

conduit | a product of
CustomerIK

From reservation to relationship

White paper: Conduit for Braze

By CustomerIK

Curated for:

Hotels and resorts running Oracle OPERA Cloud and Braze

Last Updated on:

30th of September, 2026



A **Global Braze Solutions Partner** specializing in the MarTech and Engineering ecosystem with listed Braze Amplifiers and Salesforce AppExchange Offerings.

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01 · THE GAP

The moment most hotels miss

A guest books a room at 10:03. What happens in the next minute decides whether they feel recognised or processed. In most properties, what happens is this: the property management system sends its default confirmation, and the marketing team finds out tomorrow, when last night's export lands in the engagement platform.

Braze is only as good as the data reaching it. When reservation data arrives through nightly exports and manual lists, three things go wrong at once. The confirmation stays generic, because the branded, personalised version in Braze has nothing to trigger it. Pre-arrival offers run on stale dates, because a booking modified this morning is still yesterday's booking in the list. And a cancellation never opens a win-back, because by the time it is visible the guest has already booked elsewhere.

Why building it yourself stalls

Real-time access to Oracle OPERA Cloud runs through the Oracle Hospitality Integration Platform (OHIP). Its streaming interface has specific authentication, protocol and token-lifecycle requirements that generic integration tools do not handle out of the box. A custom build typically means months of engineering effort, a first-time-guest problem to solve in Braze, and, most importantly, no answer to the question every hotel IT team asks first: did every booking get through?

Anyone can send data to Braze. Proving that nothing was lost is the hard part, and it is the part that decides whether marketing can trust the feed enough to build journeys on it.

What "near real time" has to mean

For a guest journey to feel live, the reservation event has to reach Braze while the guest is still in the booking moment: seconds, not minutes, and never a nightly batch. It also has to carry the context marketing needs to say something useful, which means guest, stay, room, rate and booking channel, not just a confirmation number. And it has to be dependable, so that a missed message is an operational exception with an alert attached, not a silent gap discovered at month end.

Those three requirements, speed, context and dependability, are the design brief for Conduit.



02 · HOW CONDUIT WORKS

Five steps from booking to journey

Conduit is purpose-built middleware that connects Oracle OPERA Cloud to Braze in near real time. Every reservation created, modified or cancelled in OPERA becomes a live guest profile update and a custom event in Braze, typically within seconds. It is built on CustomerI.K's proprietary orchestration framework and is a solution in the Braze Amplifiers program.

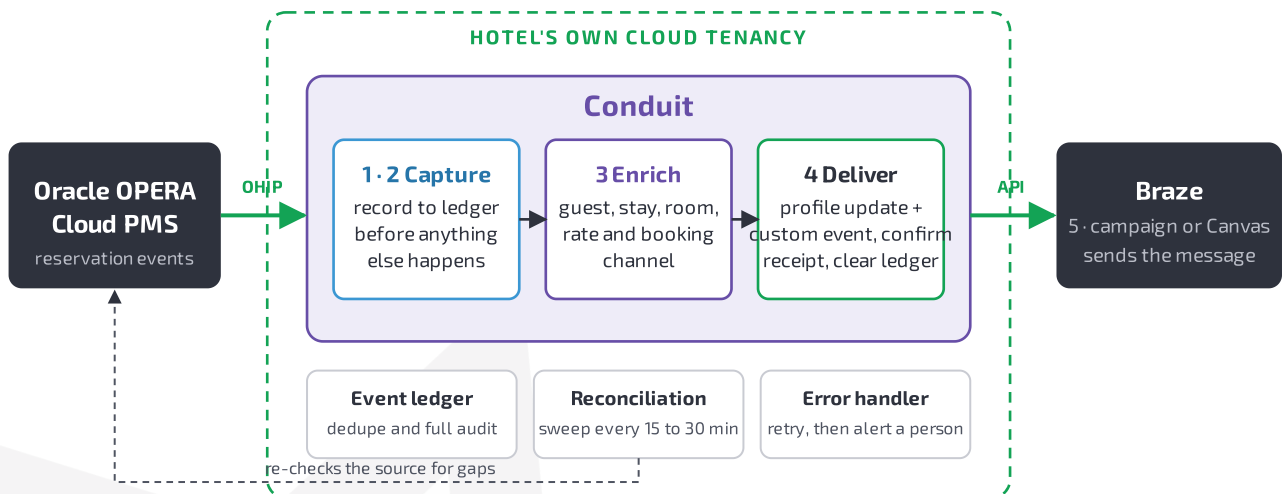


Figure 1. Conduit sits inside the hotel's own cloud tenancy. Outbound connections go only to Oracle and Braze.

Engineered so a booking is never silently lost

Step two is the differentiator. Every event is written to a durable ledger before it is processed and only cleared once Braze confirms receipt. Duplicate suppression means a re-sent event never becomes a second message; a scheduled reconciliation sweep re-checks OPERA every 15 to 30 minutes and re-drives any gap; and an error handler retries and then alerts a named person. The practical effect is that an outage becomes a delay, not a missing confirmation.

