



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. Sales and Event Management 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 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 FEATURES

- Modern and intuitive user interface
- User-defined dashboards
- Single and multi-property
- Multi-language, multi-currency
- Highly customizable

Next-generation technology

Sales and Event Management offers essential customer relationship, and event and catering management features. The application is available in 13 languages including English. Customization features allow tailoring of the user interface to meet individual needs. Standard reports deliver a comprehensive account of business operations.

Key features of Sales and Event Management include:

- **Mobility:** Provides on-the-go sales and event management using an intuitive user interface. All the data is at your fingertips.
- **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:** Provide 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. Eliminate 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 the OPERA Cloud product suite.
- **Quick and easy event management:** Create events on the fly or through pre-defined event templates. Manage your event forecast for accurate reporting and conduct comparisons to actual booking production.
- **Simplified catering resource management:** Offers a complete set of features for catering services, including flexible menu options and item inventory control.
- **Catering packages:** Simplify the booking process by selecting, with one click, a pre-configured group of events, menus, audiovisual, room setup details, notes, and pricing.
- **Function diary:** Graphical display of events by function space provides drill-down features for in-depth detail; 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 are easily customizable.

Quick and easy customer relationship management

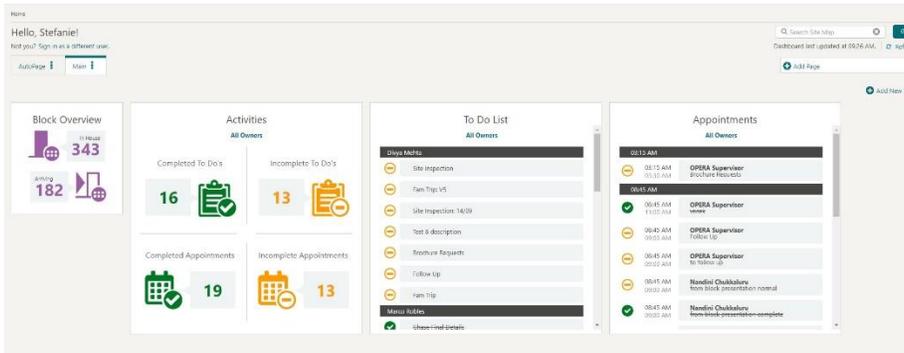
Sales and Event Management allows the management of accounts, contacts, and activities. You can classify accounts to target large-volume producers. Sales can exchange key information across properties to ensure first-class customer service.

A SINGLE, INTEGRATED DATABASE ON NEXT-GENERATION CLOUD

Sales and Event Management is part of the OPERA Cloud Platform and is available as an add-on to OPERA Cloud Property Management, allowing the sales and event team to leverage next-generation cloud features – mobility, intuitive user interface, and PMS integration – for real-time inventory availability.

KEY CAPABILITIES

- A Single cloud solution with Oracle Hospitality OPERA Cloud Property Management for real-time availability
- Account and contact management
- Activity Management
- 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



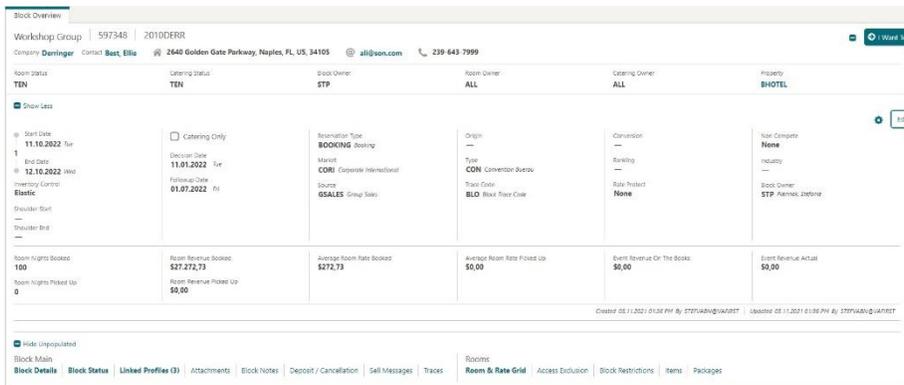
The user-defined dashboard provides a quick overview and access points to groups, events, and activities of the day.

