

Stay relaxed—
everything is
under control



The fine art of hospitality – driven by cutting edge management technology

The warm embrace of a comfortable bed after a long day, the feeling of being well looked after – there are certain things every guest demands and other things that only a few desire. Hospitality is a fine art, consisting of high-quality service and extensive behind the scenes work. With over 30 years' experience in the hotel industry, we know what you need to take your property to the next level: more satisfied guests, reduced costs and increased efficiency.

Meeting and exceeding all guest's expectations is crucial for success. MICROS puts the focus back on the guest. Thanks to highly integrated solutions, every staff member has the same data at their fingertips. From guest preference and the rooms needed for a conference, to the number of vegetarians attending a reception. You can assign any number of employees to a task and keep an eye on their progress.

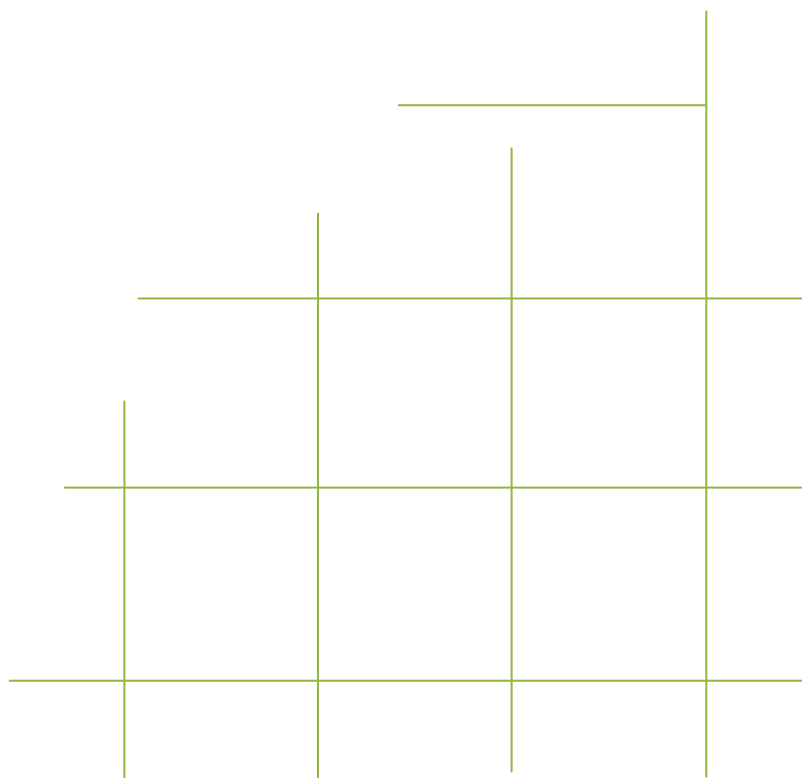
Just as every property has its own flair, every business has its own specific needs. MICROS OPERA Enterprise Solution (OES) is configurable to each property's specific requirements and operates in either single-property or multi-property mode, with all properties in a single database. The system combines user-friendly modules for Property Management, Customer Relationship Management, Sales & Catering, Online Booking and more into one integrated, effective solution.

Perfect for any size business, OPERA Enterprise Solution consists of a fully integrated suite of products that can be easily combined for deployment in any size organization — from a single-property hotel to global multi-branded hotel chain environments.

OPERA Enterprise Solution is fully customizable. A versatile solution, it allows hotels and resorts to choose the optimal combination of modules and features that cater to their specific operations. Solutions are full-featured, web-enabled, multi-lingual, scalable, and de-

signed from the ground up to best serve your business needs. With the unmatched reliability and functionality of our solutions, you will have more time to focus on creating the ideal guest experience, streamlining operations, and increasing revenues.

We provide future proof technology based on open standards because we understand that you want to keep growing. OPERA Enterprise Solution interfaces with over 600 third-party software such as telephone management systems, point of sales, electronic fund transfer and door locking. As a result, flow and coordination of tasks are simplified, while a better analysis of customer and organization specific information rallies the bottom line, making this versatile suite of products a winning investment.





Feel assured – you're in control of every aspect of your business

Every guest is unique, but they all share one wish when it comes to hotels – they want to enjoy their stay. You know that customer reservation and handling is critical to business. We know what you need to get the job done right. At the heart of the OPERA Enterprise Solutions, is the OPERA Property Management System (PMS), setting the industry standard for Property Management Systems.

