ReServe Cloud™ is the only software you need to streamline your Catering & Event Management operations. Accessible on your PC, tablet or mobile device, ReServe’s new web-based system helps you get back valuable time so you can focus on booking more business and improving guest service.

It’s all about the process.

ReServe Cloud automates the entire event booking process from initial inquiry to final invoice and everything in between. It’s the only software program designed around the lifecycle of an event, rather than just a scattered database full of fields. This unique, process-driven design, called Event Lifecycle Technology™, is customizable and designed to automatically prompt you to do the right thing at the right time, so no details are missed and no mistakes are made.

Book more business.

ReServe streamlines time consuming tasks, so you have more time to sell and keep those event spaces booked to capacity. Imagine inquiries populating into ReServe automatically from your website, and creating custom proposals with just a few keystrokes. Because ReServe manages all of the details, you’ll have time to make sure your events go off without a hitch, ensuring repeat business.

Keep everyone on the same page.

Events have many moving parts that have to come together seamlessly in order to be successful. When you’re the liaison between the client and your organization, it’s critical that you provide timely, accurate and attractive documentation. Our point-and-click technology and easy integration features help you quickly create and share custom proposals, banquet event orders, event schedules and more.

Keep an eye on the bottom line.

Sales have to go up and costs need to stay down. With ReServe, you can manage resources effectively. We’ll help you monitor and control the costs of the equipment you need to set-up an event, the labor required to execute it, and the menu designed to dazzle your guests. ReServe has the smarts to help you accurately calculate costs and get a handle on your resources so you can make the right decisions to keep you profitable.

Measure so you can manage.

ReServe’s comprehensive reporting and analysis features let you examine, adjust and improve performance across your organization. ReServe gives you instant access to valuable information with the click of a button. Need to report on how much money’s coming in this quarter? Click. Who are your best customers? Click. What resources do you need to get the job done? Click. See? No more hours spent generating reports. What will you do with all the precious time we’ll give you back?

Build stronger relationships.

Loyal customers mean repeat business and more referrals. With ReServe’s rich customer database and CRM features, you can easily recognize, personalize and make the most of existing and prospective guest relationships. And because every one of your customers assumes they are your most important and expects to be treated that way, ReServe helps you remember what makes them tick, so you can deliver a stand-out VIP experience every time.

Want to see more details? See the back.
Catering & Event Management Software Features

- **Drop & Drag Multi-View Calendar and Event Book.** Manage unlimited event or banquet sites and locations, prevent double bookings, check availability, maintain wait lists, and copy repeat events.

- **Point & Click BEO Builder.** Create event orders and proposals in seconds by selecting menu, set-up and service items with advanced, single step point-and-click technology.

- **Online Inquiry Processing.** Let prospective guests submit private event requests through your website that are automatically traced for follow-up. Guests can make real-time reservations for public special events using ReServe’s Events with Reservations.

- **Automatic Document Creation.** Instantly produce professionally branded and customized proposals, contracts, event orders, invoices and templates with automatically inserted price, menu, contact and event information.

- **Customer Relationship Management.** Maintain a rich customer database for accounts and contacts including buying history, phone conversations, correspondence and e-mails to help prospect future business. Recognize and differentiate club members and VIP guests, customize service, as well as track memberships and renewals.

- **Custom Correspondence.** Create professional, personalized letters and emails that automatically insert desired contact and event fields.

- **Automated Tasks and Reminders.** Generate customized, automated daily “to-do” lists and follow-up reminders.

- **Event Reporting.** Export food and beverage details, cancelled and no show event reservations, daily event and event reservation counts, event and function lists by date, set-up and service orders, labor reports, and more.

- **Event Change Auditing.** Automatically track changes and print revised event orders.

- **Integrated E-mail.** Send e-mail correspondence instantly with automatically generated attachments.

- **Multi-Device Accessibility.** Continual access to all areas of your software from any PC, tablet or mobile device for greater flexibility and control.

- **E-Signature Integration.** Seamlessly embed electronic signature fields into proposals, contracts and other documents. Customer signatures are then captured and a legally binding, signed document is stored in ReServe and can be shared with all parties.

- **E-Payment Capability.** Deposits, payments and recurring payments, in any combination, can be electronically processed, recorded and associated with an event through the security of ReServe’s PCI compliant e-payment integration feature.

- **Food & Beverage Menu Costing.** Input the cost of food and beverage items to ensure menus are priced profitably. Automatically re-calculates cost percentages to easily accommodate client budgets.

- **Labor Scheduling.** Automatically allocate labor costs according to custom staffing models that determine what resources are typically required for a specific event.

- **Financial and Historical Reporting.** Instantly produce professional and accurate forecasts, invoices, aging reports, payment summaries, cost reports, detailed sales and lost business analyses, and more, using click-and-drag report building and generation.

- **Marketing Analysis.** Pull and analyze account details, marketing activity summaries, club membership information, advertising and marketing initiative effectiveness for events and more.

- **Report Scheduler.** Schedule reports to be exported or emailed at predefined times, as well as create jobs to send automatic emails that can be triggered by contact, event or dining dates.

- **Dashboards.** Visually chart various event and dining metrics in ReServe including event counts and revenue, average turn rates, food and beverage revenue, dining covers and reservation counts.

- **Google Calendar Interface.** Export your event calendar using the power of Google.