

Oracle Hospitality OPERA Venue Management Cloud Service

ORACLE[®] Hospitality

KEY FEATURES

- Sales management dashboard
- Account and contact management
- Time management feature
- Synchronization with Microsoft Outlook contacts and activities
- Catering and event management
- Catering packages and templates
- Event forecasting
- Event billing
- Intuitive, industry standard reports and analytics
- International capabilities

KEY BENEFITS

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

Oracle Hospitality OPERA Venue Management Cloud Service provides a full-featured sales and catering management application for streamlining operations and maximizing revenue. Simplified function room and inventory management combined with easy data sharing mean that venue employees can develop effective sales strategies and achieve targets.

Event and Sales Management Transformed

Oracle Hospitality OPERA Venue Management Cloud Service offers enhanced customer relationship and event management capabilities. The application features a complete Event Billing module, including invoicing – meeting all legal and fiscal requirements. Reporting tools deliver a comprehensive account of all business operations, and flexible options with international capabilities mean that you can customize Oracle Hospitality OPERA Venue Management Cloud Service to fit the individual needs of your venue.

Key features of Oracle Hospitality OPERA Venue Management 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 F&B 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 Venue Management 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
- **Catering and events tools:** Offer a complete set of features for providing catering services and scheduling events. Flexible menu options, item inventory control, catering packages and multi-update functionality are just some highlights.
- **Event billing:** Ensures effortless preparation and execution of all event charges
- **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
- **Web Proposal:** One-click access when coupled with Web Proposal
- **OPERA Web Services:** These may be used to showcase meeting rooms, menus, items and day delegate packages on your website; typically used to drive sales of smaller and less complex meetings and events
- **Reports and data queries:** Include more than 50 out-of-the-box reports

WHY VENUE MANAGEMENT?

Oracle Hospitality OPERA Venue Management Cloud Service provides the critical tools needed to support your venue's sales strategies. It features account, contact and activity management, as well as event management with menus and equipment. Post-event, capitalize on OPERA's market leading application for event billing and cashiering to generate invoices swiftly and accurately.

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

Superior Customer Relationship Management

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

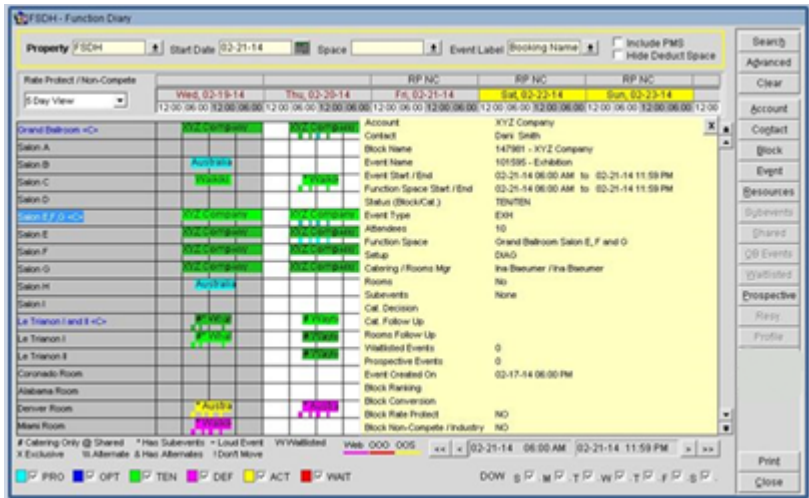
The screenshot displays the PALACE - Salesrep Dashboard with several key sections:

- Calendar:** A monthly view for September 2015, with the 2nd of September highlighted.
- Blocks:** A table listing bookings with columns for Start Date, End Date, Block Name, Rooms, Status, Block Code, and Property. Entries include bookings for Murphy Holdings plc, Spiale AG, Oracle Budget Review, Bookash City Council Dinner, SSG Travel for EM System - ref 4528, Murphy Holdings plc, Micros Travel - SAM Group, Oracle Hospitality Germany, and another Murphy Holdings plc booking.
- Activities:** A list of activities with columns for Time and Activity. Activities include Showaround, Meeting with Client, and another Showaround.
- Events:** A detailed view of an event for Murphy Holdings plc, showing contact information for Brecher, Adrienne and event dates from 02/09/15 to 02/09/15.
- Goals for the selected period:** A table with columns for Type, Booked, Goal, and %. It shows metrics for Covers (650/600/103.33), Revenue (11,808.05/10,500.00/112.46), and Avg Rate (18.17/17.50/103.83).
- Graph:** A placeholder for a graphical representation of the data.
- Owner Property:** A dropdown menu set to PALACE, with other options like GMB and ALL.

The Salesrep Dashboard provides an overview of activities, bookings and events – along with production or arrival goals belonging to the salesperson.

Enhanced Event Management

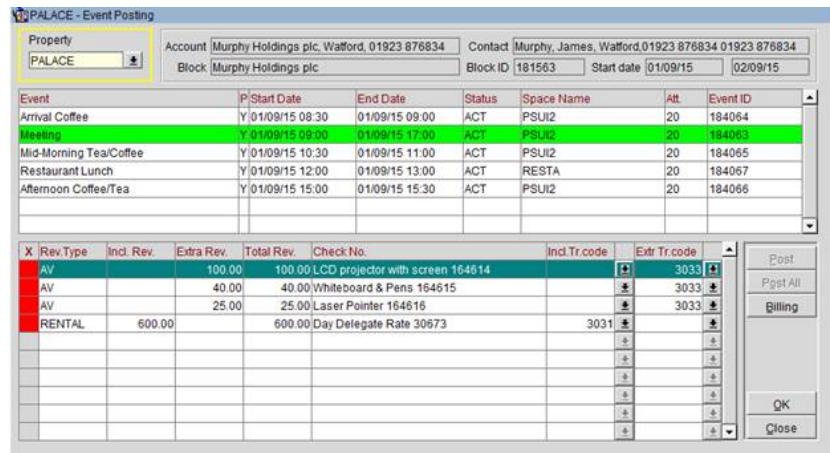
Oracle Hospitality OPERA Venue Management Cloud Service offers the most flexible and customizable Event Management module, allowing easy booking of a large-scale convention or a small specialized event. With multifunction space configurations to suit all room needs and specifications, the solution offers an easy way to create, copy, move and organize events. Simple to add, update and create menu, and item engineering ensures efficiency. Event and item templates for repeatable booking scenarios, superior catering package functionality and mass update processes make work enjoyable.



The Function Diary illustrates booking and usage of each function room.

Event Billing

Oracle Hospitality OPERA Venue Management Cloud Service incorporates the cashing functionality available in its OPERA Property Management System, providing a dynamic, Event Billing module. It offers event teams an efficient payment solution that performs the following: ensures all charges relating to an event are posted along with any extras ordered on the day, generates invoices and deals with payments. Proforma invoices also can be produced during the booking process.



The Event Billing functionality provides a quick and easy way to ensure event charges are posted correctly.

Reports and Utilities

Powerful reports and utilities make it easy to analyze the wealth of information stored in Oracle Hospitality OPERA Venue Management Cloud Service. Advanced industry standard reports incorporate the ability to monitor activity and performance, gain valuable insights into history and forecast data – delivering meaningful information when and where you need it. Empower 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 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 Venue Management Cloud Services, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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