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Pressemitteilung

dailypoint™ with new Oracle Symphony POS integration

Munich, November 2023 – dailypoint™, the leading data management and CRM platform for the hospitality industry in Europe and a member of the Oracle PartnerNetwork (OPN), today announced that it has completed its integration with Oracle Symphony POS. Complementing the integration with [Oracle Hospitality Integration Platform](#) (OHIP), hoteliers have extensive opportunities to use the dailypoint Loyalty Module at the point-of-sale.



This integration aims to connect the Oracle POS system, one of the leading point-of-sale tools, with the dailypoint™ Loyalty Module and its central guest profile. The integration allows points to be earned, points to be redeemed, coupons to be used and discounts to be automatically assigned to the guest based on their membership status. "Loyalty programmes often end with integration into the PMS, but outlets in particular can benefit massively. With the integration of dailypoint and Symphony, hotels can offer their guests a completely new level of service in a fully automated way," says Dr Michael Toedt, CEO and founder of dailypoint.

Direct access to the central guest profile also provides access to important regular guest data such as preferences, purchase history or incompatibilities.

The interface is part of the **dailypoint Marketplace and Integration Platform** and can be used in all dailypoint modules and connected systems, with a focus on integrating with the dailypoint™ Loyalty module:

- Through the POS system, hotels can check if the guest already exists in the system and is a member of the in-house loyalty program.
- Loyalty points can be retrieved and used for payment.
- Orders and sales are stored in the member's history in dailypoint.
- Loyalty points can be assigned automatically based on various rules such as membership status, etc.
- Status based discounts can be applied automatically.



Central Data Management

The integration can be extended at any time, e.g. by integrating a loyalty app, such as the [Neorcha](#) smartphone app, which is based on dailypoint's loyalty module.

About dailypoint™

dailypoint™ is the leading Data Management and CRM platform for sophisticated individual hotels and hotel groups. dailypoint™ collects data from all relevant sources such as PMS, POS, website, newsletter or WiFi and automatically creates a central and consolidated guest profile. In 350 steps, the data is processed and enriched by means of Artificial Intelligence (AI) to create a guest profile never seen before.

The cloud-based SaaS solution consists of 16 modules and is complemented by the dailypoint™ Marketplace with more than 200 solution partners. dailypoint™ not only offers measurable marketing, but also covers the entire customer journey and thus supports all departments within a hotel. The integrated Privacy Dashboard is also the central element for the technical implementation of the GDPR. dailypoint™ is headquartered in Munich, Germany and is sold and supported worldwide directly or through its distribution partners D-EDGE and XNProtel.

Further information: www.dailypoint.com

About Oracle

Oracle PartnerNetwork (OPN) is Oracle's partner program designed to enable partners to accelerate the transition to cloud and drive superior customer business outcomes. The OPN program allows partners to engage with Oracle through track(s) aligned to how they go to market: Cloud Build for partners that provide products or services built on or integrated with Oracle Cloud; Cloud Sell for partners that resell Oracle Cloud technology; Cloud Service for partners that implement, deploy and manage Oracle Cloud Services; and License & Hardware for partners that build, service or sell Oracle software licenses or hardware products. Customers can expedite their business objectives with OPN partners who have achieved Expertise in a product family or cloud service.

Further information: www.oracle.com/partnernetwork

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