

INFORMATION PUTS INSIGHTS INTO ACTION

Realize the Value of Your Hospitality Brand

Siebel Group Sales and Event Management

Hospitality companies across the globe face an intensely challenging business climate. And while most companies are focusing on cost control, hospitality leaders are making property and technology investments that will allow them to offer their customers the best possible experience while at their properties and in doing business with them. These customer-centric companies are focusing on attracting and retaining high-yield customers, maximizing property utilization across the brand portfolio, and providing consistent and personalized customer service.

Part of Oracle's Siebel Hospitality—which is part of Siebel Customer Relationship Management (Siebel CRM)—Siebel Group Sales and Event Management includes integrated functionality for capturing and processing group sales opportunities, creating real-time quotes, managing menus and packages, and planning and executing events. It can help you improve sales effectiveness, increase event contributions, and improve customer satisfaction and loyalty.

Today's Challenges in Group Sales and Event Management

Siebel Group Sales and Event Management: A Powerful, Integrated Solution

Enable end-to-end enterprise sales, inventory management, and event management with a centralized inventory of sleeping rooms, function space, and property assets. This integrated solution enables you to

- Increase sales capture rates
- Attract and retain high-yield customers
- Optimize transaction pricing
- Maximize property utilization
- Enhance account management
- Increase throughput and lower cost of operations
- Boost event contributions
- Improve customer satisfaction and loyalty

Hospitality customers have become more demanding, requiring not only lower prices and more-inclusive packages, but also that you have pertinent information about all your available properties and services at your fingertips so they can make quick, fully informed decisions.

Inability to Immediately Respond to Customer Requests

Customers are demonstrating a great willingness to shop their events by comparing multiple vendors and are demanding fast, comprehensive information so they can make quick decisions. As a result, hospitality providers are scrambling to provide complete, accurate event reservation detail during the initial customer interaction—information such as which properties meet customer requirements, availability of sleeping rooms and function spaces, menu and package options, property-specific pricing, and more. Your hospitality sales team also needs an efficient process for submitting opportunities.

Multiple, Disjointed Systems Impede Sales and Service Objectives

Duplicate data entry, disjointed systems, and manual processes hamper the ability to respond to sales and service opportunities. You need capabilities that enable smooth, comprehensive sales and service processes for your group events. Your lead capture system and on-property sales and catering solution—as well as the revenue management, inventory management, contract generation, billing, and reporting applications—all require seamless coordination to effectively meet your sales and service goals.

Limited Access to Enterprisewide Inventory

For most of the industry, it isn't possible to see property inventory across the enterprise from a national or regional sales office. Lack of effective, real-time access to property-specific inventory and pricing can reduce the sales effectiveness of lead capture organizations.

Inability to Track or Share Information Across the Enterprise

Many hospitality companies have a fragmented view of their customers and accounts. Often, each property in a brand operates through independent systems, programs, and customer touchpoints. As a result, synergy across company business units remains limited, leading to significant customer information inefficiencies, lack of coordination, and most importantly, an inability to maximize “share of wallet” from every customer.

Streamline and Improve the Entire Event Management Process

Siebel Group Sales and Event Management includes these features designed to address three key hospitality business processes: Capture Group Sales Opportunity, Create Group Sales Quote, and Plan and Execute Events. You can seamlessly integrate these features to deliver end-to-end enterprise sales, inventory management, and event management functionality. They also help you streamline and improve your entire event management process—from capturing sales opportunities to delivering flawlessly executed events. By using one common solution, national or regional sales representatives, as well as local property sales managers, can perform all of the following activities in a single interaction.

- Capture leads
- Check availability
- Design and price tailored solutions
- Generate property-specific quotes
- Create contracts

Capture Group Sales Opportunity and Create Group Sales Quotes

The Capture Group Sales Opportunity and Create Group Sales Quote features work together to help you significantly reduce your sales cycle time. Using a single, centralized system, national sales managers can quickly and accurately gather the information necessary to qualify and process group leads. They can also submit multiple quotes for the same opportunity to the same property for a more streamlined booking process. With this centralized system, managers can assess enterprise account values and easily share lead information with appropriate sister properties. Capture Group Sales Opportunity and Create Group Sales Quote offer important capabilities—especially event sales automation, a centrally managed function-space inventory, and menus and packages management.

Key Capabilities

Siebel Group Sales and Event Management offers streamlined, integrated processes and prebuilt functionality that allows you to meet your most pressing business needs. With it, you can

- Capture and process group sales opportunities
- Create real-time quotes
- Manage menus and packages
- Plan and execute events

Fact: Two of the three largest global cruise companies choose Oracle's Siebel applications.

