InfoCommerce 2006
The conference for data publishers

OpenTable.com

Model of Excellence

OpenTable

Company:	Business Model:
OpenTable **San Francisco, CA 94103** **www.opentable.com**	Advertising & Transaction Supported: Transactional

Business Model

In the **Advertising and Transaction Supported: Transactional** business model, revenue comes from flat or per-transaction fees for referral of buyer to seller, with the transaction completed online or offline, or acceptance of orders on behalf of the seller, regardless of sales method.

Overview

OpenTable helps restaurants automate a critical business process – accepting and managing reservations. It provides them with sophisticated computer hardware and software which seamlessly integrates with the OpenTable.com website. Since its founding in 1998, OpenTable has grown to cover more than 5,300 restaurants throughout most of the U.S., as well as Canada, the UK, Japan, Mexico, Singapore and Hong Kong, and has seated more than 25 million diners through online reservations.

OpenTable relies on real-time data (restaurant seating availability) which is accessed by diners on the OpenTable website. A diner can search for a restaurant by name, location or cuisine, and then is able to compare and book reservations right through the website. This is a simple twist on connecting buyers and sellers, and the product is perfectly executed.

OpenTable is a powerful example of how well developed software applications can seamlessly unite to deliver 1+1=3 e-commerce opportunities that benefit all parties, while simultaneously delivering in-house productivity and workflow improvements. This is Infocommerce at its best.