

# OpenTable

Restaurant Reservation System

# OpenTable For Restaurateurs

## Overview

- ❑ **Save time with automated reservations**
- ❑ **Improve service with a powerful guest database**
- ❑ **Maximize efficiency with table management tools**
- ❑ **Attract repeat business with email marketing**
- ❑ **Join the network that seats 3 million diners monthly**
- ❑ **Gain exposure from more than 75 partners**

The logo for OpenTable, featuring a solid orange square on the left and a blue rectangle on the right containing the text "OpenTable" in white.

# OpenTable

## Features

# Reservation Management

## Features

- ❑ Easily enter or modify reservations while viewing guest histories
- ❑ Capture phone numbers, email and mailing addresses
- ❑ Allow management blocking and VIP pre-assignments
- ❑ Reduce no-shows with enhanced customer tracking
- ❑ Take reservations from your website or OpenTable 24 hours a day

# Table Management

## Features

- ❑ Maximize seat utilization with walk-in and waitlist functionality
- ❑ Instantly track covers for more efficient kitchen and server management
- ❑ Increase table turns by tracking party status
- ❑ Store multiple reservation sheets for holidays and special events
- ❑ Hold and combine tables for large parties
- ❑ Record and view shift notes for each day

# Guest Management

## Features

- ❑ Identify regulars and VIPs
- ❑ Track customer preferences to meet and anticipate special requests
- ❑ View customer reservation histories at-a-glance
- ❑ Track special occasions such as guest birthdays and anniversaries

# Marketing Management

## Features

- ❑ Conduct powerful email marketing campaigns to increase repeat business
- ❑ Print mailing labels to reach select target audiences
- ❑ Track and reward concierge business

# Increase Control

## Features

- ❑ Manage reservations from the back-office or any other location simultaneously
- ❑ Control multiple restaurants from key centralized locations
- ❑ Leverage the power of Microsoft's reliable SQL Server 2000 software architecture
- ❑ Share guest data across sister restaurants



# OpenTable

Screen Shots

# OpenTable Terminal

Screen Shot



# View Reservation Book

## Screen Shot

Different colors indicate confirmation status and special customer notes. Simply tap the screen to block tables or create manager slots.

OT Terra Colla

Lunch TC Tdy 2/13/2007 11:45 AM Total Count Seated Count 75 1:14

Sheet Book Waitlist Floor Future Guests Reserve Now Notes Admin Reports

Time	Name	#	Tbl	N	Time	Name	#	Tbl	N	Time	Name	#	Tbl	N
11:15	-- Mgr Slot --	0	PDR		12:15		4			1:30	Nunn, Fredrick	4		
11:15	-- Mgr Slot --	0	WR		12:15		4			1:30	Crandall, Beth	4		
11:30		4			12:30	Haas, Larry	2			1:30	Pfizer, Ben Coronado	8		
11:30		4			12:30	Zimmerman, James	4			1:30		4		
11:30		4			12:30	Robel, Tom	4			1:45	Martin, John	4		VIP
11:30		8			12:30	Peters, Melissa	5			1:45		4		
11:30		8			12:30		4			1:45		4		
11:45	Shaff, Bob	4		VIP	12:45	Yee, Flora	3			1:45		8		
11:45		4			12:45	Terra, Audrey	4			2:00		4		
11:45		4			12:45		4			2:00		4		
11:45		8			12:45	-- Mgr Slot --	4			2:00		4		
11:45		8			12:45	-- Mgr Slot --	4			2:00		8		
12:00	Nordstrom, Richard	3			12:45		8			3:00		4		
12:00	Johnson & Johnson,	4			1:00	Abrams, Fern	3			3:00		4		
12:00		4			1:00	Hein, Mike	4		VIP	3:00		4		
12:00	-- Mgr Slot --	4			1:00		8			3:00		8		
12:00	-- Mgr Slot --	4			1:15	Jaffe, Alan	1							
12:15	Merl, Keith	2			1:15	Graney, Dan	2							
12:15	Seastone, Brian	4		VIP	1:15		4							
12:15	Julie, Sherril	6		VIP	1:15		8							

Res Notes Res Codes Guest Notes Guest Codes

Wife's name is Lynda. Bob's drink is gin & tonic. Lynda's is Erath Pinot Gris. They liked to have their Server introduce themselves by name.