Ensure you have accurate guest information. OPERA PMS is tailored with a user interface built to match your operations. Demographic, statistical and historical information are provided for all of your guest profiles to better cater to their specific needs.

More is less with multi-property locations. With OPERA, users reduce the costs of hardware by having more than one hotel on one database. Managers may decide what data to share with their sister hotels and roll-up reports for overall productivity.

Provide superior guest services. With the best system in the industry, your employees will have the information they need to give your guests an experience they won't forget. OPERA PMS offers a user-friendly, feature-rich Front Desk Dashboard that supplies a one stop screen for all Front Desk Agents along with a one button check-in that allows anyone to check a guest in. 24/7 Guest Service is available with a "no-down-time"

Night Audit and Message/Locator options that allow you to know where your guests are.

It's selling made easy. Providing customers with the services they desire is now easier than ever with OPERA PMS applications. Single-Screen Availability ensures that users sell the right rate to the right guest while Guest Preferences allows users to understand their guests while making the reservation. Dynamic rates give you trouble-free selling that is both easy to manage and sell.

Keeping the rooms organized. OPERA Property Management System's Room Management features handle all facets of room supervision including availability, housekeeping, maintenance, and facility management. The Queue Rooms feature of the property management software coordinates Front Office and Housekeeping efforts when guests are waiting for rooms which are not immediately available for assignment.



Give more. Get more. Creating win-win situations for your guest and your hotel is easy with access to the comprehensive guest information provided by OPERA



Tailor it to your hotel's unique size and resources

Property management on the go. Using a system that appeals visually, is intuitive, and one that provides complete and accurate information is what a hotel requires to wirelessly extend its daily operations. OPERA2Go taps into the abundance of functionality found in the MICROS OPERA Enterprise Solution giving you the ability to service your guests anywhere. With an unlimited portfolio of User Interfaces, OPERA2Go can meet the needs of any hotel chain or individual property looking to mobilize its workforce.

Vacation ownership management. OPERA Vacation Ownership System (OVOS) offers specialized features for mixed-use properties that handle both condominium units and hotel rooms. OVOS includes OPERA's full complement of PMS features, plus vacation rental options such as contract-driven reservation management, automatic inventory rotation, on-demand and scheduled financial statements, recurring charges billing, and confidential owner access to unit information via the Web. A Dashboard screen guides the reservation agent through an easy reservation flow for owner reservations, unit rentals, and hotel room bookings.

Scale it to fit both your budget and your operations. OPERA Xpress is a slimmed-down version of the web-enabled OPERA PMS. It stands out because it allows

you to design a property management solution suitable to your distinctive needs and budget. You select the features you want from the OPERA PMS menu. You configure the screens according to your business processes, reducing costs by streamlining workflow. You enjoy the savings from using one system across multiple properties. And because it's based on the feature-rich OPERA PMS, OPERA Xpress can grow with you. Concurrently, your guests experience the superior, attentive service they expect.

OPERA Lite is a pre-configured solution for the hotel with simple technology needs. A majority of limited service, limited facility hotels prefer not to complicate the guest experience with features in their software for services they do not offer. What these hotels need is an economical, timely solution with a straight-forward training approach and easy to understand concepts.

Operetta is MICROS's hotel property management solution for hotel properties with very basic PMS requirements. Meeting the smaller properties' unique technology demands and needs, this hotel software solution is both simple and powerful. Operetta is a bundled software and hosted solution that provides an easy-to-understand approach to the basic concepts of hotel property management at a price that fits your budget.

Precision planning – manage every aspect of even the most complex projects

Your guests need to do more than just book a room, so take advantage of every opportunity to increase revenue. From wedding receptions to corporate conferences, the Banquet and Events Department is a key profit driver. Our OPERA Sales & Catering (S&C) and Conference Services module allows you to integrate all your event activities and easily view the current status of every event. All the key information is displayed at a


Keep track of every aspect of your event management. From the technical equipment to the entertainment to the place settings on each table, the OPERA Sales & Catering module will give you the ability to keep track of it all. Details are conveniently displayed; menus and serving times, beverage sequences, decorations, technical and more. At the end of the day compelling statistics about the occupancy of function rooms may give you the guidance for appropriate corrective action. With more than 75 standard reports OPERA Sales & Catering makes it easy for you to use the wealth of information stored in the OPERA database.

Seamless. Enter data only once and make it available to any member of the team. Add events, tasks, activities and book rooms as needed in a single step. OPERA S&C is entirely integrated with OPERA Property Management System, both as a single and multi-hotel solution, and can be deployed in no time.

