

Oracle Hospitality OPERA Sales and Catering Lite Cloud Service

ORACLE[®] Hospitality

KEY FEATURES

- Single, integrated database shared with Oracle Hospitality OPERA Property Cloud Services
- Account and contact management
- Time management feature
- Account dashboard
- Synchronization with Microsoft Outlook contacts and activities
- International capabilities

KEY BENEFITS

- Provide top-quality customer service
- Reduce total cost of ownership and streamline resources
- Deliver meaningful information to improve business operations

A SINGLE, INTEGRATED DATABASE

OPERA Sales and Catering Lite is intended for those clients whose needs primarily include the customer relationship management and time management features of Oracle Hospitality OPERA Sales and Catering. It can be seamlessly integrated with the Oracle Hospitality OPERA Property Services.

Oracle Hospitality OPERA Sales and Catering Lite Cloud Service provides an account and contact management application that easily integrates with Oracle Hospitality OPERA Property Cloud Service products for streamlined operations. It offers easy customer and activity management, integrated with customer production data that can be viewed within the hotel sales office and property management system. This enables hotel employees to access the account information they need to develop effective strategies around their key accounts and achieve targets.

Sales Management Transformed

Oracle Hospitality OPERA Sales and Catering Lite Cloud Service offers enhanced customer relationship management capabilities. Reporting tools deliver a comprehensive account of all business operations, and flexible options with international capabilities mean that you can customize Oracle Hospitality OPERA Sales and Catering Lite Cloud Service to fit the individual needs of your hotel.

This slim, yet powerful, module offers an integrated sales management system, enabling you to manage all your sales team activities in one place:

- **Instant access to all accounts and contacts with up-to-date, detailed, production information**
- **Activity management enables tracking of appointments, calls and correspondence**
- **Outlook interface for synchronization of contacts and activities**
- **Advanced data extraction possibilities for all profile types, with integrated Word Merge direct mailing options**
- **Account dashboard provides single-point access to key information in an attractive and easy-to-understand format.**

Customer Management

A basic account dashboard for all customer information provides flexible, easy-to-use screens and management tools to help meet operational requirements. Oracle Hospitality OPERA Sales and Catering Lite Cloud Service's time management features include activities and graphical views of appointments and meetings.

Empowering your sales staff with efficient sales tools is the first step to successful sales management.

RELATED PRODUCTS

The Oracle Hospitality OPERA suite includes:

- Oracle Hospitality OPERA Property Cloud Services
- Oracle Hospitality OPERA Sales and Catering Cloud Services
- Oracle Hospitality OPERA Mobile Cloud Service
- Oracle Hospitality OPERA Room Reservation System
- Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service
- Oracle Hospitality OPERA Central Sales Cloud Services
- Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service
- Oracle Hospitality OPERA Web Self-Service Cloud Service
- Oracle Hospitality OPERA Sales & Catering Web Self-Service Cloud Service
- Oracle Hospitality Web Booking Engine Cloud Service
- Oracle Hospitality Web Proposal Cloud Service
- Oracle Hospitality OPERA Gaming Cloud Service
- Oracle Hospitality OPERA Vacation Ownership System Cloud Service

The screenshot displays the Oracle Account Dashboard interface. It is divided into several sections:

- Account Information:** Shows details for 'Brennan International' including address (750 Oaklands Drive, San Francisco, CA 94131, United States), phone (702 111 2222), fax (702 111 2223), and website (www.brennanintl.com). It also includes fields for Bus Segment (CCLD), Industry, ITC, Priority (HIGH), Type (COMPANY), and a Hierarchy button.
- Contact Information:** Shows details for 'Mr Austin McMahon' including address (750 Oaklands Drive, San Francisco, CA 94131, United States), phone (702 111 2222), fax (702 222 1111), and email (amcmahon@gmail.com). It includes fields for Position (Sales Director), Department (Sales), and Influence (DM). A Contact button is present.
- Activities:** A table showing 'Current and Future Activities' with columns for Date, Type, T, Own, and Purpose. Two activities are listed: '05-15-17 PHO X GMB Private Call to confirm applic' and '05-23-17 SHO GMB Show at round'. There are 'New Activity' and 'Reports' buttons.
- Production YTD (in USD):** A summary table with options for 'Rollup Sub-Account Statistics' and 'Include Legacy/Manual Statistics'. It shows revenue breakdowns for Room Nights, Avg. Rate, Room Revenue, F&B Revenue, and Other Revenue, categorized by Total, Individual, and Group.
- Contact List:** A table with columns for Name, City, Position, and Department. It lists several contacts including McPherson, Jame; Meyer, Peter; McMahon, Austin; Devin, Christopher; and Braunschweig, Sabine.

The Account Dashboard displays account information, including contacts, activities, and production statistics.

A Fully Integrated System for Maximum Control

The integrated Oracle Hospitality OPERA Sales and Catering Lite Cloud Service system removes barriers that exist with interfaced customer relationship management software and property management systems. This includes problems and complexities that arise from needing to create, link and update records in multiple systems. With a single system to monitor and control, an organization can more effectively manage accounts and contacts, and perform related tasks.

CONTACT US

For more information about Oracle Hospitality OPERA Sales and Catering Lite Cloud Service, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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Integrated Cloud Applications & Platform Services

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