

ReServe Interactive Offers Only Software Designed to Fit the Unique Event Management Needs of Vineyards and Wineries

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ReServe Interactive, a leader in hospitality management technology, offers the only software designed to fit the unique event management needs of vineyards and wineries.

From logistical planning to financial reporting, ReServe Interactive's(R) Event Management software makes it easy for these facilities to streamline events, plan effectively, increase profitability and provide an exceptional guest experience.

Unique to vineyards and wineries, ReServe Interactive offers value-driven features such as the ability to track return-on-investment by individual event and enhanced communication between internal departments and multiple winery locations. In addition, facilities can track and manage labor requirements and centralize reservations for tasting, tours, dining and events.

Prior to co-founding ReServe Interactive, company president, Beth Goodell, worked at Wente Vineyards where she became intimately familiar with the needs of vineyards and wineries through her management of operations in restaurant sales and marketing, catering services, the visitor's center, golf course, and world-class concert series.

'My experience at Wente gave me the ability to provide input on the development of our software to accommodate the unique challenges facing vineyards and wineries in their efforts to streamline and execute onsite events and tours,' explains Goodell. 'At ReServe, we've been able to create a product that improves staff and customer communication, makes internal processes more efficient and the events themselves more profitable.'

ReServe Interactive's Events Management software module also offers features such as Event Lifecycle Technology(TM) that, through a process-driven design, automatically prompts for activity at each stage of an event's lifecycle. It has enabled wineries to streamline internal processes while accomplishing important event-related functions such as managing reservations to prevent double-bookings and ensure space availability; gathering guest information to provide exclusive and unique activities at the time of visit; improving communication between staff to more effectively manage activities and labor resources, and creating valuable financial, marketing and event-related reports to gain control over operational inefficiencies.

ReServe's experience in the vineyard and winery market extends over a decade with such notable clientele as Rubicon Estates, Icon Estate, Sterling Vineyards, Mumm Napa Valley, Markham Vineyards, Domaine Carneros, Wente Vineyards, Korbel Champagne Cellars, Kendall-Jackson Wine Estates, Renault Winery & Tuscany House Hotel, Ironstone Vineyards and many more.

Rubicon Estates, a 120-year-old winery located in one of the premier Cabernet Sauvignon regions of California, managed thousands of scheduled tours and more than 200 high-profile events annually using multiple, decentralized databases, resulting in a lack of controls to effectively track operations. To streamline efficiencies and improve performance, management centralized databases into one fully-integrated system using ReServe's Event Management software.

According to Sally Allred, events director at Rubicon Estates, 'Now, with the click of a button, all departments can view daily schedules to check space availability. We can print reports that help us plan events and tours, and include attendance numbers, equipment needs, and labor requirements. It's improved our efficiency and allowed us to create an exclusive VIP experience for our guests.'

Icon Estates, a renowned group of vineyards and wineries in Northern California, manages more than 13,000 events annually, including tasting, tours, and large-scale events. Using different database applications, estate properties individually booked reservations and executed events resulting in redundancies in guest visits across properties. To streamline processes and ensure exclusive guest experiences, management at Icon Estates decided to centralize reservation and event operations into one fully-integrated system using the Web-based version of ReServe Interactive's Events Management software.

According to Kathy Magner, the reservations manager, 'ReServe helps us streamline events through a centralized reservations department which has improved operations tremendously. With this online system, we've eliminated IT challenges, reduced scheduling redundancies and are able to provide our guests with an exceptional winery visit.'

The online version of ReServe Interactive called ReServe Anywhere(TM), is remotely accessible by end-users through a high-speed Internet connection and hosted by ReServe on secure, centralized servers. With the same full-featured capabilities and performance of the traditional ReServe client/server application, the virtual solution is implemented via the Web and eliminates the need for overhead costs associated with on-site technology management. Through a secure, password-protected Internet connection that is instantly accessed by a downloadable desktop link, ReServe Anywhere delivers Icon Estates properties real-time, remote access to their software to efficiently manage tours, tasting and private events.

ReServe Interactive specializes in Catering software, Event Management software, Dining Reservations software and Table Management software applications for the hospitality industry and is the only integrated solution for managing banquets and restaurant reservations in one system. ReServe Interactive software is suitable for a variety of hospitality venues including hotels, restaurants, sports and entertainment facilities, golf clubs, private clubs and wineries. The company brings more than two decades of experience in hospitality management and software development.

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