

Be More Agile with Daylight® Sales & Catering

Daylight is a flexible group sales & catering application that gives you the power to increase revenues and improve productivity. With its highly configurable format and range of deployment options, Daylight is the right choice for all types of hospitality providers - from hotels and gaming organizations, to restaurants and function facilities.

FACING THE CHALLENGE OF COMPLEXITY

The business of events and meetings grows more complex year after year, with increasing demands for greater productivity amidst growing competition. Daylight helps you manage these demands by providing an accurate picture of your total flow of business inquiries, allowing you to select the business you want and refer opportunities that may be a better fit elsewhere within your portfolio of properties. With Daylight, you have a record of everything, allowing you to mine your inquiries database for business prospects at any point in the future.

Today, group business is multifaceted, with multiple functions, customized service requirements, and distinct attendee market segments. As a result, the risk of communication breakdowns with both the client and key internal departments has increased, threatening profitability and customer satisfaction. Daylight streamlines operational handoffs, simplifies customer communications and offers flexible reporting capabilities so you are able to track progress and measure results.

IMPROVE CUSTOMER AND DEPARTMENTAL COMMUNICATIONS

Daylight's document management capabilities allow you to capture and communicate key booking details to meeting planners and staff quickly and easily. Daylight enables you to:

- Re-merge resumes, proposals, and contracts to combine booking data with free form data to save time previously spent editing documents manually
- Deliver a single document to your customers that includes all contractual details
- Provide department specific event documentation allowing you to communicate responsibilities faster and more clearly

MANAGE WORKFLOW FOR COMPLEX BOOKINGS

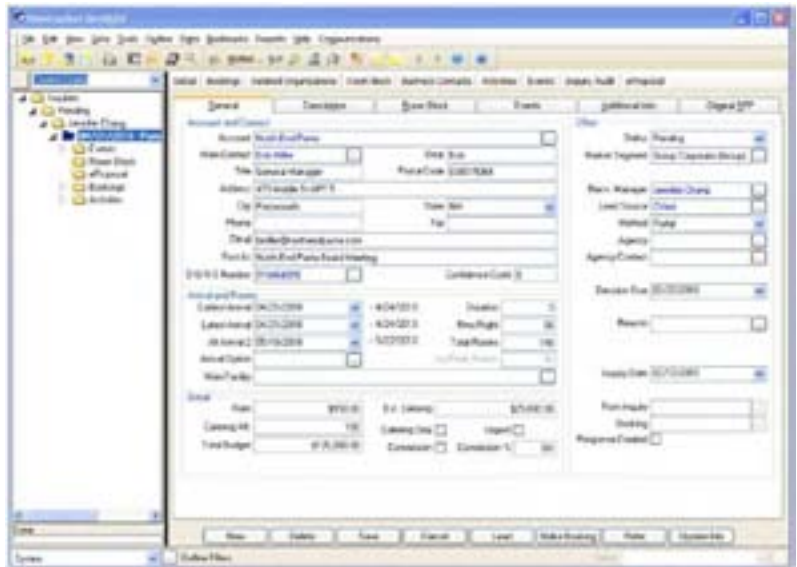
Whether you define a complicated booking as 20 events or 200, Daylight makes it easier to update and view event details, avoid errors and customize sub-blocks and billing information. With Daylight, you can:

- Edit multiple events simultaneously, including room and event time changes and attendance, saving time by eliminating the need to duplicate updates across multiple events
- View the Guest Room Control, Scheduler and booking in one place to provide easy access to important related information and to identify discrepancies quickly
- Manage sub-blocks for staff, VIP and other unique guest room rates for the same room type within a booking
- Assign multiple billing accounts to indicate where charges should be posted to improve your settlement process

GAIN VISIBILITY WITH FLEXIBLE REPORTS

Daylight's reporting options increase your visibility into sales performance and streamline your decision making processes with the ability to:

- Analyze attrition rates to improve discussions on the number of rooms agreed upon and to minimize attrition costs for your customers
- Establish automated schedules for running and distributing reports using the Report Scheduler to ensure your reports are generated on time and when needed
- Create pace and productivity reports by facility and/or venue to calculate a ROI based on the actual event location



CHOOSE YOUR DEPLOYMENT AND INTEGRATION OPTIONS

Daylight integrates with a wide variety of property management, reservation management, yield and revenue management and other hospitality systems giving you the choice and control you need to optimize your preferred technology solutions. In addition, you can elect to deploy Daylight on-premise or by using an Application Service Provider (ASP) delivery model, giving you the flexibility to make decisions about your technology infrastructure that align with your business goals and objectives. Daylight also integrates with Newmarket International's Connex for D&B, MeetingBroker®, and eProposal™ solutions enabling you to improve and maintain the accuracy of your account data, manage your leads, improve RFP response time and win more business.

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