

# THE FOODPRO<sup>®</sup> CATERED EVENTS SALES MODULE



The integration of FoodPro and Microsoft Outlook has produced a fully functional and flexible Catered Event Scheduling, Billing and Reporting Interface providing a broad range of capabilities for Catering Operations of all sizes.

This product has been designed to streamline the event booking process and because it is integrated with FoodPro, the production kitchen for Catered Events can access real-time purchasing needs and production information as events are scheduled.

Outlook is the front-end of the interface and will enable Catering Operations to take advantage of its native features such as Contact Management, Resource Scheduling, Task Management, and Interdepartmental Messaging.



A further benefit of utilizing Outlook is that many users have a familiarity with it as an e-mail and contact application, therefore the learning curve for its use as a Catered Event Sales application will be much shorter than with other applications of this nature.

Additionally, Aurora Information Systems has developed custom data entry forms for both Event Scheduling and Contact Management.

In multi-user environments the use of Microsoft Exchange Server allows real-time interactivity and shared data, such as contacts and schedules. Aurora has also developed an interface that manages shared lists specifically created for a Catering Operation within an Exchange Server environment. These shared lists define both Outlook Fields and Custom Fields: Salesperson, Labels, and Categories are just a few examples of the shared lists.

Since Outlook is an application developed for e-mail communications, Aurora Information Systems has taken advantage of this by enabling users to generate automated e-mails that include specific document attachments such as Invoices and Event Confirmations.

Another feature of the module is the ability to accommodate multiple types of methods of payments such as cash, interdepartmental charges, and credit cards to name a few. In order to facilitate interdepartmental charges that are normally processed as transfer journal vouchers on the school's general ledger system, a billing interface has been developed and will be customized for each school.

Invoices and Confirmations are just two examples of the many documents that can be created using the Document Templates Program. Each Catering Operation is unique and it follows that they each have their own documents used to conduct their business, therefore Aurora Information Systems has developed a flexible document creation utility (used in conjunction with Microsoft Word<sup>®</sup>) for users to develop their own business forms and documents.

The Catered Event Reports program contains a series of standard reports that have been created with user-selectable filters to review sales, financial, and event data based on various criteria: salesperson, dates, and event type, among others.

The FoodPro<sup>®</sup> Catered Event Scheduling, Billing, and Reporting Interface will be an asset to any Catering Operation because of its user-friendly design, unparalleled flexibility, and powerful features.

# OUTLOOK ON CATERED EVENTS



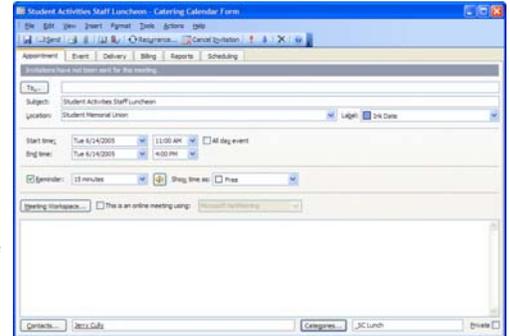
Powerful combination of software:

- Outlook's Contact Management & Event Scheduling Features
- FoodPro's Inventory and Menu Management Software



Catering users share a common event calendar.

- Custom Views, a native feature of Outlook enables users to define different ways to view the calendar based on various needs (for example: sort by event status, then by time, or by type of event like "deliveries").
- Use of Outlook Labels enables users to mark events with visual references on the calendar so they are easier to locate.
- Outlook has a feature called Resource Scheduling, it can be utilized for scheduling meeting rooms, buildings, or other venues.



To facilitate booking Catered Events two custom forms have been developed:

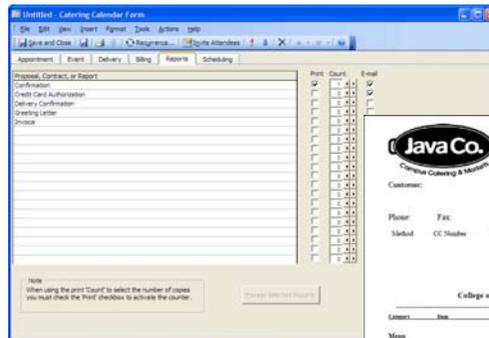
- A BENEFIT OF USING OUTLOOK IS THAT MANY USERS ARE ALREADY USING IT AS THEIR DEFAULT E-MAIL APPLICATION, SO THEY ARE ALREADY FAMILIAR WITH MANY OF ITS FEATURES.

- The Catering Calendar Form and the Catering Contact Form.
- Each form has custom tabs and fields directly related to Catered Events such as billing fields, delivery detail fields, setup styles, and many others.



Flexible Menu Management and Creation Tools

- Allows for Recipes and Inventory Items on the same menu
- Menus can offer "select any X of Y" choices
- Recipes and Inventory are assigned not only a menu category but can be subdivided by type: Menu, Beverage, Equipment, and Miscellaneous
- Pricing is flexible and can reflect per person, per item, or combinations thereof



Operational documents are completely custom and are created using Word:

- Create up to 20 custom documents
- Add your logo and use colored fonts to highlight important fields
- Using Mail Merge functionality, select from over 200 merge fields to populate your document with appropriate data
- Documents can be printed from within an event or in batches that span multiple events

Since the Catered Event Scheduling, Billing, and Report Interface is integrated with FoodPro, Catering Operations can take advantage of all of FoodPro's features:

- Food Cost Control, Inventory Cost Control, Production Information for the kitchen, Purchasing Information, Menu and Recipe Maintenance, and menu analysis

