

# WinSAM

## Sales & Catering



www.msisolutions.com  
info@msisolutions.com  
800.331.7890

## FULL SERVICE. SALES AND CATERING.



eliminates  
separate  
interface

From sales quotes and contracts to banquet orders, invoicing and post-event follow up, WinSAM Sales & Catering from MSI is designed to serve the dynamic day-to-day business needs of your Sales and Catering management teams while streamlining account and event management across your organization. This comprehensive tool puts consolidated information at your fingertips in real-time giving you the power and visibility you need to quickly and effectively analyze sales trends and opportunities, manage catering and event operations, and proactively respond to customers, last minute requests and changing market conditions.

WinSAM fully integrates with MSI's WinPM Property Management System to eliminate the need for a separate interface, multiple databases and redundant entry of data. As a result, the systems seamlessly share information common to many key functions such as customer profiles, rates, inventory and availability. This tight integration allows use of a single database and delivers greater data accuracy and consistency throughout your operations. Even better, there is less time needed to maintain and share account information and updates, so your associates have more time to spend building customer relationships and new business!

WinSAM's main menu provides instant access to the Sales Tools area and other key daily functions making it easy to create and manage accounts, review sales history and trends, create reports, track communications and attachments, schedule follow up activities and more. Plus, WinSAM works with your favorite Windows® applications – Microsoft® Word and Excel® – so you can quickly set up mail merge communications, share data, and maximize productivity and reporting capabilities.

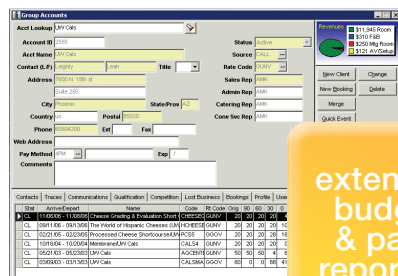
WinSAM integrates with MSI's WinPM Property Management System and is optionally available as a standalone system.

## FLEXIBLE. EASY TO USE.

Flexibility and fast responses are key to winning new and repeat sales, and the ability to prepare customized programs on the fly may be the special touch that sets you apart from your competition. WinSAM delivers easy to configure tools that help you quickly generate customized packages, contracts, BEOs and menus.

### ACCOUNT MANAGEMENT

- Single screen access to Bookings (meeting rooms and guest rooms), History, Competition and Qualifications for fast, comprehensive view of account
- Extensive tracking and reporting capabilities: Accounts, Contacts, New Business, Traces and Communications
- User-defined fields give complete flexibility in tracking information unique to your hotel
- Customizable traces – trace anything on accounts, groups, functions or communications
- Trace Calendar shows past, present and future Traces and Tasks at a glance
- View, move, swap, and block function rooms and function space on a single screen
- Logs for all communications and attachments provide audit trail and preserve account histories
- Email reports, logs and rooming lists directly from Sales Tools



extensive  
budget  
& pace  
reporting

## SALES MANAGEMENT

- Customizable Contract capability – supports SMERF, Corporate and Association-based business
- Guest Rooms, Guest/Group Services, Guest/Group Messaging and Functions are managed from a single screen
- Print easy to read group resumes for use in a front office group binder, group file, or a pre-arrival group meeting or email to customer
- Robust Yield Management capabilities for comparing New Business to Booking Pace, Budget and Group-In-House – drives ADR and RevPAR!
- Business intelligence tools support better decision making and allow users to analyze trends, opportunities, losses and reasons for lost business
- Daily Sales Manager Control Panel gives real-time updates at a glance – allows your sales teams to prioritize their appointments, traces, tasks and to do lists daily
- Extensive Budget and Pace Reporting capabilities – makes it easy to monitor sales production and goals

Account	Rate	Target	Actual	Variance
Room Revenue	120	120.00	120.00	0.00
Food	100	100.00	100.00	0.00
Beverage	100	100.00	100.00	0.00

Item	Rate	Target	Actual	Variance
Room Revenue	120	120.00	120.00	0.00
Food	100	100.00	100.00	0.00
Beverage	100	100.00	100.00	0.00

## CATERING MANAGEMENT

- Complete and customizable BEO capability – even supports additions after posting!
- On-Screen reports give quick access to Account Bookings, Functions and Catering Projections
- Easy drag and drop food menus make it easy to customize orders
- Flexible Function Book allows user-defined views and displays
- Manage AV requirements proactively – whether you contract services or use in-house support you can avoid over scheduling!
- Budget both equipment and banquet labor intelligently with Set Up reports and proactively manage your setup needs
- Quick Event Entry allows fast last minute entries into the system
- Internal email capability for BEO and Event changes

# COMPREHENSIVE. SALES & CATERING. WinSAM.



In today's competitive environment, your operation and your associates need every advantage possible to win new business and grow repeat business. The right technology backed by the right service provider can deliver the technical edge necessary to optimize projections and resources, reduce costs and missed charges, increase productivity, monitor performance and customer satisfaction, and enhance profitability.

Get the edge MSI offers and get all the tools you need to coordinate and manage every aspect of sales, catering and event management in one comprehensive, easy to learn and easy to use sales and catering system: WinSAM.

**MSI (Multi-Systems, Inc.)** has been empowering the lodging industry with the highest quality hotel technology products and services since 1991. With an installed base of approximately 3,000 hotels and resorts throughout North America, MSI is one of the largest privately-held providers of fully-integrated property management, sales and catering, point of sale, web booking and centralized corporate services for economy to luxury lodging properties.

## MSI SOLUTIONS

**WinPM**  
Property Management

**WinSAM**  
Sales & Catering

**SalesDriver**  
Contact Management

**EnterprisePM**  
Property Management

**NovaPLUS**  
PROPERTY MANAGEMENT

**Place Point**  
Restaurant Point of Sale

**The Helm**  
Business Intelligence

**Web Booking ENGINE**  
Internet Reservations

**DOSPM**  
Migrates easily to WinPM or EnterprisePM

7600 N. 15th St.  
Suite 250  
Phoenix, AZ 85020

800.331.7890  
602.870.4200  
Fax 602.861.3711