



Universal Inventory



SOLUTIONS

Inventory Control

Eliminates static inventory allocation, oversolds, and logging into multiple channels to complete tasks.

- Centralized** → Combines all available e-commerce inventory in one pool available across all channels
- Dynamic** → Prevents oversolds by removing spots from the pool when they sell
- Permissioned** → Allows everyone the right degree of visibility and control down to the user and location level
- Efficient** → Reduces amount of time required to manage online business to just 20 minutes per day

Ocra Transforms Inventory Management

Without Ocra



Operators manage every single reservation across a multitude of demand channels



Oversolds occur, resulting in cancelled transactions and unhappy customers



High-performing channels are prevented from selling more once they're out of the inventory allocated to them



Lower-performing channels are stuck with inventory they can't provide the demand for



Operators manage all reservations, across all channels, in one centralized platform



When a space sells through one channel demand channel, it is automatically removed from the pool, preventing oversolds



All channels have access to 100% of online inventory, so high performers can sell more



Until a space sells, all of the channels are racing to sell it, so operators never need to drop rates on low-performing channels

Static vs. Dynamic Inventory

TRADITIONAL MODEL

Static Inventory Allocation

- Having 100 spots and allocating [50] to Channel A, [25] to Channel B, and [25] to Channel C
- High-performing channels hit a revenue ceiling once they sell out
- Lower-performing channels may leave inventory on the table, or it may need to be discounted to move
- Spots could be sold more than once, providing a poor customer experience

WITH UNIVERSAL INVENTORY

Dynamic Inventory Allocation

- Combining all inventory in one pool available across all channels and letting them race to sell it
- Maximizes revenue by removing the ceiling for high-performing channels
- Gives smaller channels the opportunity to compete
- When a spot sells through one channel, Ocra automatically removes it from the others, preventing oversolds

Ready to learn more?

Overcome the impossible task of managing every reservation across a multitude of demand channels.

Learn more about other Ocrac solutions:

- [Rate Management](#)
- [Centralized Reporting](#)
- [Blackout Control](#)
- [Advanced Permissioning](#)

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Universal Inventory

Airport Event Transient Monthly

Location: WallyPark Premier Airport Parking - ATL [Update Inventory](#)

2022-07-18 – 2022-07-31

MON	TUE	WED	THU	FRI	SAT	SUN
18	19	20	21	22	23	24
Base Rate - Self-Covered 95/1000	Base Rate - Self-Covered 88/1000	Base Rate - Self-Covered 69/1000	Base Rate - Self-Covered 63/1000	Base Rate - Self-Covered 61/1000	Base Rate - Self-Covered 63/1000	Base Rate - Self-Covered 50/1000
Base Rate - Outdoor - Self-Uncovered 144/1000	Base Rate - Outdoor - Self-Uncovered 129/1000	Base Rate - Outdoor - Self-Uncovered 108/1000	Base Rate - Outdoor - Self-Uncovered 99/1000	Base Rate - Outdoor - Self-Uncovered 97/1000	Base Rate - Outdoor - Self-Uncovered 96/1000	Base Rate - Outdoor - Self-Uncovered 84/1000
25	26	27	28	29	30	31
Base Rate - Self-Covered 40/1000	Base Rate - Self-Covered 32/1000	Base Rate - Self-Covered 21/1000	Base Rate - Self-Covered 21/1000	Base Rate - Self-Covered 21/1000	Base Rate - Self-Covered 19/1000	Base Rate - Self-Covered 18/1000
Base Rate - Outdoor - Self-Uncovered 72/1000	Base Rate - Outdoor - Self-Uncovered 60/1000	Base Rate - Outdoor - Self-Uncovered 45/1000	Base Rate - Outdoor - Self-Uncovered 37/1000	Base Rate - Outdoor - Self-Uncovered 33/1000	Base Rate - Outdoor - Self-Uncovered 33/1000	Base Rate - Outdoor - Self-Uncovered 30/1000

