

Centralized Reporting



SOLUTIONS

Centralized Reporting

Provides a real-time overview of performance across all demand channels.

- Consolidated** → Aggregates all transaction activity across all demand channels into one single dashboard
- Actionable** → Provides data points for how far in advance customers are booking and how each channel is performing
- Real-Time** → Pulls in all transactions in real time for an "up-to-the-minute" view of cross-channel performance
- Standardized** → Standardizes how multiple demand channels name and refer to their data points (makes them all "speak the same language")

Ocra Transforms Reporting

Without Ocra



Operator exports separate reports for each sales channel they're leveraging



Operator merges the data using a spreadsheet



Operator reviews all data manually at the end of the month



Operator gets a view of portfolio activity after transactions occur



Operator has one source of truth for reporting across all channels



All data is standardized; no more mismatched fields requiring manual updating



Data is already consolidated, saving operator hours of work



Operator views real-time activity within the Ocra reporting dashboard, so they can make decisions instantaneously

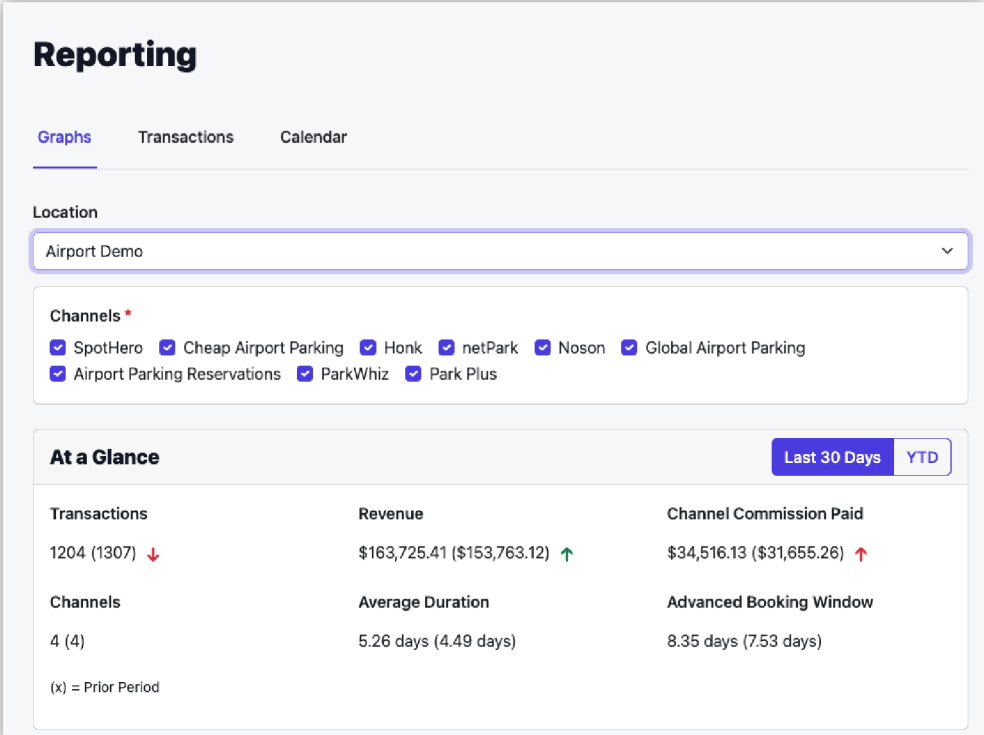
Ready to learn more?

Get started with saving hours every month manually extracting, consolidating, standardizing, and aggregating reporting for your demand channel/aggregator business.

Learn more about other Odra solutions:

- Universal Inventory
- Rate Management
- Blackout Control
- Advanced Permissioning

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Reporting

Graphs Transactions Calendar

Location: Airport Demo

Channels *

- SpotHero
- Cheap Airport Parking
- Honk
- netPark
- Noson
- Global Airport Parking
- Airport Parking Reservations
- ParkWhiz
- Park Plus

At a Glance Last 30 Days YTD

| Transactions | Revenue | Channel Commission Paid |
|---------------|-------------------------------|-----------------------------|
| 1204 (1307) ↓ | \$163,725.41 (\$153,763.12) ↑ | \$34,516.13 (\$31,655.26) ↑ |
| Channels | Average Duration | Advanced Booking Window |
| 4 (4) | 5.26 days (4.49 days) | 8.35 days (7.53 days) |

(x) = Prior Period



CONTACT