

Delphi sales & catering remains the industry standard for empowering hotels and venues worldwide to increase revenue and bookings, lower costs, and improve customer satisfaction. Available on premise or as a service—it's your choice—Delphi gives hospitality professionals the control, flexibility, visibility, and peace of mind they need to successfully manage and grow their business.

*Want to streamline your IT operations? Need a technology partner and solution that adapts to your business, not the other way around? Ready for unmatched services that help you save time and money, while delivering ROI and peace of mind?*

## Welcome to DELPHI® AS A SERVICE

### CLOUD COMPUTING

- Reduce cost, increase business performance, and improve your IT infrastructure and data security - host your business critical Delphi sales & catering solution in Newmarket International's [world-class, Tier 4 SSAE 16 Type 2 attested data center](#).
- Newmarket International delivers a tailored sales & catering SaaS offering to ensure your hospitality business is open 24/7/365.
- Optimize business performance, and gain the scalability, reliability, and security requirements you need from a true hospitality IT partner, including highly competitive uptime availability.
- Newmarket International's data center is tightly monitored and controlled, including fire detection and suppression systems, full back-up power and recovery capabilities staffed 24/7 by on site personnel.



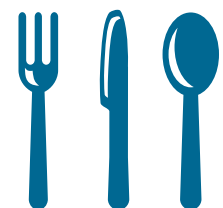
## Continue to enjoy the benefits of DELPHI SALES & CATERING

### SALES MANAGEMENT

- Maximize hotel sales performance with actionable intelligence and strong management controls over the sales process.
- Focus on the most pertinent metrics with strategic dashboards.
- Measure property and team pace and productivity to ensure goals and budgets are achieved.
- Organize your day using the Daily Schedule to prioritize tasks, appointments and to-do lists.
- Showcase your property with Diagrams WebView, eProposal™ and eMenu™ to close business faster.

### CATERING AND EVENT MANAGEMENT

- Create, modify and change events and associated menus and items with multi-record editing, automatic updates and default values.
- Search, sort, filter and print the right information with flexible grid controls.
- Minimize errors with spell check for menus & items, event details.
- Create and update taxes, specify administrative charges and gratuities, and define configurable revenue classifications.
- Easily create and maintain Event Orders and edit with MS Word®.
- Communicate effectively with external vs. internal, corporate vs. social and alternate language templates.
- Integrate event data with leading digital signage and energy management systems.
- Maximize menu and item profitability with detailed menu pricing.



- Improve internal communication and easily identifies date/time, user, and change made with automated change log.

## ACCOUNT AND CONTACT MANAGEMENT

- Maximize customer satisfaction and maintain accounts with automatic alerts, tasks and follow up reminders. Track all customer correspondence from sales inquiry to post-event thank you letter.
- Streamline the account creation and maintenance process with Connex for D&B integration.
- Gain greater insight by launching an account's web site, driving directions, custom booking report, or a contact's LinkedIn® profile.
- Create Microsoft® Office templates for contracts, thank you notes, and customer correspondence.
- Synchronize activities, appointments, and contacts with MS Outlook® integration.
- Prioritize face-to-face contact with "My Groups in House" for key accounts on premise.
- Enhance your market intelligence with HIS Premium View - PowerSearch, WatchList, and LeadView.

## BUSINESS (BOOKING) MANAGEMENT

- Optimize rate and negotiate effectively with integrated yield and revenue management systems.
- Merge booking details into proposals, contracts, resumes, production reports and forecasts
- Highlight bookings requiring additional attention with My Business Alerts.
- Track deposits, contracts, view a booking's history, package information and seamlessly create online proposals.



## AVAILABILITY AND INVENTORY CONTROLS

- Manage your space effectively, identify need periods and keep your function space full to capacity.
- View space, dates and rates for your group business with the GRC and Function Diary. View multiple properties or launch multiple Function Diaries to evaluate two or more dates.
- Zoom the Function Diary to show daily, weekly, and monthly views; quickly create events; evaluate capacity; detail second options; pop-up room details; and optimize guestroom and function space.
- Create customized date collections and holiday to highlight key sales periods, city wide events, and promotions.
- Reduce turn time buffers; easily identify combination rooms; and those accommodating multiple groups at once.
- Manage room blocks more accurately, increase RevPAR, and reduce errors with PMS integration.

## LEADS AND INQUIRIES

- Receive leads in your Delphi RFP Inbox from public channels like Cvent, StarCite, your website RFP, CVB or group sales office with MeetingBroker integration.
- Evaluate profitability by lead channel to better align marketing resources.
- Define sales manager assignment and escalation rules to maintain SLAs.

## REPORTING AND ANALYTICS

- Modify any Delphi report to better meet your business objectives. Create new custom reports, mail merge and report templates.
- Leverage multiple reporting tools to serve business and power users.
- Define report schedules and automatically distribute reports via email or shared directories.
- Export reports in variety of report formats to include: .XML, .CSV, .PDF, .HTML, .DOC, .XLS, and .TIFF.

## GLOBALIZATION

- Support your global operations and customer base with multi-language fields and multi currency.
- Utilize regional settings supporting 15 leading hospitality markets worldwide.