

Oracle Hospitality OPERA Sales and Catering Standard Cloud Service

ORACLE[®] Hospitality

KEY FEATURES

- Single, integrated database shared with Oracle Hospitality OPERA Property Cloud Services
- Sales management dashboard
- Account and contact management
- Time management feature
- Synchronization with Microsoft Outlook contacts and activities
- Real-time availability
- Event & group bookings
- Basic event management
- Intuitive, industry standard reports and analytics
- International capabilities

KEY BENEFITS

- Maximize sales revenues from groups and small events
- Provide top-quality customer service
- Reduce total cost of ownership and streamline resources
- Deliver meaningful information to improve business operations

Oracle Hospitality OPERA Sales and Catering Standard Cloud Service provides a comprehensive sales and catering management application that easily integrates with Oracle Hospitality OPERA Property Cloud Service products for streamlined operations and maximized revenue. Easy data sharing between the hotel sales office and property management system means that hotel employees can access the customer information they need to develop effective sales strategies and achieve targets.

Event and Sales Management Transformed

Oracle Hospitality OPERA Sales and Catering Standard Cloud Service offers advanced customer relationship management and basic event 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 Standard Cloud Service to fit the individual needs of your hotel.

Key features of Oracle Hospitality OPERA Sales and Catering Standard Cloud Service include:

- **Account, contact, and activity management:** Support the efforts of salespeople by collecting profile information to speed bookings and data analysis
- **Potentials:** Allows you to define the potential value of your clients
- **Microsoft Outlook synchronization with contacts and activities:** Integration enables users to share their contacts and activities between Outlook and Oracle Hospitality OPERA Sales and Catering Standard Cloud Service without having to duplicate the data entry.
- **Account and sales representative dashboards:** Provide single-point access to key information in an attractive and easy-to-understand format
- **Event & group bookings:** Serve as the central sales management software records for all types of group bookings, including catering events and tour series
- **Event management:** Manages events and function space inventory easily
- **Function diary:** Graphical display of events by function space provides drill-down features for in-depth details; offers full access to all details of existing and new bookings for easy and efficient workflows
- **Interfaces to third-party systems:** Include e-reader boards
- **Reports and data queries:** Include more than 50 out-of-the-box reports

A SINGLE, INTEGRATED DATABASE

Oracle Hospitality OPERA Sales and Catering Standard Cloud Service provides the tools you need to support your hotel's sales strategies. But what really sets the system apart is its integrated database. Shared with the Oracle Hospitality OPERA Property Cloud Service products, this single database enables the systems to employ common functions for customer profiles and profile management, rates and rate management, room and function space inventory and availability, and more.

Superior Customer Relationship Management

Two comprehensive dashboards, sales manager and account, for all customer information provides flexible, easy-to-use screens and management tools to help meet operational requirements. Oracle Hospitality OPERA Sales and Catering Standard Cloud Service time management features include activities and graphical views of appointments and meetings for the sales team.

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

- Account Information:** Shows details for 'Australia Ltd' including address (5400 Main Avenue, Suite 200, Tom Bean, TX 75489, United States), phone (713-258-5698), and website (www.micros.com).
- Contact Information:** Lists 'Mr John Whale' as the contact, with address (5400 Main Avenue, Suite 200, Tom Bean, TX 75489, United States) and phone (713-258-5698).
- Blocks:** A table showing booking details:

Start Date	End Date	Status	Block Name	Rooms	Pickup	Property
07-05-14	07-07-14	ACT	Australia Ltd Summer Party	44	44	FSDH
08-01-14	08-03-14	PRO	Australia Ltd	40	0	FSDH
08-03-14	08-08-14	DEF	Australia Ltd	250	0	FSDH
08-31-14	09-05-14	DEF	Australia Ltd	250	0	FSDH
09-09-14	09-16-14	DEF	Australia Ltd	0	0	FSDH
09-09-14	09-11-14	PRO	Australia Ltd lead report	20	0	FSDH
09-09-14	09-12-14	PRO	Australia Ltd	70	0	FSDH
- Activities:** A table showing recent activities:

Date	Type	Own	Purpose
07-18-14	FOLLOW UP	X	IB **Follow Up on Contract - S
07-24-14	FOLLOW UP	X	IB **Follow Up on Contract - S
07-24-14	INFO	X	ALL by - block turned DEF
07-24-14	SITE	IB	Site Visit
- Production YTD (in USD):** A summary table:

	Total	Individual	Group
Room Nights	380	11	369
Avg. Rate	298.93	197.50	301.95
Room Revenue	113,592.50	2,172.50	111,420.00
F&B Revenue	109,913.50	0.00	109,913.50
Other Revenue	-6,780.00	140.00	-6,920.00
Total Revenue	216,726.00	2,312.50	214,413.50