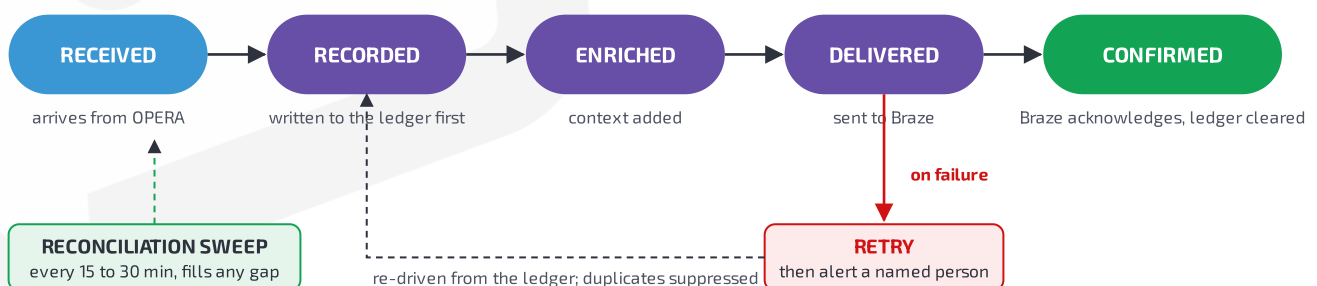


Figure 2. The event lifecycle. A booking is only cleared once Braze confirms it; every other path leads to a retry, a sweep or a person.



03 · WHAT YOU GET

What lands in Braze

Each event is mapped to the hotel's existing Braze data model rather than imposing a new one. Reservation created, modified and cancelled arrive as custom events, and the guest profile carries the attributes marketers use to personalise: arrival and departure dates, room and rate details, confirmation number and booking channel. First-time guests, who do not yet exist in Braze, are handled correctly so the first message reaches them.

Where it runs, and who controls what

Conduit deploys within the hotel's own cloud tenancy or infrastructure. Credentials, guest data and the event ledger never leave that environment, outbound connections go only to Oracle and Braze, and both Braze EU and US clusters are supported. Conduit delivers data and a trigger, then stops: content, personalisation, timing and journey logic live entirely in Braze with the marketing team. Changing what a guest receives is a Braze change, never an integration change.

One integration, every journey

Journey	What Conduit makes possible
Instant confirmation	Branded and personalised, seconds after booking. Replaces the PMS default.
Pre-arrival	Upgrades, dining, spa and transfers, timed from the real arrival date.
Arrival day	Check-in guidance and welcome messaging aligned with the front desk.
In-stay	Booking changes update the profile, so journeys stay accurate mid-stay.
Post-stay	Feedback and rebooking triggered from departure, not a monthly list.
Cancellation win-back	A cancel in OPERA opens a recovery journey in Braze the same minute.

The same live event feed powers every row in this table. Adding a journey is a Braze change; the integration does not move.



04 · PROOF AND ENGAGEMENT

Proven ahead of opening at an integrated resort in the UAE

Conduit was implemented and validated at an integrated resort in the UAE ahead of its opening, on Oracle OPERA Cloud and Braze, so guest engagement is live from day one. Reservation created, modified and cancelled events stream from OPERA Cloud into Braze, enriched and mapped to the resort's Braze data model, and a branded confirmation is sent by a Braze campaign the marketing team fully controls. A working end-to-end demo is available on request: a booking made in OPERA Cloud through to the branded email in the inbox.

15 to 30 s

booking in OPERA to branded email in the inbox

< 10 days

CustomerIK effort to implement

28

guest attributes mapped to Braze

How an engagement runs

Because every property runs OPERA differently, Conduit is delivered as a scoped engagement rather than a plug-and-play install. CustomerIK engineers review the property's OPERA configuration and Braze workspace, agree the event set and field mapping, configure Conduit for the property, and validate the integration end to end in non-production before cutover.

1. **Scope.** Review your OPERA setup and Braze workspace, agree the events and guest data that matter, and choose the operating model.
2. **Configure.** Configure Conduit for your property and wire the Braze campaign with your marketing team, validated end to end in non-production.
3. **Deploy.** Go live in your cloud with a controlled test window, verified delivery and full audit from day one.
4. **Run.** Your team operates it with our runbook, or CustomerIK runs it as a managed service. Your choice, made during scoping.

Typical implementation is under 10 days. To scope, we need three things from you: your OHIP administrator, your Braze campaign owner, and the reservation events that matter to your marketing team. Commercials are per engagement and follow scoping.

Figures are from the resort's implementation and validation environment. Sync time is measured from the OPERA event to the branded email arriving in the inbox and varies with Braze send time and first-time-guest handling.



Next steps

Thirty minutes with your OHIP administrator and your Braze campaign owner is enough to scope. We will show the working demo, agree the events that matter, and come back with a dated deployment plan.

Point of contact

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Document reference:

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