Scalable to handle any type of banqueting activities from small operations to large conference centers, OPERA S&C is the sound platform for a successful banquet and sales operation. As with all our products, it has evolved based on the needs of our customers.

Streamline leads. OPERA Sales Force Automation (SFA) is a central Sales support tool for the hotel chain's regional or national Sales team. SFA features are designed to maximize sales for the chain at large, regardless of where the business may materialize.

Take your sales initiatives to the next level. With MICROS webProposal, your sales manager can select a template and automatically assemble a new Web proposal – pulling up-to-the minute client and contact information, room requirements, meeting space needs, catering specifications and other details for the selected business block.



With MICROS webProposal, your sales teams can follow a series of simple steps to create, distribute and manage meeting and conference proposals. Each sales person simply selects a template and automatically assembles a proposal by pulling up-to-the minute customer and contact information, room requirements, meeting space needs, catering specifications and other details, all taken directly from the OPERA Property Management System.



Customer Relationship Management

The philosophy of OPERA Customer Information System is to place the well-being of your guests at the center of all your services

Knowing your guest's preference is the first step to exceeding their expectations. Do they play golf or run? In for the trade show or away for the weekend? Spa or Casino? English or Spanish newspaper? Imagine your guests' pleasant surprise as they are greeted by name when they call to make a reservation for that special event you informed them about. OPERA Customer Information System (OCIS) makes this possible.

Taking care of your guest's needs— that is the idea at the heart of effective Customer Relationship Management. Elevate the common profile to a strategic piece of information. Profile information encompasses a comprehensive view of data including demographic and contact details, production, guest preferences, and stay patterns. Every single department in the hotel has access to, and works with, the same guest profiles - making profile handling an automatic part of everyday business.

Stay on top of every aspect of your business. OCIS makes active selling and personalized service easy. Main-

tain leads from initial generation to booking to materialization and track responses from multiple properties and sales levels for a comprehensive picture. Built-in functionality allows for web-based lead receipt, review, and response. Central distribution ensures hotel rates are configured quickly and distributed easily to some or all hotels and allows contracted rates negotiated by the sales team to be distributed automatically. Profile data and updates are automatically shared among all entities and specific recipients can be targeted for controlled profile distribution for strategic campaign management.

Top Functionality – More information – Greater Guest Satisfaction

Match and merge profiles – connect family members, colleagues, and companies

Access everything linked to a profile; confirmation letters and reservation e-mails, for example

State of the art profile de-duplication mechanism based on thresholds and rating systems

And much more

Business Intelligence

Integrate insight – the power of targeted information and analysis

Knowledge is power. So take this opportunity to empower your hotels with the insights that will let you stay one step ahead of the competition. OPERA Business Intelligence is the only fully integrated standard Business Intelligence solution in the hospitality industry. Get a target overview of what is really happening in your organization in order to improve the quality, speed and reliability of your daily business.

The knowledge you need at your finger tips. OPERA Business Intelligence can rescue you from information overload and provide guidance as to which path is best for your organization. Gain real insight into where revenue wins and losses occur in order to more effectively plan management strategies and marketing promotions. Take a closer look at the performance of departments and hotels within the chain for those working in day to day operations as well as for financial analysts and revenue managers. We provide you with the tools to enable you to analyze the impact of decisions made in order to create an action plan for the future.

Integration is the key to success. Even though there are dozens of business intelligence solutions on the market, none of them have our level of integration. OPERA Business Intelligence is based on standard Oracle data warehouse technology and custom-built to follow the logic of the OPERA data module, so no time is wasted in putting OPERA Business Intelligence to work. This is a distinct advantage over other systems. Our solution quickly gathers relevant data from other OPERA properties in your organization, ensuring that the data is error-free and allowing you to analyze the data without having to export it into other systems.

