



**Sales
and
Catering**

With Sales Force
Automation and
Event Management

Prepare yourself for the new breed of sales force automation and event management intelligence.

Why Integration Matters

While the system is feature rich and provides the tools necessary to support a hotel's sales strategies independently, the power of the integrated database sets the system apart. The OPERA Sale & Catering (S&C) and OPERA Property Management System (PMS) share a common database and therefore many common functions such as customer profiles and profile management, rates and rate management, room and function space inventory and availability, account receivables, cashing and much more.

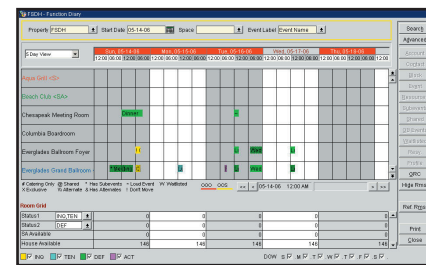
You can get all of the relevant data you need about your customers to develop effective sales strategies when data moves easily between both your hotel's sales office and PMS or your regional offices and hotels. All users will share identical customer account information, availability and controls throughout the enterprise. OPERA S&C is equipped with decision support tools that look at a company's activity enterprise-wide or at one hotel allowing you to build sales strategies based on the aggregate behavior.

Superior Customer Relationship Management

- Comprehensive Sales Manager Dashboard for all guests and internal information
- Modify your screen to meet your operations requirements
- Flexible relationship management tools
- Automated time management features including traces
- Graphical views of appointments and tasks for the sales team
- Synchronization with Microsoft® Outlook for when your sales team is on-the-go

Real Time Booking Engines

- "No interface required" for real time online availability
- Control your inventory with your own labelled status codes
- Streamlined group management provides superior customer service
- Tiered Groups assist with complicated city-wides and conferences
- Microsoft® Word Contracts give your customers what they want to see



function diary

Resources can be shared to streamline operations and maximize revenues.

Enhanced Event Management

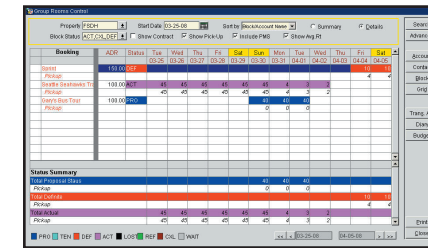
- Multiple function space configuration to suit all your rooms
- Intuitive event management allows easy creation, copy and moving of events
- Book and post your events all from OPERA S&C
- Simple menu and item engineering

Reports and Utilities

- Industry standard reports incorporating history and forecast
- Empower your users with an effortless Report Writer
- More reporting power with data extractions and mailing tools

International Options

- Multi-currency – quote and sell with multiple currency
- Multi-language – guests and users are on the same page using multi language



GRC

Graphical

SFA (Sales Force Automation)

- Send leads from your regional/national/global offices seamlessly to the hotel
- Reduce paper work and emails between corporate offices and the hotel
- Manage all revenue for leads without any additional data entry, all materialized revenue from the hotel will be automatically uploaded to the corporate office
- Central or local reporting
- Campaign management

Multi-Property

- Reduce costs on hardware by having more than one hotel on one database
- Share or no share – decide what to share with your sister hotels
- Roll-up reports for overall productivity

Lots of Flavors

- Full Service, Xpress or CRM, let us give you the flavor that you need

With OPERA Sales and Catering, your employees will spend less time at a computer and more time with customers.

Integration