

PRESS RELEASE

Caterease Software Releases Revolutionary Web Ordering Module

For Immediate Release

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Naples, Florida –

Caterease Catering and Event Management Software recently announced the release of its powerful Web Ordering module – the latest exciting enhancement to this industry leading program.

Using this remarkable tool, caterers and event planners can allow their customers to process orders independently over the web – and have those orders submitted directly into the Caterease program. Submitted orders can then be accepted or rejected by the caterer, and email confirmations can be sent to the customer individually or in a batch.

“This has to be the most significant time-saving tool we have ever released,” says George Kopriva, Caterease Director of Operations. “Now Caterease users don’t even have to book an event. All of that data-entry is done by the customer, and submitted directly to the program.”

Still, beyond the obvious time benefits, what truly sets this new module apart is its significant flexibility. Caterease customers retain an incredible amount of control over each step of the online booking process.

“Our customers have become used to making their own choices”, Senior Developer Amy Hatfield points out. “With Web Ordering, we continue that tradition by giving them the freedom to decide such things as which menu items will be published to the web, whether pictures of the items will accompany them, which types of events can be processed over the web, what restrictions will be placed on those events and what instructions or messages will greet the customer during the process. And of course they can opt to change those decisions at any time.”

The typical web ordering scenario, as Hatfield describes it, goes something like this: A customer visits a caterer’s website, where he finds a button or link allowing him to place an order. Upon clicking the link, he is walked through a very simple series of steps – he determines what type of order (delivery, onsite event, pickup, etc.) he needs, establish a date and times (and optional venue), selects from the specific menu options the caterer has chosen to post to the ordering site, and submits his request.

The caterer, meanwhile, is informed by her Caterease program that an online order has been submitted. She can then review that order (or group of orders, as the case may be), choose to either accept or reject it and then immediately communicate back to the customer via email. Indeed, as seasoned Caterease users are aware, the program's dynamic merge letter capabilities mean a detailed, specific email correspondence can be created with a single click of the mouse!

"I'm not sure you can overstate the amount of time this web ordering module can save a company – or the potential revenue it can generate," says Hatfield. "Customers visit your website, process their own events and submit them to your Caterease program without you having to do a thing. Even if it becomes necessary for you to reject those events for whatever reason, they nonetheless indicate a significant level of interest and a high probability of business in the future."

Reduced work and increased revenue is standard fare from this revolutionary program. Indeed, in the current business environment where online access is more ubiquitous and extra time is ever scarcer, the Caterease Web Ordering Module makes a lot of sense – and a whole lot of dollars, as well!

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 or call 800.863.1616 for more information.

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