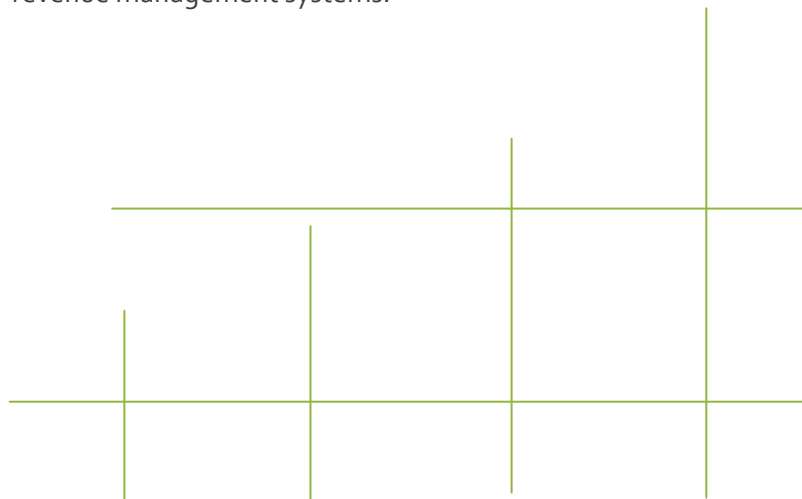
Revenue Management

Maximize your bottom line with an automated revenue system ensuring optimal pricing, RevPar, and occupancy

Smart revenue management. OPERA Revenue Management System (ORMS) provides unique capabilities and offers multiple hospitality revenue management tools guiding hotels to better yield management. In the dynamic and competitive world of hotel reservations marketing, your hotel business needs to extend its revenue strategy with an innovative revenue tool, giving it the ability to sell to the right customer at the right time and for the right price.

Accuracy and reliability ensure profitability. ORMS was designed specifically as an embedded component of the OPERA Property Management System and the OPERA Reservation System. This seamless solution

provides the most accurate and effective revenue management tools available in today's market. ORMS also eliminates the data collection and configuration phases typically required when deploying other hotel revenue management systems.





Global inventory control and rate management through central integration

Generate more demand and grow your revenue with the unprecedented integrated functionality of the OPERA Reservation System (ORS). Drive a central price strategy and quickly manage rates and inventory across all channels that contribute the most your bottom line. This centrally managed computer reservation system helps hoteliers around the world sell more rooms, more efficiently.

Seamlessly integrated with the entire MICROS software family, OPERA Reservation System acts as a central hub for the distribution of your hotel rooms. Tailored to the needs of the hotel group business, changes can be made from headquarters and are then available to every property in your organization. Profit from consistent pricing across all channels – enable rate parity room availability. Take control of rate integrity and room availability in all distribution channels.

OPERA Reservation System is designed to create the most effective reservation flow for today's fast-paced reservation landscape. It ensure that you can easily handle any type of reservation, including individual, group and party, company, travel agent, multi-legged and multi-rate. Agents making reservations with this central system can easily apply advanced rate strategies and

handle complex operations such as routing instructions and split charges, shared reservation, frequent flyer and loyalty program memberships, negotiated rates and rate discounts.

Ready for international deployment, OPERA Reservation System delivers multi-currency and multi-language functionality. Rates can be dynamically converted from the local currency to any other. Property detail includes digital pictures, raster maps, rate and room type lists, nearby attractions and point-of-interest information. These solutions are fully integrated with our industry-leading Property Management System – either in the same database or interfaced between various databases or so-called multi-property clusters.

The central inventory tool for the business needs of hotel groups:

- Travel agencies all over the world automatically follow your latest rate strategy
- Reservation call centers book directly in your property management system
- Internet booking engines can be managed centrally
- Online portals are linked to your database so that you can follow reservation in real time



Provide a single image of your hotel to multiple channels and increases your business through your website, travel agents and Internet portals

MICROS gives you the maximum flexibility to run your business. That is why we offer an intuitive distribution system as a hosted Software as a Service in our specialized data centers. The service is called myfidelio.net and it reduces in-house IT activities and maintenance, allowing you to connect directly to online portals, making your properties available to more potential clients. Centralize your approach to travel agency platforms such as Booking.com, Travelocity, Expedia, etc. This will allow you to negotiate agreements that provide better website screen placement and more favorable terms. Increase profits with the cost-efficient interface through directions based on customer demand.

Smaller and medium-sized hotel groups often have different distribution requirements and skill sets compared to their larger counterparts. That is why we offer Software as a Service. Our business technology solutions support various business models on both the operational and capital expense side. With Software as a service there is then no need to buy a server, and software licenses are sold as a monthly service. This way you always have the latest versions and updates installed throughout your entire organization.

Clients all over the world look to us to serve their IT needs. Our professional consulting, data center infrastructure and several international service hubs give us the edge in deploying our solutions globally. Six data centers worldwide in conjunction with third-party vendors serve as hosting centers. That, in turn, has made us the number one provider of hosted solutions in our served industries.

myfidelio.net gives you all the unprecedented integrated functionality of OPERA Reservation System. It comes complete with interfaces to all MICROS Property Management Solutions. myfidelio.net links hotels to the travel industry's four key global distribution systems (GDS), Amadeus, Sabre, Galileo, and Worldspan. myfidelio.net offers you the opportunity of presenting your hotel successfully on local, regional, and international travel market levels by making it easy to administer. With our solution, over 500,000 travel agency terminals can book your hotel.

