

## PRESS RELEASE

# Caterease Website Offers Answers, Not Questions

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### **Naples, Florida –**

Caterease Catering and Event Management Software recently enhanced their already impressive presence on the worldwide web with several new video demonstrations recorded using Flash™ technology.

The company's website – [www.caterease.com](http://www.caterease.com) – has long been a source of comprehensive and detailed information about this state-of-the-art event management program. With the addition of Flash™ videos over the past year and a half, prospective customers can virtually (pardon the pun) find any answer they seek.

“I'm amazed at how other websites bury screenshots of their products – if they offer any screenshots at all,” observes Tom Jewell, Caterease Director of Sales. “They talk in conceptual terms about the business needs their programs will supposedly address, but offer very little in the way of specifics.”

Caterease takes the exact opposite approach, notes Director of Training Chris Kopriva. “People are visiting our website because they are already *aware* of the issues they're facing,” Kopriva says. “What they want to see are solutions. Our site offers comprehensive examples of how our program addresses the day-to-day concerns of event management professionals.

“Not only do we put detailed screenshots of the program front and center,” Kopriva continues, “we also offer a host of video tours. And the new, slick layout of our updated presentations makes navigating the tours as easy as getting around the program.”

In addition to the in-depth explorations of Caterease found in the video tours, the website also offers an exceptionally clever use of this powerful technology – video “tips of the week”.

“Each week we post a new one- to two-minute video,” Kopriva explains, “highlighting a different facet of the program. These tips began as a support tool to show existing customers how to perform certain tasks, but more and more our sales staff has been using them to demonstrate the power and sophistication of the program.”

Between the tours and the video tips, visitors to the Caterease website are never lacking for information about the product, notes Jewell. “Our program is so attractive and easy-to-use, we want to highlight it as often as possible on the site. I imagine there's a reason other software companies don't do the same.”

### **About Caterease Software**

Caterease Software, developed by Horizon Business Services, Inc., is a comprehensive event management program unparalleled in the hospitality industry. For more than a decade, event management professionals of all sizes – from independent restaurants and caterers to large hotel chains and conference centers – have come to rely on the power and user-friendliness that Caterease is known for.

Designed in conjunction with experts in the hospitality industry, Caterease offers the perfect blend of essential features and an attractive, easy-to-use layout. With more flexibility than any other software, Caterease even allows the end user to redesign the program to perfectly fit his or her specific business needs. Caterease is truly automation made easy, and is the ideal solution for the hectic world of catering and event management.

Visit our website [www.caterease.com](http://www.caterease.com) or call 800.863.1616 for more information.

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