Automate Product and Service Sales

Event sales functionality automates the process of selling hospitality products and services to customers hosting events. Through an easy-to-use Web interface, your property sales managers can

- Quickly and accurately capture customer requirements for sleeping rooms, function space, catering, and other services
- Identify candidate properties, as well as generate property-specific quotes and contracts
- Track revenue throughout the sales cycle, from opportunity identification to contract generation
- Automatically adjust room rates, rental fees, and food and beverage prices using a high-performance pricing engine based on seasonal, day-of-week, and other property-specific pricing rules
- Make informed decisions about group opportunities based on an understanding of the historical revenue contributions of similar functions
- Recognize the revenue implications of a customer-chosen product mix, using advanced revenue management capabilities
- Maximize asset utilization by conducting real-time evaluations of every group opportunity against a preset profit threshold

Event sales functionality also supports the transition of an event from the sales team to the event team. After the sales team captures event information during the sales process, the information is accurately and seamlessly transferred to operations personnel for detailed event planning and execution.

Centrally Manage Your Function-Space Inventory

With the function-space inventory engine built into Siebel Group Sales and Event Management, you can centrally manage function-space inventory across a variety of properties. The engine maintains a tabulation of all function spaces within properties, manages combinations of function spaces, allows for overbooking, interacts seamlessly with event sales, and records and manages the booking of group sleeping rooms. The function-space inventory engine enables you to

- Establish reservations based upon category space—as opposed to specific space—helping you optimize space utilization by postponing as long as possible the allocation of specific space to fulfill reserved functions
- Assess suite usage as both function space and sleeping rooms
- Assign various levels of authorization to different categories of meeting rooms at the property level, to fit local demand and reservation patterns
- Intelligently manage inventory for configurable rooms to maximize utilization of function space
- Enhance productivity and enable real-time decision-making through ready access to rich, searchable event information delivered via a robust, dynamic, engaging interface

Manage Menus and Packages

Siebel Group Sales and Event Management allows you to sell and manage menus and packages using your integrated Oracle solution. With the menus and packages capability, your sales and event team can offer customers the option to select everything from food and beverage, to audiovisual equipment and linens, to recreational activities such as skiing. Your team will have an effective tool for interacting with customers about menus and packages while managing the information throughout the event lifecycle. The menus and packages capability equips your team with many important functions, including multiple pricing options, revenue breakouts, asset tracking, and inclusive options for service charges and tracking.

Fact: 10 of the top 10 hotel companies get better results with Oracle.

Exceeding Expectations

Siebel Group Sales and Event Management can dramatically accelerate the opportunity-to-quote-to-contract process and increase profitability. In fact, this end-to-end process can take less than a day.

Plan and Execute Events

The Plan and Execute Events feature provides an integrated approach for planning and managing a hospitality event. You can manage all tasks—such as event detailing, vendor interaction, and billing—from a single application interface, streamlining the event-management process and improving the ability to deliver flawlessly executed events. Plan and Execute Events helps you

- Present a consistent set of services and products across properties
- Improve planning and execution efficiency by providing a single application interface for event detailing, product and service management, inventory management, and billing management
- Maximize revenue by enabling your employees to leverage cross-selling and up-selling opportunities
- Track, coordinate, and exchange critical information for executing an event, both internally among groups within your organization and externally with your event customers
- Expedite operational procedures by centralizing product and pricing definitions, automatically generating operational details, and linking property inventory to event operations

Successfully Execute Your Strategic and Operational Objectives

Part of Siebel Hospitality, Siebel Group Sales and Event Management enables you to share a single system across your company for booking and servicing group events and helps you

- Streamline revenue capture across all channels
- Ensure that bookings reflect the optimal pricing and selection of products and services in accordance with changing local demands
- Maximize the usage of available inventory
- Coordinate all planning and operational processes of events across multiple properties

Siebel Hospitality Applications

Oracle's Siebel Hospitality is a comprehensive and integrated suite of applications that enables you to meet your strategic and operational objectives. The applications provide prebuilt, integrated functionality that can help meet the hospitality industry's key business challenges, including

- Group sales and operations
- Customer request response
- Visibility and access to consolidated inventory
- Enterprisewide information sharing
- Reward-program implementation

And because it is part of Siebel CRM, you can add other customer-facing applications on your own timetable, to further build the satisfaction and loyalty of your most profitable customers.

CONTACT US

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