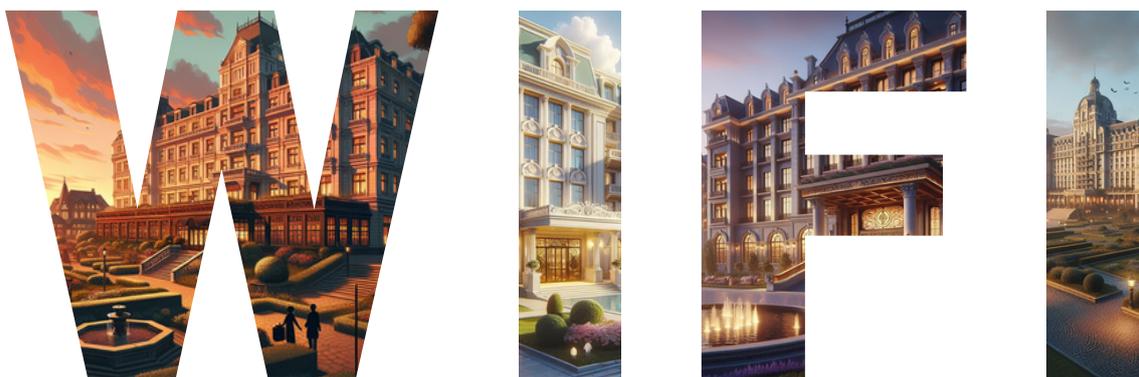# DanMagi's
PMS Integration

DanMagi

WIFI

➤ All your Wi-Fi Needs - in one place!

Strategic Enabler

for Better Guest Experience, Stronger Security, and Operational Efficiency

PMS authentication is one of the most important components of a modern HSIA platform. Hotels rely on their Property Management System as a central source of truth for guest identity, room assignment, loyalty recognition, and billing.

As hotels transition toward cloud-based PMS solutions such as Oracle Cloud Hospitality / OHIP, **reliable HSIA–PMS integration has become mission-critical.**

DanMagi delivers a powerful, flexible integration layer that supports:

- ✓ Traditional on-premise PMS systems
- ✓ Hybrid environments

- ✓ Cloud-based Oracle PMS (OHIP)
- ✓ Multi-property brands

Our PMS integration ensures that **guests connect to Wi-Fi effortlessly**, **securely**, and **consistently across all properties**, while hotels benefit from **accurate data capture**, **improved automation**, **reduced workload** for staff, and **deeper insight** into guest behavior.

The Importance of PMS Integration in Modern HSIA

Modern hotels cannot rely solely on open networks or basic login portals. Guests expect a secure, branded environment where Wi-Fi access is personalized to their stay.

✕ **Without PMS integration, hotels face:**

- Manual login processes
- Incorrect guest authentication
- Inconsistent Wi-Fi experience across properties
- Security vulnerabilities

- Lost guest data opportunities
- Higher support volume at the front desk
- Difficulty enabling advanced services such as Guest Recognition or PAN

✓ **With PMS integration, hotels gain:**

- Secure, identity-based authentication
- Automatic room & stay validation
- Seamless multi-device login

- Better insight into guest behavior
- Consistent connectivity across all properties
- Large reductions in front desk workload

PMS integration is the foundation for a frictionless guest digital journey — and DanMagi is built around this principle.

DanMagi's PMS Integration Architecture

DanMagi's HSIA platform integrates with PMS systems through a secure, cloud-driven architecture that supports:

✓ **On-Site PMS**

For hotels running local PMS servers (e.g., Oracle Hospitality OPERA on-premise), **DanMagi communicates securely** through the on-site controller or Thor server.

✓ **Oracle Cloud OHIP Integration**

The integration leverages the Oracle Hospitality Integration Platform (OHIP) for real-time synchronization of:

- Guest stay data
- Room numbers
- Check-in/check-out status
- Name details
- Multi-room assignments
- Loyalty data
- Visit type (e.g., day guests, stayovers, visitors)

✓ **Hybrid PMS Environments**

Some groups operate mixed infrastructures during migration phases. DanMagi supports **blended setups without service interruption**.

✓ **High Availability & Redundancy**

Our cloud-first architecture ensures **continued authenticatio**n even if local infrastructure experiences temporary issues.

Enhancing HSIA and Enabling Advanced Analytics

DanMagi's HSIA platform integrates with PMS systems through a secure, cloud-driven architecture that supports:

✓ **Seamless Guest Authentication**

Guests simply enter:
- Last name
- Room number
- Or alternative credentials (based on brand preference)

The HSIA portal verifies guest status through PMS integration:
- Validates stay
- Confirms check-in
- Confirms correct room
- Verifies number of devices allowed

✓ **Automatic Multi-Device Access**

Once verified, all guest devices are automatically connected without re-entering credentials. Combined with **DanMagi Guest Recognition**, this creates a completely frictionless experience for returning guests across properties.

