



ORACLE

OPERA Cloud Sales and Event Management

Oracle Hospitality OPERA Cloud Sales and Event Management is a comprehensive sales and event management application and part of the Oracle Hospitality OPERA Cloud Suite. OPERA Cloud allows management of rooms, meetings, and events from a single database, making it easy for different departments to work collaboratively. The cloud-based application untethers staff from desks, freeing them to take OPERA Sales and Event Management for off-site customer visits or on-property site inspections. Its mobile nature means inventory checks and booking changes can be done on the go, enhancing efficiency and maximizing revenue opportunities.

KEY PLATFORM FEATURES

- Modern and intuitive user interface
- User-defined dashboards
- Single and multi-property
- Multi-language, multi-currency
- Cloud-based
- Mobile-enabled
- Highly customizable
- Web services integration
- International coverage out of the box: 20 languages

NEXT-GENERATION SALES AND EVENT MANAGEMENT

OPERA Cloud Sales and Event Management (OSEM) offers essential customer relationship and event and catering management features. The application is available in 20 languages out of the box. Customization features allows tailoring of the user interface to meet individual needs. Standard reports deliver a comprehensive account of business operations.

Key features of OSEM include:

- **Mobility:** Provides on-the-go sales and event management using an intuitive user interface. All the data is at your fingertips, using 4G, LTE WiFi.
- **Customer management:** Supports account, contact, and activity management by collecting profile information to accelerate bookings and data analysis. Classify and manage top producers based on transient and group production.
- **User-defined dashboards:** Provides single-point access to key information in an attractive and easy-to-understand format. Users can configure dashboard layout to suit their needs or needs of their team.

Group management: Manage and maintain all group blocks – corporate, social, FIT allocations – in one system. Eliminates inventory discrepancy or verifying inventory in separate applications for accommodation, meeting rooms and rates. Revenue management is simplified through the “single source of truth” available in OPERA Cloud suite of products.

- **Quick and easy event management:** Create events on the fly or through pre-defined event templates. Manage event forecast for accurate reporting and conduct comparisons to actual booking production.
- **Simplified catering resource management:** Offers a complete set of features for providing catering services – flexible menu options and item inventory control.
- **Catering packages:** Simplify booking process by selecting, with one click, a pre-configured group of events, menus, audio visual, room setup details, notes, and pricing.
- **Function diary:** Graphical display of events by function space provides drill-down features for in-depth details; offers full access to all details of bookings for easy and efficient changes and additions.
- **Reports and stationery:** Includes more than 50 out-of-the-box reports and customer-facing stationery that is easily customizable.

QUICK AND EASY CUSTOMER RELATIONSHIP MANAGEMENT

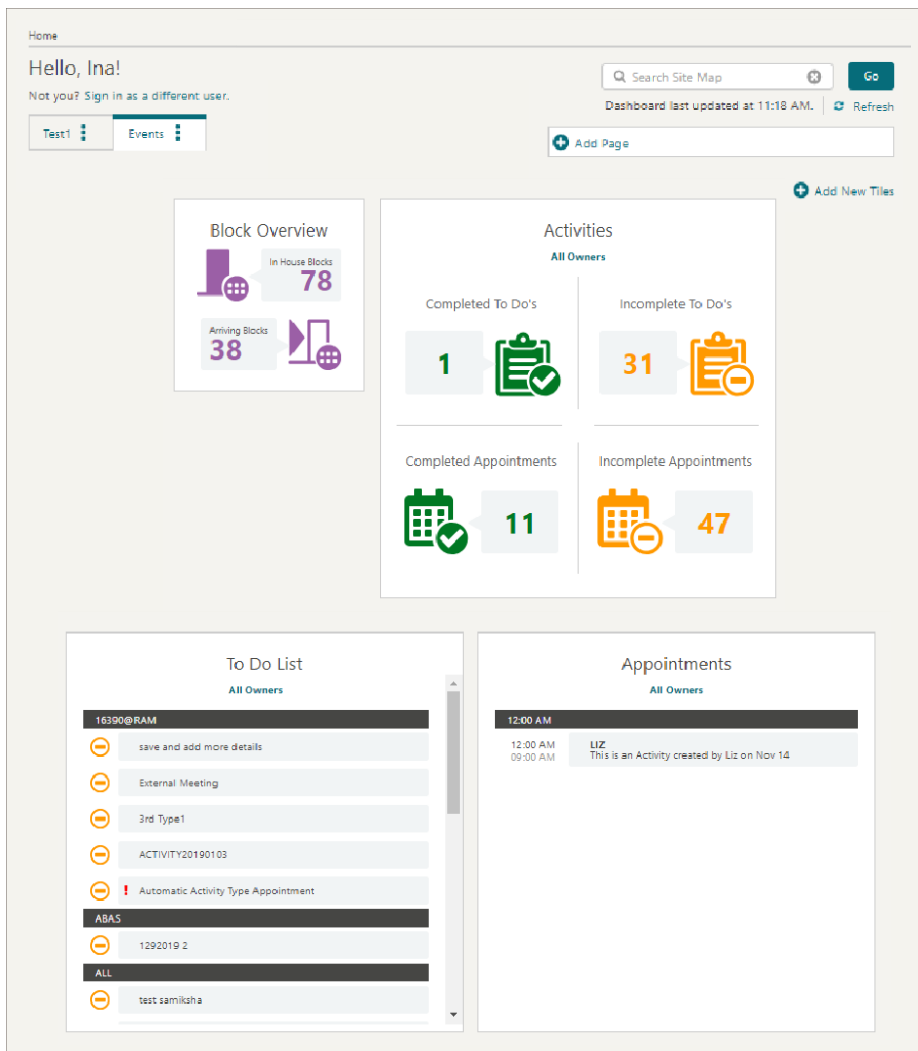
OSEM allows management of accounts, contacts, and activities. Classify accounts to target volume producers. Sales can exchange key information across properties for first-class customer service.

