

# Catering & Event Management

“ReServe Interactive software has been an integral part of our success. In just six months we were able to nearly double our sales, and have decided to implement ReServe at all of our locations.”

*Audrey Joyner,*  
Sales & Marketing Director at B.B. King's Blues Club

Intuitive, Intelligent software solutions that help you work *smarter, faster, and better*



**ReServe Interactive.** *You've never worked like this before.*

ReServe Interactive's Catering and Event Management software solutions streamline and optimize all aspects of managing on- and off-premise events. Built on our innovative Event Lifecycle Technology™, our products enhance the natural flow of event sales and management from inquiry through execution by anticipating and automating next steps. ReServe's Catering and Event Management software centralizes multiple event books and controls function space; monitors and reminds staff of upcoming tasks; instantly generates and updates correspondence; coordinates menus, pricing, equipment lists and staffing; enhances communication across employees and multiple locations; manages customer databases and marketing campaigns; and provides sophisticated financial reporting tools that make your staff more productive and your business more profitable.

## BENEFITS

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### Measurable Top and Bottom Line Results

Unwieldy programs burden your team and leave business on the table. ReServe Interactive's powerful solutions maximize the value you get from your staff, your operations, and your venues, and make your business more efficient and more profitable.

### Work Faster, Work Smarter

ReServe software provides a natural, optimal workflow that accelerates your own and your team's work by anticipating next steps and automating labor-intensive tasks. Our systems capture, centralize, and update information instantly to enhance communication, efficiency, and visibility across your organization.

### Our Experience, At Your Fingertips

We are seasoned partners who have been helping organizations optimize their hospitality operations for more than 10 years. We are responsive to your needs, committed to your satisfaction, and passionate about helping you get the most out of our solutions.

### Your Choice, Web-Based or Desktop

ReServe Interactive's software tools are available in two options: as a robust web-based solution with enterprise-class security through a subscription-based model, or as a locally-hosted desktop system with a one-time license fee.

## Key Features

### Event Lifecycle Technology™:

Streamline operations into a series of intuitive, efficient steps with automatically sequenced prompts to advance and finalize event bookings.

### Centralized Event Calendar:

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

### Automatic Tracers:

Generate automated daily "to-do" lists and follow-up reminders.

### Effortless Document Creation:

Instantly produce professional, customized proposals, contracts, event orders, invoices, personalized letters and e-mail templates with automatically inserted price, menu, contact and event information.

### Integrated E-mail:

Send e-mail correspondence instantly, with automatically generated attachments.

### Food & Beverage Menu Selector:

Create event orders and proposals in seconds by selecting menu items using advanced point & click technology.

### Setup & Service Wizards:

Easily input setup and service requirements and generate checklists using ReServe's automated wizards. Manage equipment inventory, rentals, and all other details associated with executing an event.

### Event Change Auditing:

Automatically track changes and print revised event orders.

### Ingredient/Equipment Management:

Quickly convert menu ingredients and equipment into order requisitions and packing lists.

### Custom Correspondence:

Create professional, personalized letters that automatically insert desired contact and event fields.

### Customer Relationship Management:

Maintain a comprehensive customer database including buying history, telephone conversations, correspondence and e-mail messages, which can be utilized to prospect future business.

### Financial Management:

Instantly produce professional and accurate forecasts, invoices, aging reports, payment summaries, cost reports, detailed sales and lost business analyses, and more.

## ADDITIONAL MODULES & INTERFACES

**Room Diagramming:** Offer high-end room diagramming services using the ReServe interface to the industry-leading MeetingMatrix room diagramming product.

**ReQuestIT Online Event Reservations:** Integrate event inquiries and special event reservations directly into ReServe from your website.

**Labor Scheduling:** Automatically schedule personnel according to custom staffing models, print weekly schedules and sign-in sheets, and produce labor cost reports.

**Club Memberships:** Recognize and differentiate club member guests, customize service, and track memberships and renewals; interface with ClubSoft Club Management systems for centralized billing and database management.

**Group Rooms Control:** Manage guest room inventory and integrate guest room blocks with event functions for a comprehensive management tool.

**Intellisync for ReServe (Microsoft Outlook Interface):** Synchronize appointments, task lists, and contact data between Microsoft Outlook/Exchange and ReServe.

**Food & Beverage Management System Interface:** Share data between ReServe and third-party food and beverage management software, such as FoodTrak and ChefTec. Forecast food and beverage purchasing requirements, track inventory, and maintain current food and beverage cost information for accurate event planning and margin reporting.

**QuickBooks Interface:** Export event-related account and billing information from ReServe directly into QuickBooks.

## TECHNICAL SPECIFICATIONS

### ReServe Anywhere®

#### Hosted Solution System Requirements

High-speed, broadband Internet connection

Port 491 – open outbound – TCP protocol

Windows 2000 or higher operating system

512 MB RAM

250 MB hard drive space

Microsoft Word, Excel 2000 or later and Adobe Acrobat Reader 8 or later

#### Access Rights

Administrative access to install encrypted, thin-client plug-in to C:\ drive

Full rights to C:\ReServeAttachments or C:\Data\ReServeAttachments folder which is created during installation

Full rights to C:\Documents and Settings\ [User's Profile Folder] \Local Settings\Application Data\print.ini file which is created during installation

### ReServe Desktop

#### Local Client/Server Solution System Requirements

Microsoft Windows 2000, XP or 2003 (Professional or Server editions); **Windows Vista compatibility pending**

Pentium 1000 MHz processor or faster for server, Pentium 500 MHz processor or faster for clients

512 MB RAM min.; 1024 MB RAM min. for 4 or more users

2GB hard drive min. for server, 250 MB hard drive space for clients

External backup system for database on server

15"-17" VGA or SVGA monitor min, 1024x768 resolution with 16-bit color

Ethernet 100 MB configuration, TCP/IP Protocol

Microsoft Internet Explorer 6.0 or later, Microsoft Word and Excel, Adobe Acrobat Reader 8 or later

POP3 email account and high-speed broadband connection