✓ **Eliminates Front Desk Burden**

Without PMS integration, front desk staff become responsible for:

- Resetting Wi-Fi access

- Troubleshooting guest logins

- Verifying access manually

PMS integration removes this burden entirely — Wi-Fi becomes self-service.

✓ Improves Security & Compliance

Identity-based authentication:

- Prevents unauthorized access
- Protects guest data
- Ensures GDPR-compliant data handling
- Eliminates open-network abuse
- Supports accurate visitor logging

✓ Enables Advanced Analytics

With PMS integration, the DanMagi platform can provide:

- Guest visit history
- Brand-wide loyalty behavior
- Repeat visit patterns
- Device usage trends
- F&B or public-area engagement
- Cross-property analytics

✓ Oracle OHIP Integration

As more hotels move toward cloud PMS, supporting Oracle Hospitality Integration Platform (OHIP) is essential.

DanMagi's OHIP integration provides:

- Real-time guest data synchronization
- Zero manual configuration at property level
- No legacy middleware required
- Supports multi-property cloud clusters

- Reliable cloud-to-cloud communication
- High availability and redundancy
- Enhanced security via tokenized APIs

Typical PMS data accessed includes:

- Guest name
- Booking ID

- Room assignments
- Stay dates

- Occupancy type
- VIP or loyalty flags
- Group bookings

This allows DanMagi to automatically tailor the HSIA experience to the individual guest and property brand standards.

PMS Integration Use Cases

Standard HSIA Login

Guests authenticate using PMS credentials (name + room).
Access is **granted instantly**.

Automatic Login for Returning Guests

Combined with DanMagi Guest Recognition, a guest recognized via PMS data can reconnect in seconds on every visit.

Multi-Device Authorization

Hotels can enforce policies:

- Unlimited devices
- Tiered access
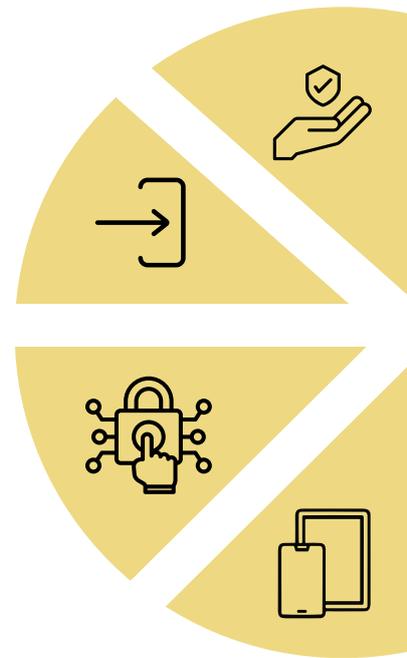- Premium packages
- Visitor-only access whitelists

Event or Conference Access

PMS integration can differentiate between:

- Staying guests
- Day guests
- Group reservations
- Conference attendees

This allows tailored Wi-Fi experiences per user type.

Loyalty Identification

Hotels can extend priority Wi-Fi, premium speeds, or personalized services based on PMS loyalty flags.

Benefits for Hotels

✓ **Reduced operational workload**

Front desk and IT teams spend less time managing connectivity.

✓ **Higher guest satisfaction**

Guests appreciate simple, familiar login processes.

✓ **Better data accuracy**

Guest identities and visits are tied reliably to stay records.

✓ **Brand consistency**

Same guest experience across all properties and regions.

✓ **Improved security**

Identity validation reduces risks associated with anonymous Wi-Fi access.

✓ **Support for advanced digital services**

Essential for GHOST PAN, Guest Recognition, and future DanMagi capabilities.

The DanMagi Advantage

Hotels choose DanMagi for PMS integration because:

✓ We support both on-site and cloud-based PMS environments

✓ We maintain deep compatibility with Oracle OHIP

✓ Our platform is fully cloud-based and globally scalable

✓ Integration is active across 40+ countries

✓ PMS syncing enhances HSIA, PAN, analytics, and reporting

✓ We deliver a seamless experience across entire hotel groups

Conclusion

With DanMagi's PMS integration, you can create a unified digital ecosystem where every part of the guest journey — check-in, Wi-Fi, casting, loyalty, and personalization — works together flawlessly.

PMS integration is a cornerstone of the modern hotel digital experience.

By connecting HSIA directly with both traditional PMS and Oracle Cloud OHIP, DanMagi provides hotels with:

- A seamless guest login experience
- Stronger security and compliance
- Enhanced personalization
- Automated multi-device connectivity
- Reduced workload for staff
- Brand-wide consistency

Next Steps

To learn more or request a PMS integration assessment:

Contact DanMagi Sales

sales@danmagi.com

www.danmagi.com

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