

Universal Inventory



SOLUTIONS

Universal Inventory

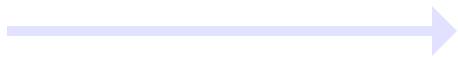
Eliminates static inventory distribution, oversolds, & logging into multiple channels to complete tasks.

Centralized



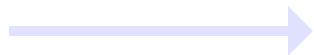
Combines all available e-commerce inventory in one pool available across all channels

Dynamic



Prevents oversolds (when a space sells through one channel, Ocra instantly removes it from the others)

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

Transforming 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 saddled with inventory they don't have 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, etc.
- High-performing channels hit a revenue ceiling once they sell out
- Lower-performing channels leave inventory on the table, or rates need to be dropped to move it
- Spots could be sold more than once, providing a poor customer experience

WITH UNIVERSAL INVENTORY

Dynamic Inventory Allocation

- Inventory is combined in one pool available across all channels, and channels race to sell it
- Maximizes revenue by removing the ceiling for high-performing channels
- Gives smaller channels the opportunity to compete in markets where they're strong
- Spots are never sold twice because there's no need to over-allocate inventory

Ready to learn more?

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

Contact us to learn more and explore other Ocra 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



CONTACT