VIP, Valued Member, Friend of MM

# Make a Reservation

## Screen Shot

Turn phone requests into electronic reservations in seconds

**Make a Reservation**

Dinner Thu 2/14/2008 6:15 PM Save Cancel  
Confirm # 347 Date Made 12/13/2006 Back

**Reservation Information**

Last Name	First Name	Title	Party Size	Guest History
London	Jake	sp?	2	R: 2
			(3-4)	CX: 0
				NS: 0
				WI: 0
				Tot \$:
				Avg \$:

Phone Type: Home Area: 550 Phone: 555.0026 Ext: x Table: User: Add

Organization: School for the Gifte

E-Mail Address: London@Gifted.com

Reset Check Total Check Total: POS Chk ID:

Res Notes	Res Codes	Guest Notes	Guest Codes
First time diner OpenTable VIP I'm going to ask my fiance to marry me. Please provide a quiet table.	Hotel Referral		

**Concierge**  
Sandy, Marriott SF  
415.444.5555

Concierges Credit Card Address History

# Build a Guest Database

## Screen Shot

Gather a detailed customer database and treat every guest like a VIP.

The screenshot displays the OpenTable reservation system interface for a guest named John Martin. The main title is "Martin, John for Lunch on February 13, 2008". Below this, there are two dropdown menus: "Reservation Codes" and "Guest Codes". The "Reservation Codes" dropdown is open, showing options like "MGR to touch table", "First Time Guest", "Truffles w/check", "View Requested", "Quiet Table", "Anniversary", "Birthday", "Patio", "Wheelchair Access", "Highchair", "Graduation", "Window Request", "Separate Checks", "20% Auto Grat", "East Side Preference", "West Side Preference", "Corner Table", and "Sunset view". The "Guest Codes" dropdown is also open, showing options like "VIP", "V-VIP", and "Extend to G/D".

Below the dropdowns, there is a "Reservation History" section. It includes a "Name" field with "Martin" and "John" entered, and a "Close" button. The "Past Visits" table shows the following data:

Day	Date	Time	Size	Tbl	Server	Code
Tue	1/9/2008	4:15 PM	2	404	Dale	WI
Sun	5/14/2007	11:45 AM	2	209	Nicole	R
Tue	2/7/2007	6:30 PM	4	208	Greg	R
Thu	1/26/2007	6:15 PM	2	B5	Shannon	WI

Below the "Past Visits" table, there is an "Upcoming Reservations" table, which is currently empty. To the right of the "Upcoming Reservations" table, there is a "Guest History" section with the following data:

Code	Count
R:	3
CX:	0
NS:	0
WI:	2

Below the "Upcoming Reservations" table, there is an "Upcoming Future Waitlist Entries" table, which is also currently empty.

# Manage/Update Reservation Book

Screen Shot

Guest Identification

Dinner on Tuesday, February 13, 2008 at 7:00 PM

Last Name: C First Name: Phone (at least 7 digits):

