



## DataApp Introduces a Better Approach for Meeting Services in the Hospitality Industry

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Hotels, Conference and Convention Centers, their Vendors, and the Meeting Planners they service, all can benefit from Conrad™ -- the first comprehensive solution for managing meeting services in hotels and exhibition venues.

Conrad™ enhances the traditional BEO process, allowing Venues to process customer requests, issue multi-vendor work orders, verify fulfillment and effortlessly provide a single bill and settlement activities. The Conrad Suite™ is a proven, Sarbanes-Oxley compliant solution, built by experts in the meeting and event sector:

- Integrated web enabled order processing allowing on-line collaboration, integrated vendors, and support for custom price lists and menus.
- Reduced administrative staff to accept and process orders, deliver services and collect payments.
- Demonstrated ROI of less than 12 months.
- Increased revenue through automated upselling and fewer missed sales.
- Decreased operation costs, along with more control over the vendors that provide services within each venue.

### Features

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Enhanced real-time and historical data on revenue and costs. Departmental and executive oversight to enhance the performance of sales, catering, convention services, and integrated vendors. Support for multiple-venue organizations.

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Open Architecture for easy integration with other industry software – LMS, Delphi, Infinium, and others.

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Vendor and department specific operational reports & tools, including kitchen specific event orders, staging areas, and room set. Advanced features include Internet IPs, Telephone Extensions, Call Accounting, Labor Scheduling, Order Fulfillment, Work/Event Orders, and Trouble Tickets.

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## What the Industry Says About DataApp's Conrad Suite™

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"Conrad™ brings real time, on-line banquet ordering and seamless BEO and work order management to our back of house – it is 'leapfrog' technology for our industry."

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"The Conrad software is easy to use, and the implementation went very smooth. We are very happy with the results."

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"I have information at my fingertips that allows me to monitor the profitability of my departments and the performance of my staff as well as all outside vendors."

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"The DataApp software allows us to do more work with less people. We are very happy."

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### DataApp Sales Offices

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### Integrated and Scalable Modules

- ❖ Accounting (Sarbanes-Oxley compliant)
- ❖ BEOs, Resumes, and Work Orders
- ❖ Executive Reports and Report Writer
- ❖ Imaging and Document Recognition
- ❖ Integrated Web commerce
- ❖ Central administration for all features

### Attestable ROI of less than 12 months

- ❖ Online ordering with intelligent upselling
- ❖ Monitor the performance of staff, events & vendors
- ❖ Minimize your administrative costs
- ❖ Maintain high customer satisfaction levels
- ❖ Modular format scales to facilities of all sizes