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

Effective group management

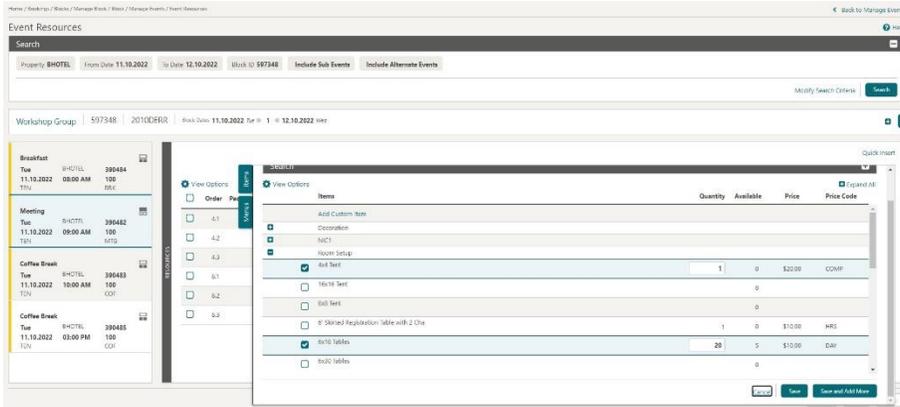
Sales and Event Management allows management of corporate, social, and tour groups quickly and easily. You can effectively manage revenue strategy and inventory control within one application for maximum visibility and productivity. Eliminate double entry of groups in your property management system,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



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

Tailored event management

Sales and Event Management 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. It is 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.



Event resource management designed for quick and easy management of event details.

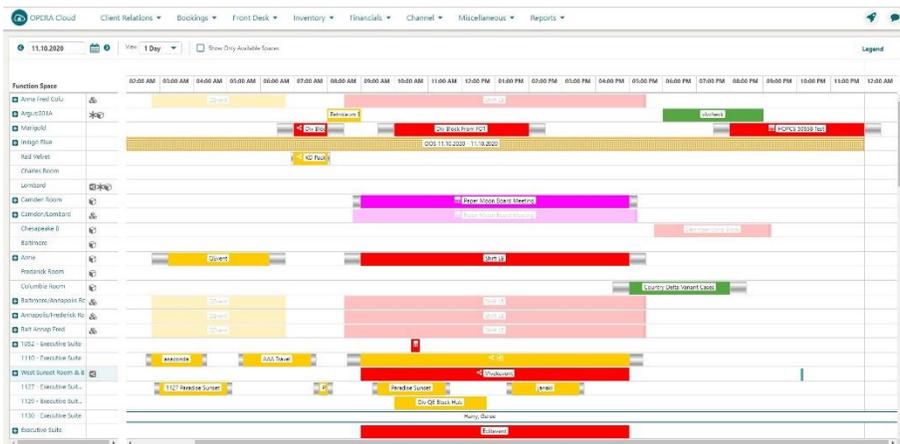
RELATED PRODUCTS

Oracle Hospitality OPERA Cloud Suite includes:

- Oracle Hospitality OPERA Cloud Property Management
- Oracle Hospitality Integration Platform

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.



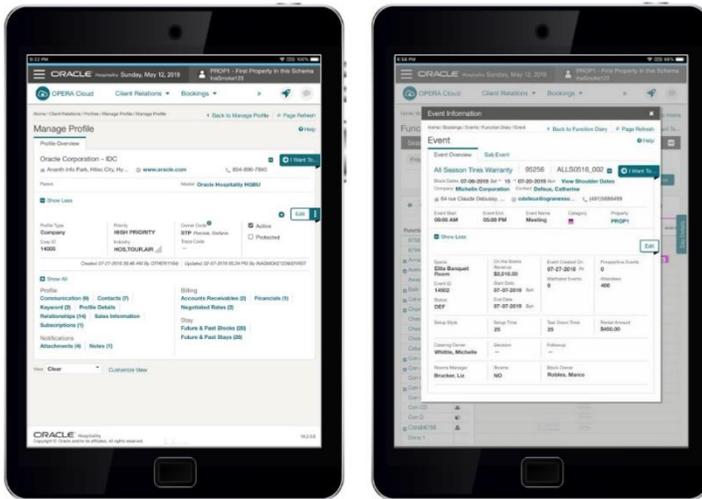
The function diary illustrates booking and usage of each function room with quick access to all areas of a booking.

