

Oracle Hospitality OPERA 5 Sales and Catering Standard

Oracle Hospitality OPERA 5 Sales and Catering Standard provides a comprehensive sales and catering management application that easily integrates with Oracle Hospitality OPERA 5 Property Management 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 5 Sales and Catering Standard 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 5 Sales and Catering Premium to fit the individual needs of your hotel.

Key features of Oracle Hospitality OPERA 5 Sales and Catering Standard 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

KEY FEATURES

- Single, integrated database shared with Oracle Hospitality OPERA 5 Property Management
- 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
- Event forecasting
- 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

options, item inventory control, catering packages, and multi-update functionality are just some highlights.

- **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.
- **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's time management features include activities and graphical views of appointments and meetings for the sales team.

A SINGLE, INTEGRATED DATABASE

Oracle Hospitality OPERA 5 Sales and Catering Standard 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 5 Property Management product, 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.

The screenshot displays the Oracle Hospitality OPERA 5 Account Dashboard for Australia Ltd. The interface is divided into several sections:

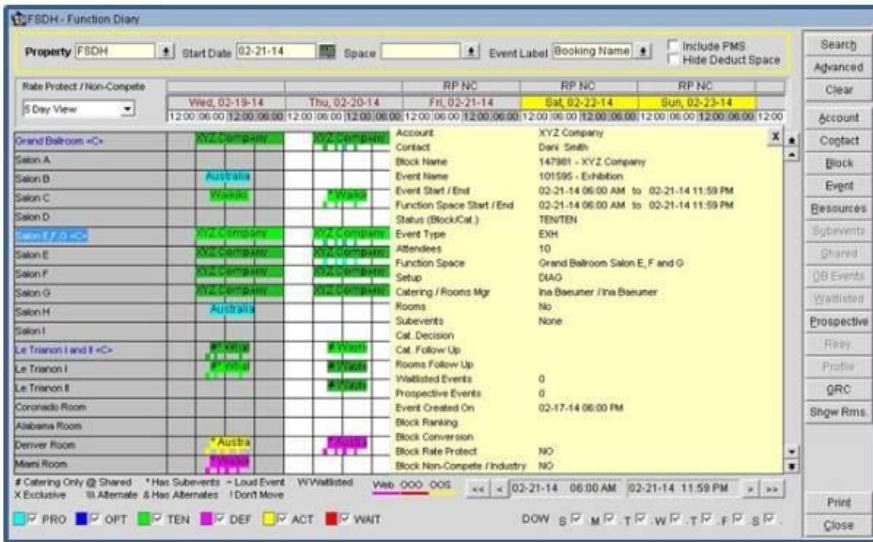
- Account Information:** Shows details for Australia Ltd, including address (5400 Main Avenue, Suite 200, Tom Bean, TX 75489, United States), phone (713-258-9698), and website (www.macos.com).
- Contact Information:** Lists contacts for Mr. John Whale, including name, city (Ton Beas), position (NP), and department (Business Unit).
- Blocks:** A table showing booking details with columns for Start Date, End Date, Status, Block Name, Rooms, Pickup, and Property. It includes a 'Last Block' and 'Current and Future Blocks'.
- Activities:** A table showing activity details with columns for Date, Type, and Purpose. It includes a 'Last Activity' and 'Current and Future Activities'.
- Production YTD (in USD):** A summary table showing revenue statistics for Total, Individual, and Group categories.

	Total	Individual	Group
Room Nights	360	11	369
Avg. Rate	298.93	187.50	301.95
Room Revenue	113,582.50	2,172.50	111,420.00
F&B Revenue	108,913.50	0.00	108,913.50
Other Revenue	-6,780.00	140.00	-6,920.00
Total Revenue	216,726.00	2,312.50	214,413.50

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

Basic Event Management

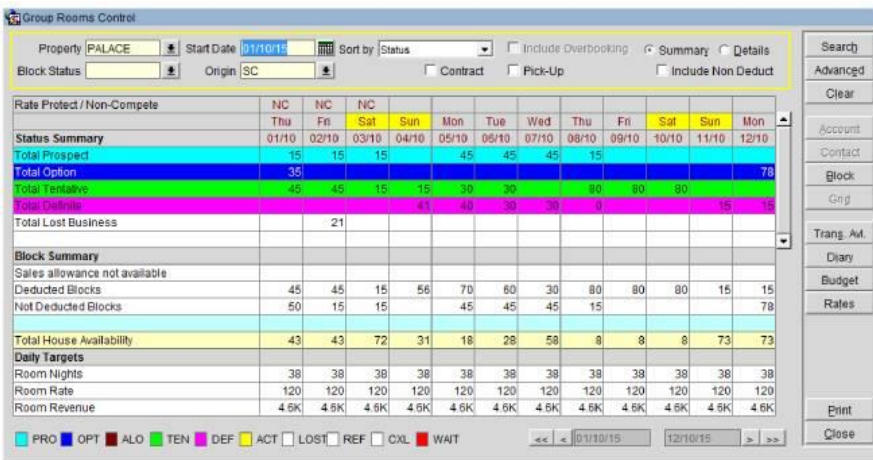
Oracle Hospitality OPERA 5 Sales and Catering Standard enables you to create bookings, both residential and non-residential for all the different scenarios required by your clients. OPERA 5 Sales and Catering Standard offers an easy way to create, copy, move and organize events for an intuitive event management experience. Function space availability can be checked with different event statuses easily identified from the function diary.



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

Group Rooms Control Log

The Group Rooms Control feature within Oracle Hospitality OPERA 5 Sales and Catering Standard provides a graphical overview of group rooms booked in the property – summary and detailed view. Comprehensive filter and sorting controls, including the ability to filter by property, sales manager, booking type, and status, allows relevant information to be displayed. Comparisons with budget and daily target assist with setting sales strategy.



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 5 Sales and Catering Standard 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 the goals of the sales and catering department in the overall sales and inventory strategy. By providing visibility

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

to all group bookings, OPERA 5 Sales and Catering Standard 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 5 Sales and Catering Standard. Industry standard reports incorporate the ability to monitor activity and performance, and gain valuable insights into history and forecast data – delivering meaningful information when and where you need it. Empower your 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 5 Central Sales

With integration to Oracle Hospitality OPERA 5 Central Sales, 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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