



**CASE  
STUDY**

**Opera Cloud Value Realization —  
Optimization Assessment &  
Roadmap**

## Client Context

Following a successful migration from a legacy PMS to Opera Cloud PMS, the client sought to realize deeper operational and commercial benefits from the new platform.

## Business Problem

Post-modernization, leadership wanted a clear view of optimization potential across three priority areas:

1. Availability–Rates–Inventory (ARI) Synchronization: Remove inefficiencies in price/availability updates across channels and move toward real-time.
2. Booking Process: Simplify end-to-end booking to reduce friction and error.
3. Pre-Arrival → Checkout: Identify opportunities to reduce front-desk labour and manual work.

## Our Approach

### Discovery & Analysis:

- Conducted stakeholder interviews across Distribution, Revenue, Front Office, Digital, Finance, and IT to surface challenges, gaps, and improvement opportunities.

### Validation & Deep Dives:

- Iterative analysis with client teams to confirm findings and quantify impact/feasibility.

### Capability Maturity Assessment (Top-Down, Hypothesis-Led):

- Tested hypotheses in the following domains: **Profile Management, Groups & Meetings (Sales), Groups & Meetings (Operations), Data Platform, Payments & Refunds, and Distribution** (content, push/shop, booking channels).
- Assessed each domain against required capabilities and rated them **Not Available / Basic / Evolving / Advanced / Best-in-Class**.
- Converted ratings into a **raw score (%)**, applied **business-aligned weights**, and mapped to **Capability Levels 0–5** to establish a maturity baseline.

### Prioritization & Roadmap:

- For each gap, defined initiatives with **impact, effort, and dependencies**, then sequenced into **near-term, mid-term, and long-term** waves.
- Incorporated relevant **best practices** for Opera Cloud configurations, ARI orchestration, payment/tokenization flows, and data/analytics enablement.

## Business Outcome

- Provided an evidence-based **optimization blueprint** that fed into annual **business planning**.
- Enabled initiation of projects targeting **guest experience uplift, associate productivity, revenue protection/uplift**, and **lower cost-to-serve**—including actions to plug revenue leakage and reduce manual touches.

## Deliverables

- **Detailed Assessment Report:** Observations, hypothesis tests, maturity scoring, and recommendations.
- **Executive Summary:** Key findings, prioritized initiatives, and a sequenced **Optimization Roadmap** (short/mid/long term).

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