin client. The Disaster Recovery environment is located near the Omni Reservation Contact Center in Omaha, NE. See map to the right.

Omni Hotels Enhances its Luxury Services with MICROS OPERA to Cover All of its Hotel Operations

Centrally Hosted Innovation Delivers Enhanced Efficiency, Reduced Costs, and Greater Productivity to Omni Hotel Chain

Omni Hotels creates genuine, authentic guest experiences at 43 distinct luxury hotels and resorts in leading business gateways and leisure destinations across North America. From exceptional golf and spa retreats to dynamic business settings, each Omni hotel showcases the local flavor of the destination while featuring four-diamond services, signature restaurants, Wi-Fi connectivity and unique wellness options. Known for its award-winning, personalized service, Omni leaves a lasting impression with every customer interaction – including a heightened level of recognition and rewards delivered through its Select Guest loyalty program and the company’s “Power of One” associate empowerment program.





"In the few months that Omni has been operating within the MICROS system, the revenue results have been very strong. The flexibility that BAR pricing provides has been instrumental to our success during these challenging times. The revenue management opportunities seem almost unlimited."

*Lesli Reynolds
Vice President,
Revenue and Distribution*

"The decision to migrate from our legacy system was not easy, given the potential disruption from the transition. However, the implementation was smoother than anyone had anticipated due to the support, planning, and execution that MICROS delivered. MICROS has provided robust functionality that we could not have developed within our existing, previous platform."

*Richard Tudgay
Vice President, Information
Technology*

The Project

The Omni Hotels project with MICROS had two primary goals – first, to migrate data from a legacy customer reservation system to MICROS Systems' OPERA Reservation System (ORS) and OPERA Customer Information System (OCIS). The second goal was to deploy the OPERA Property Management System (OPMS) as part of the central system infrastructure. The ORS/OCIS phase of the project officially kicked off in January 2008 and was placed into production in early December of that year. All reservations and profile data was successfully migrated. With the ORS/OCIS migration project now complete, work is underway to deploy OPMS across the enterprise. So far, OPMS has been implemented in the following hotels:

- Live as of mid-January 2009 - Omni Fort Worth (614 rooms)
- Live as of mid-March 2009 - Omni Bedford Springs Resort



The Rationale

Among the key reasons Omni chose the OPERA Enterprise Suite was the:

- Ability to integrate OPERA's Best Available Rates (BAR) with Omni's third party yield management system
- Powerful array of OCIS features available for managing Omni's Select Guest loyalty program
- Outstanding versatility and functionality of OPMS

The Solution

The OPERA products incorporated into the Omni solution include:

- ORS rates and reservation compatibility with Omni's third party yield management system operations
- OCIS for Omni's exclusive Select Guest loyalty program
- OWS (OPERA Web Services) for Omni's online booking engine
- GDS interface to all major GDSs (Amadeus, Gallileo, Sabre, Worldspan)
- ADS interface to Expedia
- OXI (OPERA Xchange Interface) connects to Omni's 3rd party yield management system
- OPMS

Omni has been a strategic partner in driving key initiatives and enhancements with the OPERA product, some of which include functionality for:

- Enhanced guest services for Select Guest members, with upgrade and other special benefits for elite level members
- New rates to remain inactive until reviewed and activated by corporate associates
- URL links to external systems from the OPERA selling screen, enabling reservation agents to offer key information to guests at the time of a reservation
- Special codes attached to rates and membership levels to enhance service when guests book special rates and/or belong to elite tiers
- Consumers to review enhanced information about rates and rooms while booking on the web
- Data extracts for major airline partners
- E-folio data extracts for major credit card partners

"MICROS has proven to be a tremendous solution for Omni. They delivered on every commitment made to Omni, creating a great beginning to this partnership."

*Paul Dietzler
Executive Vice President,
Asset Management*





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Find out more about what MICROS can do for you

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About MICROS

Serving the hospitality and specialty retail industries, we are the world's leading developer of enterprise applications. Our global presence and local support have helped us build a long list of references – hotels, restaurants, conference centers, retail, stadiums, theme parks, casinos and cruise ships. We maintain an intense dialogue with colleagues throughout these industries. The result is a wide range of integrated software, hardware and business technology solutions and services. These help to optimize your operation and increase profits by providing your guests with a personalized service.

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