

Digital Skills And Research Methods

BMSW4003

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The Oracle logo is displayed in red, featuring the word "ORACLE" in a bold, sans-serif font with a registered trademark symbol. It is positioned above a thin horizontal line.

ORACLE®

HOSPITALITY

Solutions for Hotel Property Management

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Background

ORACLE

- Worldwide, hotels ranking from the smallest and independent to the largest known chains, use Oracle Hospitality in order to manage all their operations
- Oracles all-in-one solutions provide hotels with all they require

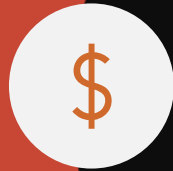
Background



Oracle was one of the first companies to deliver a relational database for business and governmental information management



In 1980, revenues of less than \$1 million. A year after became the first company to start selling a relational database management system



by 1982 the company reported annual revenues of nearly \$2.5 million, sales doubled every year for upcoming seven years



1990 company's market capitalization fell by 80%



Ellison replaced majority of the original senior staff and devoted his energy into product development

Background

Timeline

- 1977 Silicon Valley startup was born, Larry Ellison, Bob Miner, Ed Oates, Santa Clara, California
- 1982 Company becomes Oracle Corporation from Relational Software Inc.
- 1987 Oracle ranked world's largest database management company with US\$100M in sales
- 1995 CEO Larry Ellison introduces product strategy for delivering Oracle software via the internet
- 1999 Oracle database named one of the most influential products of 1990s by InformationWeek
- 2007 Oracle turns 30 US\$18B revenues, 65,000 employees, 275,000 customers in more than 145 countries
- 2013 Oracle start of using the Cloud
- 2014 Safra Catz and Mark Hurd named oracle CEO, Larry Ellison becomes chairman of the board and chief technology officer
- 2018 Launch of the first autonomous database

ORACLE(2020)



Background

Larry Ellison
Co-funder

- One of the most inventive entrepreneurs of our generation
- Third wealthiest man in the United States in 2011
- 1977, Ellison started database business and together with Robert Miner and Edward Oates founded Oracle
- In the last 33 years Oracle turned into a superior player in the database, software, and server business
- The current worth of the company was \$150B
- Ellisons share of the company is above 20%

Finkle & Scoresby (2012)



The challenge before the introduction of modern technology

- Before the introduction of technology tasks were repetitive and took a long time, now with the help of Technology
- Some became faster and some completely automated(such as registrations).



The challenge before the introduction of modern technology

"One big challenge for businesses this year was covid-19 and it's regulations . Some stayed closed as they couldn't demonstrate ability to meet the requirements. But some such as "Solaria Nishitetsu Hotel Bangkok" received government approval to operate. "OPERA Cloud to almost single-handedly keep our business open during the COVID-19 pandemic"

Goh Khoo Kock (2020)



The challenge before the introduction of modern technology

- some business closed (such as restaurants)
- some adapted using technology and stayed open using apps like start-ups or tech companies.



The impact of the technology

- Customers and businesses has benefited from improved communication, reservations, and guest service systems.
- Technology has helped hospitality and hotels replace human labor with technological labor.
- Helping to reduce labor costs, but also helps avoid customer service issues



Have you ever really
noticed the front desks of
the hotels that you visit?



The impact of the technology

Before and After, The digital era

- Online reservation
 - Automated Check-In/Check-Out
 - Process Management System and Point of sale software
 - Smart Technology
-



The impact of the technology

Before and After. Let's first go back to the early 20th century

- At this time, hotels were considered to be “manual”
- Most functions were carried out by humans.
- The hotel staff were responsible for duties like room status checks and guest registration.
- Technology began to address some of these functions

Peter&Pooja(2017)



Alberto Vidal Perpinan

The impact of the technology

Before and After, The digital era.

- Mobile phones are part of our lives, and they become one of the tools that link the hotel with customer needs.
- Customers frequently request multiple choices of services and improvements.
- Technology that we can find in hotels offer now days will deliver an outstanding service experience and win the loyalty of the customer.

