

Omni Hotels Plans New Central Reservations System Implementation

2008-06-17

Luxury Hotel Brand Working With MICROS Products to Restructure Platform

Omni Hotels announces plans to enhance its brand wide reservation system with the OPERA Enterprise Solution from MICROS Systems, Inc. (NASDAQ:MCRS), a leading worldwide provider of information technology solutions for the hospitality and retail industries. The project centers on the implementation of three key modules of MICROS OPERA, including the OPERA Reservation System (ORS), OPERA Customer Information System (OCIS) and OPERA Web Suite (OWS). These new systems will improve the booking process for Omni's central reservations by providing a single application to book all types of reservations regardless of the booking source.

Omni will now collect and manage guests' preferences and profile information for the entire brand in a new single database environment. This will enable all Omni properties to have easier access to key guest information, including guest history and membership information for Omni's Select Guest loyalty program. The information housed in the new database will enable Omni Hotels to better personalize and customize guests' stays, ultimately leading to more memorable experiences.

As part of the multi-phased implementation of the new system, Omni Hotels' online booking tool will be integrated with the reservations system for the Global Hotel Alliance (GHA), the world's largest alliance of premier hotel brands. In 2006, Omni Hotels was one of four founding partners of the GHA which has since grown to ten hotel brands. MICROS is a strategic technology partner for the Global Hotel Alliance and several of the member brands.

"We have enjoyed our relationship with MICROS for many years," said Paul Dietzler, executive vice president of asset management for Omni Hotels. "MICROS offers a multitude of products that have a strong global reputation, and as we sought a new platform, we found the MICROS products to be the most robust solution in the market."

"We are honored to be selected by Omni Hotels as its central solutions technology partner," said Karen O'Neill, vice president, major account hotel sales for MICROS. "Omni is widely known for its innovation and consistency, and we look forward to further supporting the brand with the future implementation of additional OPERA modules including the OPERA Property Management System."

Omni plans to pilot the OPERA Property Management System at the new 607-room Omni Fort Worth Hotel, opening January 2009.

About Omni Hotels

Omni Hotels creates compelling, memorable guest experiences by tempting the senses in innovative ways, surrounding them with a balanced blend of scents, sounds, sights, textures and tastes. Omni Hotels offers luxury accommodations at 45 hotels and resorts in leading business gateways and leisure destinations across North America. From exceptional golf and spa retreats to dynamic business settings, each location features four-diamond services, including award-winning signature restaurants, Wi-Fi connectivity and unique fitness options. Omni's mission for total customer service is further supported by its "Power of One" program that empowers associates to make on-the-spot decisions to meet or exceed guest expectations. Guests can locate hotels and book accommodations by visiting www.omnihotels.com or by calling 1-800-THE-OMNI.

About MICROS Systems, Inc.

MICROS Systems, Inc. provides enterprise applications for the hospitality and retail industries worldwide. Over 310,000 MICROS systems are currently installed in table and quick service restaurants, hotels, motels, casinos, leisure and entertainment, and retail operations in more than 130 countries, and on all seven continents. In addition, MICROS provides property management systems, central reservation and customer information solutions under the brand MICROS-Fidelio for more than 21,000 hotels worldwide, as well as point-of-sale, loss prevention, and cross-channel functionality through its MICROS-Retail division for more than 90,000 retail stores worldwide. MICROS stock is traded through Nasdaq under the symbol MCRS.

For more information on MICROS and its advanced information technology solutions for the hospitality industry, please contact Louise Casamento, Vice President of Marketing at (443) 285-8144. You can also visit the MICROS website at www.micros.com.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article33110.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html