Select Guest New Guest Walk-In

Name	Phone
CABANEOR, PHILIPPE	520.326.8210
CABRERA, JOHN	520.645.7794

Terra Cotta

Lunch TC Tdy 2/13/2008 11:45 AM Total Count 75 Seated Count 1:14

Time	Name	#	Tbl	N	Time	Name	#	Tbl	N	Time	Name	#	Tbl	N
11:15	-- Mgr Slot --	0	PDR		12:15		4			1:30	Nunn, Fredrick	4		
11:15	-- Mgr Slot --	0	WR		12:15		4			1:30	Crandall, Beth	4		
11:30		4			12:30	Haas, Larry	2			1:30	Pfizer, Ben Coronado	8		
11:30		4			12:30	Zimmerman, James	4			1:30		4		
11:30		4			12:30	Robel, Tom	4			1:45	Martin, John	4		VP
11:30		8			12:30	Peters, Melissa	5			1:45		4		
11:30		8			12:30		4			1:45		4		
11:45	Shaff, Bob	4		VP	12:45	Yee, Flora	3			1:45		8		
11:45		4			12:45	Terra, Audrey	4			2:00		4		
11:45		4			12:45		4			2:00		4		
11:45		8			12:45	-- Mgr Slot --	4			2:00		4		
11:45		8			12:45	-- Mgr Slot --	4			2:00		8		
12:00	Nordstrom, Richard	3			12:45	-- Mgr Slot --	8			3:00		4		
12:00	Johnson & Johnson,	4			1:00	Abrams, Fern	3			3:00		4		
12:00		4			1:00	Hein, Mike	4		VP	3:00		4		
12:00	-- Mgr Slot --	4			1:00		8			3:00		8		
12:00	-- Mgr Slot --	4			1:15	Jaffe, Alan	1							
12:15	Merl, Keith	2			1:15	Graney, Dan	2							
12:15	Seastone, Brian	4		VP	1:15		4							
12:15	Julle, Sherril	6		VP	1:15		8							

Res Notes Res Codes Guest Notes Guest Codes

Wife's name is Lynda.  
Bob's drink is gin & tonic. Lynda's is Truth Pinot Gris. They liked to have their Server introduce themselves by name.

VP, Valued Member, Friend of MM

Change, Move,  
Cancel or Delete  
Reservations at Any  
Time

# Streamline Table Management

## Screen Shot

Floor view. View information about each guest as you seat them; color-code server stations and monitor their traffic.

The screenshot displays the OpenTable restaurant management software interface. The main window shows a floor plan with tables numbered 401-616, color-coded by server station. A 'Change Party Status' dialog box is open, showing options for 'Cancel / No Show', 'Expected', 'In-House', and 'Seated' with various sub-statuses like 'Not Confirmed', 'Partially Arrived', 'Partially Seated', etc. A reservations table is also visible in the top right.

* Time	Pr	Name	#	N	Tbl
11:45		Robel, Tom	3		512
11:45		Seastone, I	4	VIP	401

**Change Party Status**

Name:  # of Covers:

Cancel / No Show	Expected	In-House	Seated
<input type="button" value="Cancelled"/>	<input type="button" value="Not Confirmed"/>	<input type="button" value="Partially Arrived"/>	<input type="button" value="Partially Seated"/>
<input type="button" value="No Show"/>	<input type="button" value="Confirmed"/>	<input type="button" value="All Arrived"/>	<input type="button" value="Seated"/>
	<input type="button" value="Left Message"/>	<input type="button" value="Paged 1"/>	<input type="button" value="Entered"/>
	<input type="button" value="No Answer"/>	<input type="button" value="Paged 2"/>	<input type="button" value="Cleared"/>
	<input type="button" value="Wrong Number"/>	<input type="button" value="Paged 3"/>	<input type="button" value="Dessert"/>
	<input type="button" value="Late"/>		<input type="button" value="Check Dropped"/>
			<input type="button" value="Paid"/>
			<input type="button" value="New Table"/>
			<input type="button" value="Done"/>

# Customized Management Reports

## Screen Shot

The system instantly creates reports based on your data. Here are just a few of the available reports:

- Reservation reports
- Shift-close reports
- Concierge reports
- Customer reports