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

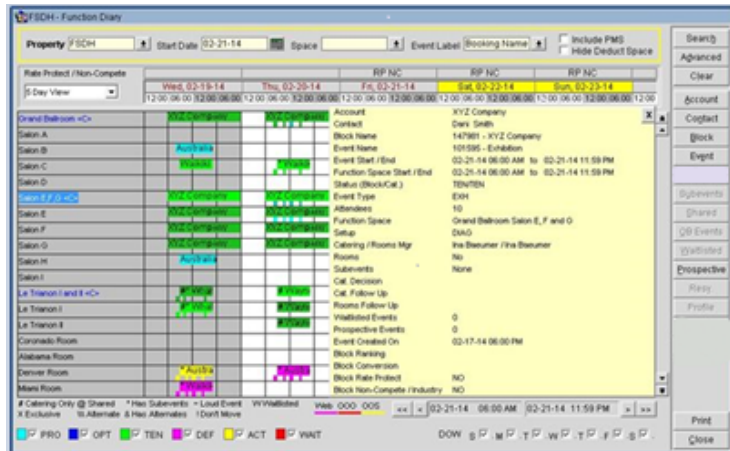
Basic Event Management

Oracle Hospitality OPERA Sales and Catering Standard Cloud Service enables you to create bookings, both residential and non-residential for all the different scenarios required by your clients. OPERA Sales and Catering Standard Cloud Service offers an easy way to create, copy, move and organize events for an intuitive event management experience. Function space availability can be checked with different event statuses easily identified from the function diary.

RELATED PRODUCTS

The Oracle Hospitality OPERA suite includes:

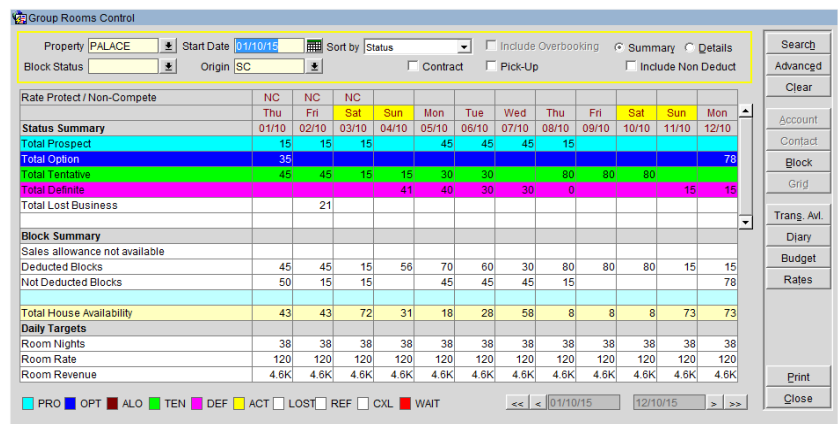
- Oracle Hospitality OPERA Property Cloud Services
- Oracle Hospitality OPERA Sales and Catering Cloud Services
- Oracle Hospitality OPERA Mobile Cloud Service
- Oracle Hospitality OPERA Room Reservation System
- Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service
- Oracle Hospitality OPERA Central Sales Cloud Service
- 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 Function Diary illustrates booking and usage of each function room.

Group Rooms Control Log

The Group Rooms Control feature within Oracle Hospitality OPERA Sales and Catering Standard Cloud Service provides a graphical overview of group rooms booked in the property – summary and detailed view. Comprehensive filter and sorting controls, including the ability to filter by property, sales manager, booking type, and status, allows relevant information to be displayed. Comparisons with budget and daily target assist with setting sales strategy.



The Group Rooms Control provides a single point access to key information to help manage group business.

A Fully Integrated System for Maximum Control

The fully integrated Oracle Hospitality OPERA Sales and Catering Standard Cloud Service system removes barriers that exist with interfaced sales 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 inventory to monitor and control, an organization can more effectively include the goals of the sales and catering department in the overall sales and inventory strategy. By providing visibility to all group bookings, OPERA Sales and Catering Standard Cloud Service enables the most accurate rooms forecast and drives revenue management.

Reports and Utilities

Powerful reports and utilities make it easy to analyze the wealth of information stored in Oracle Hospitality OPERA Sales and Catering Standard Cloud Service. Industry standard reports incorporate the ability to monitor activity and performance, and gain valuable insights into history and forecast data – delivering meaningful information when and where you need it. Empower your users with an effortless Report Writer feature. Data extraction tools enable users to create customized database queries for mail merges, input to spreadsheets and more.

Integration with Oracle Hospitality OPERA Central Sales Cloud Service

With the integration to Oracle Hospitality OPERA Central Sales Cloud Service, you can manage all revenue leads without any additional data entry on property – meaning all materialized revenue from the hotel is automatically uploaded to the corporate office. Sales force automation also provides central and local reporting, and contract management tools. By taking advantage of its superior sales force automation, you can:





- Send leads from your regional, national or global offices to the hotel
- Reduce paperwork and e-mails between corporate offices and the hotel
- Manage all revenue for leads without any additional data entry
- Facilitate central and local reporting



CONTACT US

For more information about Oracle Hospitality OPERA Sales and Catering Standard 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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