KEY CAPABILITIES

- Single, integrated database shared with Oracle Hospitality OPERA Cloud for real-time availability
- Account and contact management
- Time management feature
- Event and group management
- Menu and item management
- Catering packages
- Event templates
- Event forecasting and actualization
- Customizable proposals, contracts, and banquet event orders
- Intuitive, industry-standard reports

KEY BENEFITS

- Tailored sales and event management application for selected service properties
- Maximize sales revenues from groups and events
- Provide exceptional customer service
- Reduce total cost of ownership and streamline resources
- Deliver meaningful information to improve business operations
- Lower upfront capital expenditure on software and hardware
- Minimize IT complexity
- Enhance data security, scalability, and reliability



The user-defined dashboard provides a quick overview and access points to groups, events, and activities of the day.

EFFECTIVE GROUP MANAGEMENT

OSEM allows management of corporate, social, and tour groups quickly and easily. Manage revenue strategy and inventory control within one application for maximum visibility and productivity. Eliminate double entry of groups in property management system, thanks to the unique integration with Oracle Hospitality OPERA Cloud. Groups are accessible at any time of the booking cycle. Pickup and actualization information are available in real time for sales – even after they hand over to group reservation department.

FOR A SINGLE, INTEGRATED DATABASE ON NEXT-GENERATION CLOUD PLATFORM

OSEM is a comprehensive sales and event management application for select service properties. The integrated database with Oracle Hospitality OPERA Cloud allows the sales and event team to leverage next-generation cloud features – mobility, intuitive user interface, and integration into property management system – for real-time inventory availability.

RELATED PRODUCTS

The Oracle Hospitality OPERA Cloud suite includes:

- Oracle Hospitality OPERA Professional Premium Cloud Service
- Oracle Hospitality OPERA Professional Standard Cloud Service
- Oracle Hospitality OPERA Web Self-Service Cloud Service

Block Overview

Workshop Group | 153224 | 021119WOR

Company **Derringer Inc.** Contact **Best, Alison**
 2642 Golden Gate Pky, Naples, FL, US, 34105 | [@abest@derringer.com](mailto:abest@derringer.com) | (239) 643-7999

Room Status	Catering Status	Block Owner	Room Owner	Catering Owner	Property
ACT	ACT	IR	IR	IR	TOKYO

Show Less

Start Date 02/11/2019 Sat End Date 03/11/2019 Sun <input type="checkbox"/> Alternate Dates Inventory Control Elastic Shoulder Start 01/11/2019 Fri Shoulder End 05/11/2019 Tue	<input type="checkbox"/> Catering Only Decision Date 08/02/2019 Fri Followup Date 13/02/2019 Wed Reservation Type COMPANY Company	Market TRA TRANSIENT Source TW Worldspan Origin CH Channel Trace Code BLD Booking Traces with Leads	Block Owner IR Rootman, Irena Travel Agent Record Locator ---
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Room Nights Booked 20	Room Revenue Booked \$1,580.00	Average Room Rate Booked \$79.00	Event Revenue On The Books \$0.00
Room Nights Picked Up 3	Room Revenue Picked Up \$237.00	Average Room Rate Picked Up \$79.00	Event Revenue Actual \$0.00

Created 11/02/2019 10:15 By IRENAOPASIA@OPASIA | Updated 13/02/2019 10:49 By IRENAOPASIA@OPASIA

Show All

Block Main
[Block Details](#) | [Block Notes \(1\)](#) | [Block Status](#) | [Linked Profiles \(6\)](#)
[Traces \(1\)](#)

Rooms
[Room & Rate Grid](#)

The group block design – all relevant details about a group are available at one glance.

