

# Oracle Hospitality OPERA 5 Sales and Catering Lite

Oracle Hospitality OPERA 5 Sales and Catering Lite provides an account and contact management application that easily integrates with Oracle Hospitality OPERA 5 Property Management product for streamlined operations. It offers easy customer and activity management, integrated with customer production data that can be viewed within the hotel sales office and property management system. This enables hotel employees to access the account information they need to develop effective strategies around their key accounts and achieve targets.

## Sales Management Transformed

Oracle Hospitality OPERA 5 Sales and Catering Lite offers enhanced customer relationship 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 5 Sales and Catering Lite to fit the individual needs of your hotel.

This slim, yet powerful, module offers an integrated sales management system, enabling you to manage all your sales team activities in one place:

- Instant access to all accounts and contacts with up-to-date, detailed, production information.
- Activity management enables tracking of appointments, calls and correspondence.
- Outlook interface for synchronization of contacts and activities.
- Advanced data extraction possibilities for all profile types, with integrated. Word Merge direct mailing options.
- Account dashboard provides single-point access to key information in an attractive and easy-to-understand format.

## Customer Management

A basic account dashboard for all customer information provides flexible, easy-to-use screens and management tools to help meet operational requirements. Oracle Hospitality OPERA 5 Sales and Catering Lite's time management features include activities and graphical views of appointments and meetings.

### KEY FEATURES

- Single, integrated database shared with Oracle Hospitality OPERA 5 Property Management
- Account and contact management
- Time management feature
- Account dashboard
- Synchronization with Microsoft Outlook contacts and activities
- International capabilities

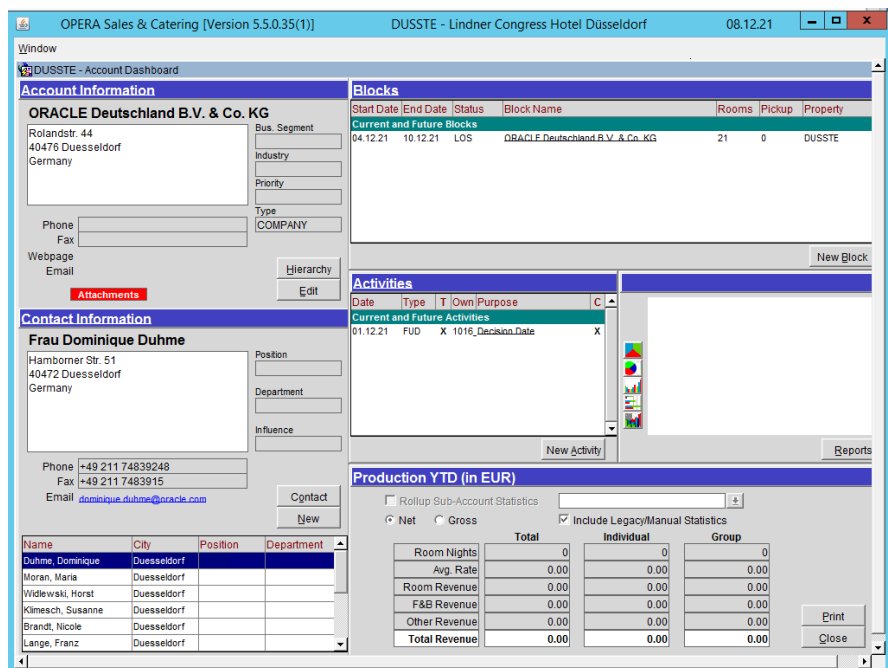
### KEY FEATURES

- Provide top-quality customer service
- Reduce total cost of ownership and
- streamline resources
- Deliver meaningful information to
- improve business operations

### A SINGLE, INTEGRATED DATABASE

OPERA 5 Sales and Catering Lite is intended for those clients whose needs primarily include the customer relationship management and time management features of Oracle Hospitality OPERA 5 Sales and Catering. It can be seamlessly integrated with Oracle Hospitality OPERA 5 Property Management.

Empowering your sales staff with efficient sales tools is the first step to successful sales management.



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

## A Fully Integrated System for Maximum Control

The integrated Oracle Hospitality OPERA 5 Sales and Catering Lite system removes barriers that exist with interfaced customer relationship 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 system to monitor and control, an organization can more effectively manage accounts and contacts, and perform related tasks.

### RELATED PRODUCTS

The Oracle Hospitality OPERA suite includes:

- Oracle Hospitality OPERA 5 Property
- Oracle Hospitality OPERA Hotel Mobile
- Oracle Hospitality OPERA 5 Room Reservation System
- Oracle Hospitality OPERA 5 Customer Loyalty Tracking
- Oracle Hospitality OPERA 5 Central Sales
- Oracle Hospitality OPERA Advanced Reporting and Analytics
- Oracle Hospitality OPERA Web Self-Service
- Oracle Hospitality OPERA Sales & Catering Web Self-Service
- Oracle Hospitality OPERA 5 Gaming
- Oracle Hospitality OPERA 5 Vacation Ownership System

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