PR Newswire Association LLC(2018)

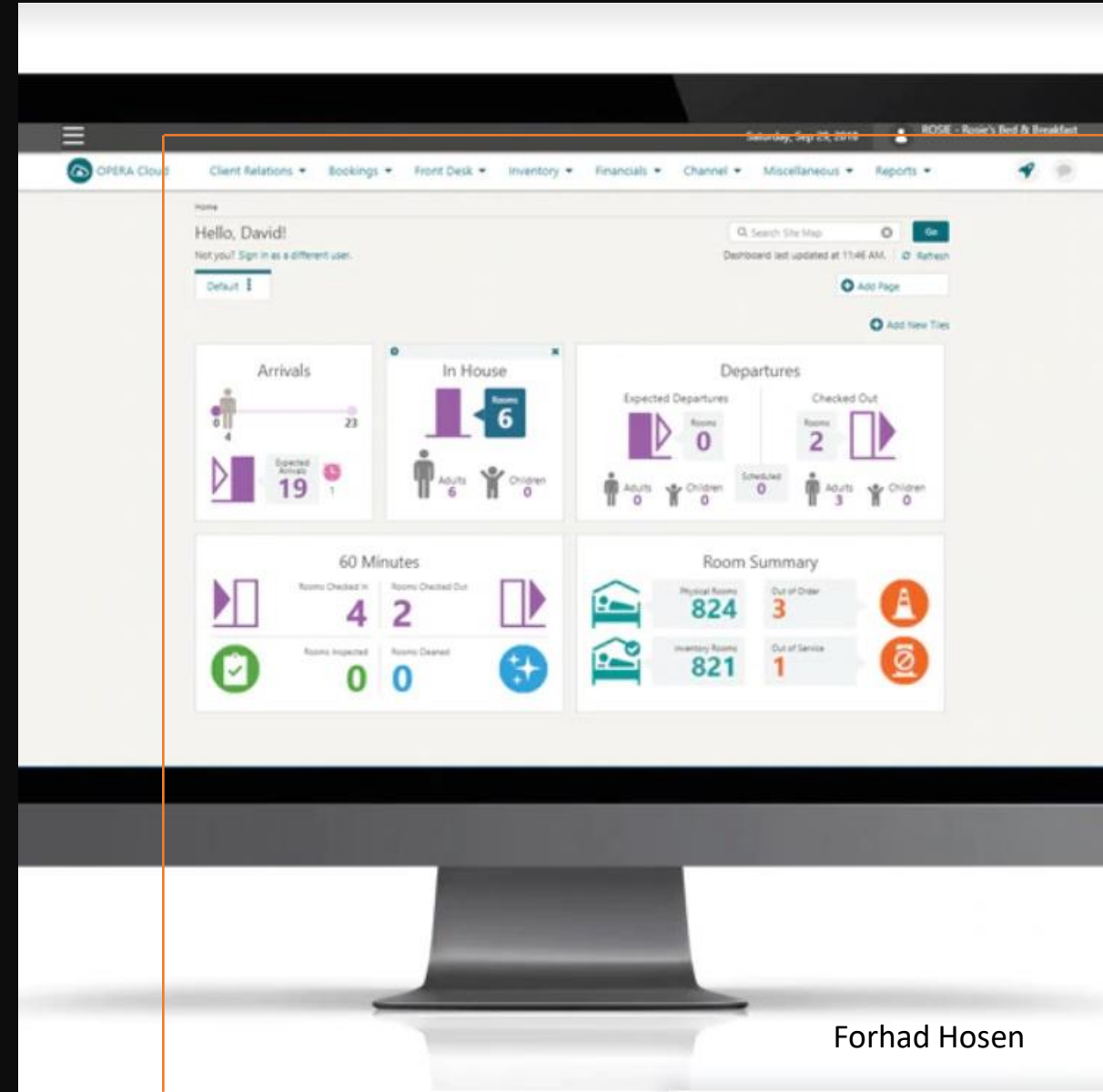


Insights of modern technology introduced

Oracle provides global, scalable, secure solution using the following application.

- OPERA Cloud Suite
- OPERA 5 Suite
- Hotel Distribution
- Hotel Food and beverage

ORACLE(2020)



Forhad Hosen

Insights of the modern technology introduced.

With Oracle solution for hotel industry, you can now use:

Mobile



Cloud



Secure



Collaborative



Insights of the modern technology introduced

What you can control and access.

- Bookings
- Accounts
- Customers
- Shop
- Pay
- Manage relationships
- Sales and Marketing
- Hotel IT Platform

What we learned

- We have become dependent on technology
 - Technology help us to cope with manual labour and reduce the cost for companies
 - Costumers demand the best service and efficiency
 - Business wants to offer outstanding customer experience
 - Technology helps to maintain a perfect relationship between customers and companies
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Q&A