TAILORED EVENT MANAGEMENT

OSEM offers a flexible and comprehensive event management module for customers with banquet and catering services. Allows easy booking of corporate meetings or small specialized events. Simple to add, update, and create menus and items that complete the room requirements! Catering packages allow efficient orchestration of conference and meeting packages priced per person or one price for all. Event templates for repeatable booking scenarios make work enjoyable. Event forecasting and actualization help provide accurate forecasts and post-event analysis.

Oracle OPERA Cloud

Event Resources

Search

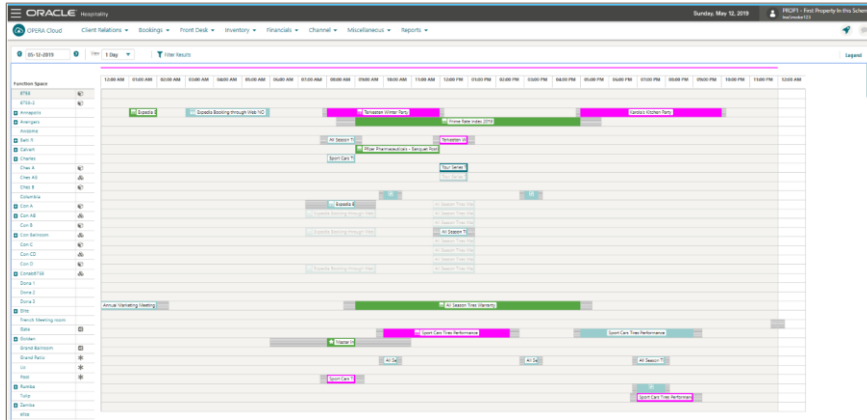
Selection Summary | 28950 | TRS800017

Item	Description	Price	Price Code	Alt
1.0	Audio Invoice			
1.1	Audio Invoice			
1.2	Audio Invoice			
1.3	Audio Invoice			
1.4	Audio Invoice			
1.5	Audio Invoice			
1.6	Audio Invoice			
1.7	Audio Invoice			
1.8	Audio Invoice			
1.9	Audio Invoice			
2.0	Audio Invoice			

Event Resource Management designed for quick and easy management of event details.

ILLUSTRATIVE FUNCTION DIARY

With multifunction space configurations to suit all room needs and specifications, the solution offers an easy way to create, copy, move, and organize events. Our biggest diary yet provides quick access across properties with multiple view options.



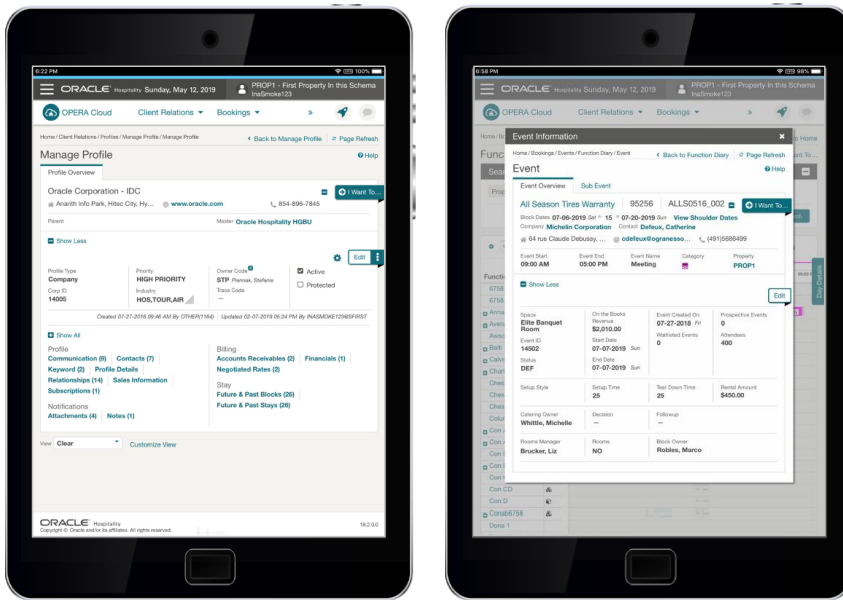
The Function Diary illustrates booking and usage of each function room with quick access to all areas of a booking.

