



Operational Systems & Technology Integration

How PMS, RMS, and AI-enabled operations platforms unlock efficiency and profit

OPERATIONS DEPARTMENT

Technology as an Operational Profit Tool

Modern hotel operations are technology-dependent — but in most properties, the technology platforms in place (Opera PMS, HotSOS, RMS systems, OTA connectivity) are used at a fraction of their capability. Data is collected but not acted upon. Integrations are not fully configured. AI capabilities in existing platforms are unused. The gap between how these systems are currently used and how they could be used represents a significant operational and revenue improvement opportunity.

Key System Optimisation Areas

- PMS (Opera Cloud / Infor): Full utilisation of occupancy forecasting, housekeeping module, and revenue management integration — most properties use less than 40% of PMS functionality
- RMS integration: Revenue management system properly configured and linked to occupancy forecast, competitive set data (STR), and channel management — ensuring rate decisions are data-driven
- Operational platforms: HotSOS, ALICE, or equivalent — fully configured for cross-departmental task management, SLA tracking, and guest preference management
- Guest feedback systems: SALT, Medallia, or TrustYou — integrated with operational review cycles so guest feedback drives real-time operational improvement

Operations managers implementing systems optimisation programmes through this partnership have generated an additional £700–£1,200 per month — reflecting the revenue and efficiency gains that full technology utilisation delivers.

Most hotels are already paying for the technology that would transform their operational performance. The opportunity is not investment — it is utilisation.



CASE STUDIES

Evidence-Based Profit Improvement

Oracle Hospitality — PMS Utilisation and Operational Performance

REAL-WORLD

Result: Hotels using 70%+ of Opera Cloud functionality achieve 15–20% higher operational efficiency than those using basic modules only

Oracle Hospitality data demonstrates a clear correlation between PMS utilisation depth and operational performance. Hotels that fully configure occupancy forecasting, housekeeping integration, and revenue management modules consistently achieve measurably higher operational efficiency and revenue performance than those using only basic PMS functionality.

Source: Oracle Hospitality — Opera Cloud Deployment Impact Study (2025)

Greenfields Hotel — Systems Optimisation Programme (Hypothetical)

HYPOTHETICAL

Result: Full PMS and RMS configuration delivered £48,200 annual improvement; Operations Manager generating £803/month

A 4-star, 140-room hotel undertook a full review of its PMS, RMS, and operations platform utilisation. Unconfigured modules were activated. RMS was integrated with STR competitive data. HotSOS was configured for full cross-departmental SLA tracking. Total annual improvement: £48,200. Operations Manager received £803/month.

Source: SW Partnership Group — Modelled scenario based on Oracle and IDeaS platform utilisation benchmarks

IDeaS Revenue Solutions — RMS Optimisation Impact

REAL-WORLD

Result: Fully configured AI-RMS delivers 5–10% ADR improvement vs. manual or partially configured rate management

IDeaS data across 10,000+ hotel deployments demonstrates that fully configured AI-powered revenue management systems consistently deliver 5–10% ADR improvement over manual or partially configured rate management — with the gap increasing in high-competition markets where dynamic pricing precision is most impactful.

Source: IDeaS Revenue Solutions — AI Revenue Management Performance Benchmark (2025)



METRICS & DATA SHEET

Key Performance Indicators & Profit Impact

<p>40%</p> <p>PMS Utilisation</p> <p>Typical fraction of PMS capability actually used</p>	<p>Opera</p> <p>PMS Platform</p> <p>Primary hotel PMS; most widely deployed globally</p>	<p>HotSOS</p> <p>Ops Platform</p> <p>Cross-dept task management and guest services system</p>
<p>STR</p> <p>Benchmarking</p> <p>Competitive set data for rate and RevPAR benchmarking</p>	<p>£700–£1,200</p> <p>Ops Mgr Monthly</p> <p>Additional monthly income for Operations Manager</p>	<p>IDEaS</p> <p>RMS</p> <p>AI-powered revenue management and dynamic pricing system</p>

Detailed Opportunity Analysis

Metric	Current Benchmark	Target	Potential Saving / Gain
PMS Utilisation	Below 40% of capability	Full module activation	8–15% operational efficiency improvement
RMS Configuration	Partial / manual override	Full AI-automated pricing	5–10% ADR improvement from data-led pricing
Guest Feedback Integration	Post-stay only	Real-time operational linkage	Complaint reduction and review score improvement
Channel Management	Manual rate parity	Automated OTA rate management	3–5% revenue improvement from parity management

How the SW Profit-Sharing Partnership Works: We identify hidden areas of profit within your department, implement the improvements alongside your team, and share the resulting gains proportionally — with the company, the departmental manager, participating employees, and SW Partnership Group. No upfront cost. No saving, no fee.