**Customer Report**

Customer Name	Address	Email	Phone	Last Visit	Visits
Alexandra, Lucy	307 Vermont Lane, South Gate, CA 90303	alexandra@opentable.com	(916) 496-2333	6/6/06	6
Wade, Kenneth	16 Montgomery Place, Boston, MA 02126	kwade@opentable.com	(916) 496-2333	6/6/06	4
Borchman, Brett	422 Wilson, San Jose, AZ 95033	borchman@opentable.com	(916) 295-6596	6/12/06	6
James, Scott	--no email--	--no email--	(916) 496-4336	6/12/06	5
James, Larry	35 Cole Place Apartment 3/Fair Island, CA 90306	larry@opentable.com	(916) 496-2633	6/12/06	4
Rice, Susan	333 West 26th Street, Apartment 306 Stewart, CA 90322	srice@opentable.com		6/16/06	1

**Close of Shift Report**

7/14/06  
Report Type: Monthly  
Shift: All  
End Date: 6/30/06

Date	Make Use	Cancellations	No Shows	Total Covers	Table Seated	Percentage	Percentage	Party Sizes					
								1%	2%	3%	4%	5%	6%
06/01/06 - 06/30/06	27	32	155	2212	894	4.4%	7%	0	603	58	146	13	15

# Restaurant Marketing

## Screen Shot

The OpenTable system gives you a variety of revenue-driving tools:

- Customer preference tracking
- Direct marketing
- Email marketing
- Concierge marketing
- Internet marketing

The screenshots illustrate various OpenTable marketing and reservation tools:

- The OpenTable Insider:** A newsletter titled "The OpenTable Insider" dated December 21, 2007, featuring "New York Restaurant News & Events".
- Restaurant Reservation Page:** A page for "jardinière" restaurant, showing a "Private Dining" section and a "Reserve Now" button.
- Restaurant Profile Page:** A page for "Brasserie Beck" in Washington, D.C., with a "Make a reservation now" section and a "Select Time" dropdown menu.
- OT Concierge Page:** A page titled "CONCIERGE" with a login form (User Name, Password) and a "Sign In" button. It includes a "Welcome to OTConcierge" message and a list of features such as "Reserve instantly at the city's top restaurants" and "Notify restaurants you are the referring concierge".



# OpenTable

Pricing and Contact Informaton

# OpenTable Pays For Itself

## Pricing

- **OpenTable quickly pays for itself by enabling you to attract new diners, increase repeat business and maximize operational efficiency.**
- **More than 300**
  - Average number of seats restaurants fill through the OpenTable network each month.
- **12**
  - Number of incremental seats restaurants need to fill to recover cost of OpenTable
- **We are happy to provide you with a free quote designed specifically for your restaurant. Talk to me after the presentation or simply contact us online or by phone.**



# Contact Information

Contact Us

□ **Online contact form:**

<http://www.opentable.com/info/contactus.aspx>

**North America:**

799 Market Street  
4th Floor  
San Francisco, CA 94103  
Email: [sales@opentable.com](mailto:sales@opentable.com)  
Fax: 415-267-0944  
Phone: 1-888-OpenTable  
or 1-800-OpenTable

**United Kingdom:**

OpenTable Europe Ltd.,  
Suite CP1.05  
Winchester House  
259-269 Old Marylebone Road  
London NW1 5RA  
Email: [uksales@opentable.com](mailto:uksales@opentable.com)  
Fax: 020 7170 4054  
Phone: 020 7170 4030

**Japan:**

OpenTable K.K.  
TTS Minami Aoyama Bldg. 6F  
6-12-1 Minami-Aoyama,  
Minato-ku, Tokyo  
107-0062 Japan  
URL: [www.opentable.jp](http://www.opentable.jp)  
Phone: +81 3-5464-6383

**Germany:**

OpenTable GmbH  
Biebergasse 2  
60313 Frankfurt  
Germany  
Email: [verkauf@opentable.com](mailto:verkauf@opentable.com)  
Fax: +49 (0) 69 2 55 77 66 5  
Phone: +49 (0) 69 130 14 87 0





# OpenTable™

**Bruce Yodis**  
March 17, 2010