



infor

HOSPITALITY

# Infor Sales & Catering

## It's all about the process

Infor® Sales & Catering is the only software program designed around the lifecycle of an event. Our unique, process-driven design is customizable and built to automatically prompt users to do the right thing at the right time, ensuring that all details of every engagement are tightly and accurately managed.

Streamline event management with Infor Sales & Catering. Accessible on a PC, tablet, or mobile device, Infor's cloud-based sales and catering management system helps improve operational event processes, so users can focus on booking more business and delivering great guest service.

### Smart by design

- Event-lifecycle automated processes
- Integrated table and reserved asset management
- Customer relationship management and custom correspondence
- Food and beverage costing and labor scheduling
- Financial reporting, revenue forecasting, and performance analysis

---

**Infor Sales & Catering automates the entire event booking process from initial inquiry to final invoice and everything in between.**

## Book more business

Infor Sales & Catering streamlines time consuming tasks, giving users more time to sell and keep event spaces booked to capacity. Imagine inquiries from a website populating into Infor Sales & Catering automatically and creating custom proposals with just a few keystrokes. Because Infor Sales & Catering manages all the details, employees have time to make sure events are managed flawlessly, ensuring repeat business.

## Keep everyone on the same page

Events have many moving parts that must come together seamlessly to be successful. The employee that acts as a liaison between the client and the organization must provide timely, accurate and attractive documentation. Our point-and-click technology and easy integration features makes it simple to quickly create and share custom proposals, banquet event orders, event schedules and more.

## Build stronger relationships

Loyal customers mean repeat business and more referrals. Infor Sales & Catering's rich customer database and customer resource management (CRM) features simplify the processes for recognizing, personalizing, and making the most of existing and prospective guest relationships. Because every customer assumes they are your most important and expects to be treated that way, Infor Sales & Catering helps employees to prioritize each customer's needs—and deliver a stand-out VIP experience every time.

## Keep an eye on the bottom line

Sales have to go up and costs need to stay down. Infor Sales & Catering helps manage resources effectively. Monitor and control event equipment costs, the labor required to execute the event, and the food and beverage inventory required to deliver the menu. Infor Sales & Catering has the smarts to accurately calculate costs and get a handle on resources to ensure profitable decisions.

## Measure to manage

Infor Sales & Catering's comprehensive reporting and analysis features can be used to examine, adjust, and improve performance across the organization. Infor Sales & Catering provides instant access to valuable information including revenue projections, revenue by customer, required resource analysis, and more with the click of a button.

## Infor Sales & Catering features

### **Drop and drag multi-view calendar and event book—**

Manage unlimited event or banquet sites and locations, prevent double bookings, check availability, maintain wait lists, and copy repeat events.

### **Point and click banquet event builder (BEO) builder—**

Create event orders and proposals in seconds by selecting menu, set-up, and service items with advanced, single step point-and-click technology.

**Online inquiry processing**—Let prospective guests submit private event requests through a website that are automatically traced for follow-up. Guests can make real-time reservations for public special events using Infor Sales & Catering with the reservations module.

**Automatic document creation**—Instantly produce professionally branded and customized proposals, contracts, event orders, invoices, and templates with automatically inserted price, menu, contact and event information.

**Customer relationship management**—Maintain a rich CRM database for accounts and contacts including buying history, phone conversations, correspondence, and emails to help prospective future business. Recognize and differentiate club members and VIP guests, customize service, and track memberships and renewals.

**Custom correspondence**—Create professional, personalized letters and emails that automatically insert desired contact and event fields.

**Automated tasks and reminders**—Generate customized, automated daily “to-do” lists and follow-up reminders.

**Event reporting**—Export food and beverage details, cancelled and no-show event reservations, daily event and event reservation counts, event and function lists by date, set-up and service orders, labor reports, and more.

**Event change auditing**—Automatically track changes and print revised event orders.

**Integrated email**—Send email correspondence instantly with automatically generated attachments.

**Multi-device accessibility**—Continually access all areas of the software from any PC, tablet, or mobile device for greater flexibility and control.

**Electronic signature integration**—Seamlessly embed electronic signature fields into proposals, contracts, and other documents. Customer signatures are then captured and a legally binding, signed document is stored in the system and can be shared with all parties.

**Electronic payment capability**—Deposits, payments, and recurring payments, in any combination, can be electronically processed, recorded, and associated with an event through the security of Infor Sales & Catering’s PCI-compliant electronic payment integration feature.

**Food and beverage menu costing**—Input the cost of food and beverage items to ensure menus are priced profitably. Automatically re-calculate cost percentages to easily accommodate client budgets.

**Labor scheduling**—Automatically allocate labor costs according to custom staffing models that determine what resources are typically required for a specific event.

**Financial and historical reporting**—Instantly produce professional and accurate forecasts, invoices, aging reports, payment summaries, cost reports, detailed sales and lost business analysis, and more, using click-and-drag report building and generation.

**Marketing analysis**—Pull and analyze account details, marketing activity summaries, club membership information, advertising, and marketing initiative effectiveness for events and more.

**Report scheduler**—Schedule reports to be exported or emailed at predefined times, as well as create jobs to send automatic emails that can be triggered by contact, event or dining dates.

**Dashboards**—Visually chart various event and dining metrics including event counts and revenue, average turn rates, food and beverage revenue, dining covers and reservation counts.

**Google calendar interface**—Export your event calendar using the power of Google.

[Learn more >](#)



Infor builds business software for specific industries in the cloud. With 17,000 employees and over 68,000 customers in more than 170 countries, Infor software is designed for progress. To learn more, please visit [www.infor.com](http://www.infor.com).

Follow us: [in](#) [f](#) [t](#)