Full channel management gives complete control of which rates and inventory should be available and through what channel. With MICROS Channel Manager you can distribute your hotels to the most competitive third-party websites. It gives your property a tool to manage your content in an easy, centralized way – as a single platform that distributes your hotel's best rate to all of the leading Web portals.

Connect your business to your consumers like never before

Take full advantage of the Internet as a powerful marketing channel for your hotel. MICROS eCommerce services and solutions, anticipate all of the key sites that your customers use to find and book accommodation on the Web, and determine where you need to be to grow your hotel business. We offer both turnkey and customized solutions to fit all business sizes, from the smallest boutique hotel to the largest international chain.

The mobile app. myStayManager is a mobile application that your guests can load onto their personal devices to book reservations and customize their hotel stay. This unique e-commerce solution provides each of your guests with a personalized communication platform, enhancing engagement with your hotel. Use myStayManager in combination with a loyalty program, and watch the number of repeat guests increase dramatically!

The website. webHotel is a fully customizable website design and management solution that offers the most technologically advanced and easiest to implement feature set specifically for hotels and chains. The webHotel platform features three key components, which create a truly integrated hotel website transaction solution with smart merchandising. A Content Management System allows for customizable website design and flexibility. The Experience Manager delivers personalized content

to the guest to enhance the user experience and increase bookings. An Integrated Booking Engine drives more revenue. webHotel works with OPERA Reservation System and with myfidelio.net to bring web booking features and intelligent online merchandising within reach of any size hotel.

The marketing and design gurus. MICROS eCommerce blurs the line between art and science - combining leading-edge creative talent with high-touch account management and proactive internet marketing services. Established by a team of experienced hoteliers in 2001 and merged with MICROS Systems, Inc. in 2009, MICROS eCommerce has long been recognized as an industry leader in the digital media sector of the hospitality and travel industry. From Search Engine Optimization, to linking and online advertising, to email marketing, to social media, we have you covered.



Combine integrated Point-of Service and management tools to form the ultimate comprehensive solution

Connect all of your food and beverage outlets, from pool side bars to 5-star restaurants, right to your OPERA PMS with our integrated POS and enterprise management solutions. MICROS solutions are integrated and deployable in a variety of options to accommodate the operational needs any size hotel or resort infrastructure. With a comprehensive suite of solutions, MICROS can supply all your technology needs, reducing the hassle of dealing with multiple vendors. All of our restaurant and food service solutions integrate seamlessly with our OPERA property management system ensuring all channels of business stay connected.

Point-of-Service — MICROS offers fully integrated point-of-sale solutions for any size food & beverage operation. The POS systems provided by MICROS are not simple cash registers, but a whole enterprise solution with options for front-of-house management, back-office applications, restaurant and enterprise operations, and providing the best possible customer experience.

Restaurant Operations — Managing business operations is a tedious responsibility that restaurant owners face day-in and day-out. No matter the size of the restaurant, MICROS has devised a product line of real-time solutions which aim to alleviate time consuming operational procedures. MICROS's products help restaurateurs manage business conditions, customer preferences, and wait-times all while reducing waste, improving speed-of-service and order accuracy, and upselling or marketing events and products.

Enterprise Solutions — MICROS POS solutions are rounded off by a set of above-store applications and reporting tools to provide enterprise business intelligence to corporate, regional and store managers. Perfect for

small single unit operators or large enterprise operations, the above-store solutions cover inventory management labor management, reporting and central maintenance, and configuration tools.

Consumer Solutions — MICROS offers unparalleled mobility to the hospitality industry with a breadth of solutions designed for the restaurant consumer. From online ordering for the take-out customer on the go, to mobile payment processing, MICROS point-of-service solutions provide you the extensibility you need to offer an extraordinary guest experience.

Hardware Solutions — Looking for energy-efficient, superior point-of-sale hardware solutions? MICROS is committed to providing a variety of quality touch screen POS terminal solutions for every environment. The equipment is designed and developed with sustainability in mind; all hardware that MICROS ships is RoHS compliant. Furthermore, several MICROS hardware options are disk-less and operate without a fan, requiring less than half of the energy of typical PC based devices, cutting your power costs by 50%!



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