Managing group rooms

The Group Rooms Control feature within Sales and Event Management provides a single source of truth for all the group rooms booked. The group blocks shown in a graphical overview include all types of rooms – corporate, social, and 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 versus groups.

Mobile-enabled

Sales and Event Management is mobile enabled, running on Oracle MICROS tablets and any commercially available tablet device. OPERA Cloud Services are browser, operating system, and device agnostic. The applications can run on mobile devices 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 an 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 enhance agility and control

The fully integrated OPERA Cloud Sales and Event Management systems remove 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 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, Sales and Event Management 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 Sales and Event Management. 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

Sales and Event Management's user interface has been designed using Oracle's Alta design principles. Fresh visual design complements its modern layout approach. Keeping the user in mind, its design supports the most-intuitive workflows and promotes efficiency. Our 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, Sales and Event Management is as perfectly suited to the needs of a single property as it is ideal for hotel operations that have more than one property. Sales teams can easily manage groups and events in multiple properties with OPERA's multi-property capabilities.

Enhance flexibility and control with the premium edition

The following functionality is available only with Sales and Event Management 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 Sales and Event Management 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.

Quick insert for event resources: Add menus and other resources to events by keyword, avoiding lengthy searches.

Opportunity Management: Quickly capture and manage incoming business opportunities and manage through the life-cycle of the opportunity

Guest rooms as meeting rooms: Configure guest rooms to be available as meeting rooms. These rooms can be booked either as guest sleeping rooms or as meeting rooms, and they will be shown as booked in OPERA availability as well as in the function diary, further unifying the inventory across OPERA and Sales and Event Management.

Sales manager goals: Configure sales manager goals for guest rooms, guest room revenue, event revenue, and activities.

Customize and extend to address specific needs

Sales and Event Management 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, Sales and Event Management 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 EVENT BUNDLES

CAPABILITY	ESSENTIALS	STANDARD	PREMIUM
Multi-property profiles and configuration	✓	✓	✓
Sales Activities	✓	✓	✓
Sales Account Management		✓	✓
Opportunities (Leads)			✓
Sales Manager Goals			✓
Sales Account Forecast			✓
Block (Group) Management	✓	✓	✓
Group Rooms Control	✓	✓	✓
Event diary	✓	✓	✓
Catering Events	✓	✓	✓
Alternate Space (Weather backup)			✓
Shareable/Combo Spaces		✓	✓
Bedrooms as meeting space			✓
Event Templates & Event Posting		✓	✓
Catering Packages		✓	✓
Multi-edit events			✓
Quick Events			✓
Event Resources	✓	✓	✓
Item Templates			✓
Multi Choice Menus			✓
Quick Insert Menus and Items			✓
Resource Costs		✓	✓
Function Sheets & Contracts	✓	✓	✓
Reporting & Analytics module	✓	✓	✓
Digital learning	✓	✓	✓
Oracle Hospitality Integration Platform	✓	✓	✓

Connect with us

For more information about OPERA Cloud Sales and Event Management and its related products, visit oracle.com/hospitality or call +1.800.ORACLE1 to speak to an Oracle representative.

 blogs.oracle.com/hospitality

 facebook.com/OracleHospitality

 twitter.com/OracleHosp

Copyright © 2023, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

This device has not been authorized as required by the rules of the Federal Communications Commission. This device is not, and may not be, offered for sale or lease, or sold or leased, until authorization is obtained.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0120

Disclaimer: If you are unsure whether your data sheet needs a disclaimer, read the revenue recognition policy. If you have further questions about your content and the disclaimer requirements, e-mail REVREC_US@oracle.com.