

# Oracle Hospitality OPERA Sales and Catering Premium

Oracle Hospitality OPERA Sales and Catering Premium Cloud Service provides a full-featured 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 Premium Cloud Service offers enhanced customer relationship and 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 Premium Cloud Service to fit the individual needs of your hotel.

Key features of Oracle Hospitality OPERA Sales and Catering Premium 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 users 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 Premium 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.
- **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.

## KEY FEATURES

The following services support Oracle Main Product:

- 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
- 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

- **Event billing:** This feature allows for event actualization and immediate posting of event charges to the group folio.
- **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 expose 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.

## 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 Premium Cloud Service's 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 (713-258-9698), and website (www.macos.com).
- Blocks:** A table listing event blocks with columns for Start Date, End Date, Status, Block Name, Rooms, Pickup, and Property. It shows a 'Last Block' for 'Australia Ltd Summer Party' and a list of 'Current and Future Blocks'.
- Contact Information:** Details for 'Mr John Whale' including address, phone, and email.
- Activities:** A section for tracking activities with a date, type, and purpose. It includes a bar chart showing 'Total Room Nights'.
- Production YTD (in USD):** A summary table comparing 'Total', 'Individual', and 'Group' performance across metrics like Room Nights, Avg. Rate, Room Revenue, F&B Revenue, Other Revenue, and Total Revenue.

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

## Enhanced Event Management

Oracle Hospitality OPERA Sales and Catering Premium Cloud Service offers the most flexible and customizable Event Management module, allowing easy booking of a largescale 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 ensure efficiency. Event and item templates for repeatable booking scenarios,

## A SINGLE, INTEGRATED DATABASE

Oracle Hospitality OPERA Sales and Catering Premium 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. Capitalize on OPERA's market leading application for group and event billing and cashing to generate invoices swiftly and accurately.

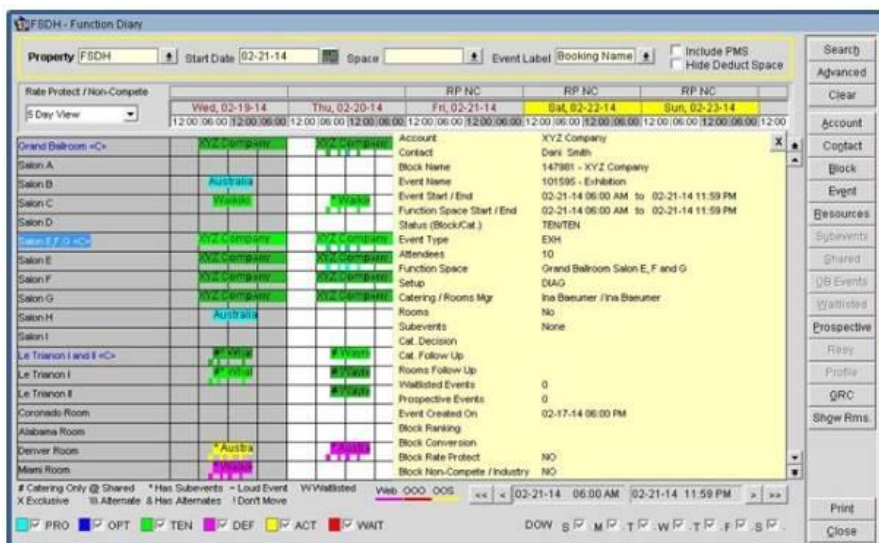
## RELATED PRODUCTS

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 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

superior catering package functionality and mass update processes make work enjoyable.

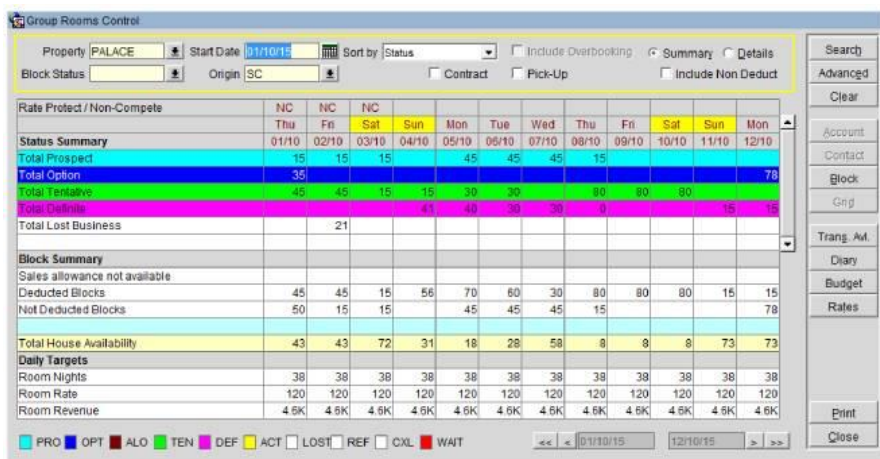
- Oracle Hospitality OPERA Vacation Ownership System Cloud Service



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

## Event Billing

Oracle Hospitality OPERA Sales and Catering Premium Cloud Service incorporates the cashiering functionality available in its OPERA Property Management System, providing a dynamic, Event Billing module. It offers the event team 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.

## A Fully Integrated System for Maximum Control

The fully integrated Oracle Hospitality OPERA Sales and Catering Premium 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, the 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 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 Premium 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.

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