MANAGING GROUP ROOMS

The Group Rooms Control feature within OSEM provides single source of truth for all the group rooms booked. The group blocks shown in a graphical overview include all types of groups – corporate, social, tours – as well as any status level. It assists in driving sales and revenue strategy by providing the overall booking status for the property – transient vs groups.

MOBILE-ENABLED

OSEM is mobile enabled, running on Oracle Hospitality tablets and any commercially available tablet device. OPERA Cloud Services are browser, operating system, and device agnostic. The application can run on mobile devices using a variety of bandwidth and connection options, including 4G, LTE, public and private WiFi networks – without the need for VPN or dedicated connections. Provide sales with the power of OPERA while meeting with customers on the road – all areas can be viewed and managed from a tablet. Empower catering and banquet staff members by letting them use the application during site inspections, for quick updates on the go, or for in-depth view of customer bookings.



Key information at your fingertips: Access customer information, group and event information on a tablet.

INTEGRATED SALES AND OPERATIONS ENHANCES AGILITY AND CONTROL

The fully integrated OPERA Cloud Sales and Event Management 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 sales and catering department targets in the overall sales and revenue strategy. By providing visibility to all group bookings, OSEM enables the most accurate rooms forecast and drives revenue management.

OPERATIONAL INSIGHTS FROM BUILT-IN REPORTS

Powerful reports and utilities make it easy to analyze the wealth of information stored in OSEM. Industry standard reports incorporate the ability to monitor activity and performance. Gain valuable insights into history and forecast data. Customize customer-facing stationery by using the powerful Oracle BI Publisher technology.

MODERN AND INTUITIVE USER INTERFACE

OSEM user interface has been redesigned using Oracle's Alta design principles. Fresh, visual design complements modern layout approach. Keeping the user in mind, its design supports most-intuitive workflows and promotes efficiency. New icon system complements clean page design. Offers multi-device support with flowing page layout. Equipped with larger touch targets to be mobile friendly.

GROW WITH MULTI-PROPERTY CAPABILITIES

With the ability to scale to thousands of hotels worldwide, OSEM is as perfectly suited to the needs of a single property as it is ideal for hotel operators that have more than one property. Sales teams can easily manage groups and events in multiple properties with OPERA multi-property capabilities.

ENHANCE FLEXIBILITY AND CONTROL WITH THE PREMIUM EDITION

The following functionality is available only with OSEM Premium:

Block Classifications: Rank blocks based on their priority and indicate the likelihood they will convert to definite. Quickly identify in the Function Diary or GRC dates which include blocks with a non-compete clause or a guaranteed, lowest-rate promise.

Discounting all Resources: Add a discount % to all or selected resources attached to a block.

Alternate Events: Configure function space that requires a backup location in the event of inclement weather, and OSEM will prompt users to quickly reserve additional space.

Multi-Event Edit: Update start times (or any other meeting attribute) for multiple events simultaneously with this time-saving functionality.

Custom Resources: Create and book menus, audio visual, and room setup items on the fly with custom resources.

Item Templates: Configure a standard set of meeting and room setup items that can be added to the event all at once.

Multi-Choice Menus: Configure menus that offer choices for each course.

Event Forecasting by Market or Booking Type: Does your average check for a dinner differ between Corporate and social bookings – we have you covered.

CUSTOMIZE AND EXTEND TO ADDRESS SPECIFIC NEEDS

OSEM is highly customizable at a global (chain) and property level. Standard and custom fields can be added or removed, tab order adjusted, flagged mandatory, and default values defined.

WHY CLOUD

As a cloud application, OSEM minimizes upfront investment in hardware and software, reduces on-going costs of maintenance and operation, and maximizes performance and scalability.

ORACLE HOSPITALITY OPERA CLOUD SALES AND EVENTS BUNDLES

OPERA CLOUD	PROFESSIONAL	ENTERPRISE
Environment Type	Multi-tenant	Dedicated
Included Non-Production Environments	1	1

Capability	PROFESSIONAL		ENTERPRISE	
	Standard	Premium	Standard	Premium
Multi-property Profile and Configuration Sharing	✓	✓	✓	✓
Create Events in Function Diary	✓	✓	✓	✓
Master Blocks & Allocations	✓	✓	✓	✓
Catering Packages	✓	✓	✓	✓
Event Waitlisting	✓	✓	✓	✓
Multi-Edit Events		✓		✓
Alternate Events for Weather Backup		✓		✓
Customer Items & Menu Items		✓		✓
Multi-Choice Menus		✓		✓
Item Templates		✓		✓
Block Classifications		✓		✓
Reporting & Analytics Module	✓	✓	✓	✓
E-Learning	✓	✓	✓	✓
Oracle Hospitality Integration Platform	✓	✓	✓	✓

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