

Food and beverage management solution from Infor and SoftBrands is tailored to meet the needs of your operations and will allow you to control costs, drive revenue, and improve your bottom line.



## FOOD AND BEVERAGE MANAGEMENT

### DO BUSINESS BETTER.

Your staff is pressed for time. Whether your business includes multiple properties or consists of a single boutique hotel, you need a scalable food and beverage (F&B) solution that frees your staff to give every guest a VIP service. The right point-of-sale (POS) system can help you manage your food and beverage business, from eliminating errors between your servers and kitchen staff to providing reports that let you know which menu items are most popular.

### LEVERAGE EXPERIENCE.

When you choose F&B software solutions from Infor™ and SoftBrands, you get the backing of a global team of experts and more than 25 years of experience in delivering software solutions to the hospitality industry. We understand the challenges you face. Our systems are designed to streamline your operations and give you the information you need to provide excellent service to your guests and extend your market reach. We stand behind our software with industry leading support and services to help keep your business running smoothly.

### GET BUSINESS SPECIFIC.

Every business is different. That's why our F&B software is flexible and scalable, with a modular approach that lets you customize the mix of features to create a solution that's right for you.

Our end-to-end F&B management solution supports multiple operational styles: table service, fast casual, take-away, fine dining, and service bar. With this system, you can operate every food service and profit center on your properties—wired or wireless—including restaurants, bars, room service, banquets, and patios.

### Enterprise.

You need a system that is technologically advanced while being easy to use. Our F&B solution is built on a Microsoft® SQL relational database with an open architecture. You can also centrally manage F&B operations at multiple properties using our enterprise tools. Developed with a user-centric approach, our F&B software is easy for servers, managers, and owners to use. From front of house to kitchen or back office, the system's user interface is simple to learn. We know that the less time you spend with your POS system, the more time you can spend with your customers.

### Customer.

Because our F&B software integrates with other Infor and SoftBrands solutions, you gain access to the vital information you need to provide quality service, followed by accurate reporting and invoicing. Using the customer loyalty, reservation, and waitlist management modules, you can avoid lost reservations, improve table utilization, and increase your attention to customer service.



### Knowledge.

From consolidated reports to real-time data, our F&B solution gives you the information you need to make smart decisions. Centralized access to sales data from all your properties gives you valuable insight into the overall performance of your operations. Real-time information lets you know what's happening with your business now. From alerts advising staff on pre-set variances to the ability to make menu and price changes instantly, the system gives you the control and flexibility to achieve revenue maximization. Multiple methods of reporting and data analysis give you the metrics you need to evaluate the profitability of your food and beverage operations.

### SEE RESULTS NOW.

Our complete F&B solution gives you the tools you need to:

- ▶ **Increase profitability**—control costs and drive revenue to improve your bottom line
- ▶ **Analyze results**—evaluate your operations using key metrics, such as revenue per available seat hour
- ▶ **Boost efficiency**—manage your menus and consolidate your data from a central location
- ▶ **Improve utilization**—effectively manage the volume of your reservations, determine table availability, and improve table utilization
- ▶ **Enhance guest service**—ensure your guests receive the best possible service, resulting in increased loyalty and more business

### ADDITIONAL HOSPITALITY SOLUTIONS FROM INFOR AND SOFTBRANDS:

#### Property management.

Your guests are savvy consumers who expect outstanding service. Exceeding their expectations is what keeps them coming back to your properties. Infor and SoftBrands property management systems offer you a complete solution for the management of rates, availability, and guest profiles for single- and multi-property enterprises across multiple platforms.

Using our systems, you can increase operational efficiency, improve guest loyalty, maximize yield, and increase profitability.

### **Leisure and activity management.**

Enhancing your guests' experience is critical in today's hospitality industry. Hotels have turned their attention to spa, golf, and other recreational activities to provide a total experience for guests who request this type of service. Leisure and activity management systems from Infor and SoftBrands provide management staff and guests with a complete review of each service associated with a wellness business, whether that business is a stand-alone spa, fitness, recreational, or dining facility, or a multi-property, multi-lingual, and multi-currency group. Our solution enhances guest service by providing a single guest itinerary of each guest's leisure activities and improved operations management, including a web booking engine for spa and activities along with comprehensive management analysis.

### **Performance management.**

Reporting and analysis are critical to the success of your business. Performance management solution from Infor and SoftBrands allows you to gather and consolidate information about the performance of your properties, create customized reports for your business, evaluate the effectiveness of your yield management strategies, and conduct thorough financial analysis. You can sort and filter reports to view the exact information you need at a moment's notice, so you'll have the right data for accurate forecasting and decision-making.

### **Customer relationship management.**

Your guests interact with many people within your organization, providing insight into guest preferences and requests. Customer relationship management system from Infor and SoftBrands provides a centralized repository of critical customer data so that you only have to ask your guests once about their preferences and service level requests. This centralized profile is accessible for future reservation and customer satisfaction information along with statistical information to measure the value of each guest.

As you learn more about your guests' preferences, that information is added to the individual's profile so you can market more effectively to and better serve your most valuable guests.

### **Central reservation management.**

Your guests are your most valuable asset. Knowing who they are, what they like, and how to reach them is essential. Whether you're acquiring reservations through third-party agents, channel booking partners, or your call center, you need to gather, integrate, and disseminate data about your guests, inventory, and rates efficiently across your enterprise. Central reservation system from Infor and SoftBrands provides you with a robust solution that allows you to match guest interest with property availability so you can increase revenue and occupancy rates.

### **Human capital management.**

Managing your valuable asset effectively and economically requires the ability to standardize key human resource processes across your global operation. Infor and SoftBrands human capital management gives you that ability. Our solution provides a web-enabled application including centralized databases for housing vital employee information, flexible tools for administering multiple benefit plans, and a framework for complex payrolls. It helps you manage your global workforce and turn it into a key competitive differentiator.

### **Financial management.**

Finance and accounting organizations help drive company performance by efficiently handling a multitude of daily transactions, sharing valuable information hidden in transactional data, and adapting processes fluidly as business conditions and regulatory environments change. Our financial management system enables companies to integrate and streamline local and multinational financial management processes from end to end. By doing so, they obtain a reliable view of financial performance across the entire enterprise, as well as gain the flexibility and control needed to adapt to the demands of the most challenging business environment.

## Reservation distribution management.

Reservation distribution solution from Infor and SoftBrands provides you with a central view of rates and room inventory across multiple channels. This real-time access to data across your enterprise allows you to maximize profits and effectively manage multiple distribution channels. Reaching the right channel at the right time with the right room at the right price is vital to maximizing your revenues.

## THERE IS A BETTER WAY.

We work with a core belief. We believe in the customer. We believe that the customer is seeking a better, more collaborative relationship with its business software provider. And a new breed of business software: created for evolution, not revolution. Software that's simple to buy, easy to deploy and convenient to manage. Our 70,000 customers in more than 100 countries stand with us. We look forward to your sharing in the results of our belief. There is a better way. For additional information, visit [www.infor.com/hospitality](http://www.infor.com/hospitality).

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The logo for Infor SoftBrands. The word "INFOR" is in a bold, black, sans-serif font with a red horizontal bar through the middle of the letters. Below it, the word "SoftBrands" is in a smaller, grey, sans-serif font with a trademark symbol (™) to the right.