



### HotSoft e-Commerce Overview

HotSoft has consistently followed a highly focused development cycle, whereby appropriate new technologies are continuously adapted to maintain our position at the leading edge of hospitality technology. With the emergence of internet booking technologies, this flexible approach has allowed HotSoft to provide full e-commerce capabilities in a robust and proven environment, at a fraction of the cost of competing systems, and provides a further example of the HotSoft “future proof” approach.

### HotSoft Internet Booking

With HotSoft Web Engine, room inventory and rates can be electronically synchronised between the HotSoft Front Office system and the HotSoft Web Engine. This bypasses the traditional method of web-site allocations and manual rate updates, which are costly, time consuming and prone to human error. This manual approach has proved unsustainable in the medium term, due to the difficulties of on-going maintenance and manual inputs for multiple channels.



The HotSoft Web Engine and CRS client provides continuously updated real-time availability with instant search results and booking confirmations, leading to higher than average returns for web client bookings. Booking searches and results are extremely fast and query real-time inventory. It is even possible to synchronise rate management business rules electronically, to cater for the new challenges of full electronic booking. Corporate booking channels and agent booking portals can also be fully provided for, with controlled visibility levels.

For all electronic bookings, clients and agents receive instant on-screen and e-mail confirmation, while bookings are transferred directly to the HotSoft system in each site, releasing valuable time and resource for reservations staff. Personnel in each site will also be automatically notified electronically as each external booking is received.

### HotSoft Central Reservations

In a multi-property environment, availability can be automatically combined to provide global search and booking within a group or chain of hotels, while incorporating the existing Web Engine technology with the addition of searches by region or price range, to cater for differing geographic spread and varied business models for individual properties within the group.

To complete the requirements of Central Reservations, HotSoft CRS Professional can also provide an integrated Call Centre module to allow all sales enquiries to be handled via a central sales office, providing real-time inventory and rates for all properties via proven internet transfer technologies.



### Electronic Marketing

HotSoft Notify can also be integrated to provide full electronic marketing campaigns, whereby promotions and business returns can be automatically tracked within the integrated HotSoft Sales and Marketing system. Electronic mail-shots can be generated to existing client lists by value of business, number of reservations, personal preferences etc. External marketing databases can also be interrogated, with booking sources automatically tracked and updated.



### Conference, Function & Event Management

Uniquely in this market segment HotSoft also provides a fully integrated Conference Module which allows for daily and overnight delegates, arrangement and conference booking screens and function room availability, to further enhance the efficiency and accuracy of vital information and statistics. Within HotSoft, the integration of all hospitality business functions provides accurate information, effective presentation and unparalleled ease of use, to present the most efficient and integrated solution for individual hotels and independent groups or chains with up to 50 properties.



Further planned enhancements to this system will allow clients to also prospect and book conference rooms and arrangements at any of the participating hotels. This will expand on the existing packaging tools which will allow clients to customise arrangements and requirements for each visit, a unique enhancement to service the expanding FIT markets.

With the volume of information now available, and with constant changes effected electronically, how can an independent hotel or group accurately track returns from clients and marketing campaigns on a timely basis? Again HotSoft provides the solution to the growing problem of "information overload".

### HotSoft Customer Management

Hotel Name	Booking History		
	Rooms	R-Nights	Sales
AMBASSADOR MANSIONS, ...	0	0	
CASA DEL FUEGO, PORTO ...	16	16	1115
GRAND CITY HOTEL, BASK...	16	16	1115
NEW PILKINTON GREAT W...	34	68	1115
ROYAL MEWS CARLTON, D...	4	9	124
SUN CITY BEACH RESORT, ...	4	9	124
	18	24	540
<b>Total</b>	<b>92</b>	<b>142</b>	<b>2133</b>

HotSoft Customer Management can provides a hotel chain with a ready made group client list by combining guest details and history from all group sites to a central head office database, using secure ftp updates. This allows group wide client sales and promotions to be tracked and replicated without the need for expensive communications infrastructure and high maintenance overheads. Information can be provided to all or selected properties, to preserve security of sensitive information where competition takes place within the group.

### "Garbage In, Garbage Out"

Even the best managed client database will invariably produce duplications and mistakes over a period of time. HotSoft will pro-actively compare and correct these duplications using the HotSoft unique client matching technology, which employs sophisticated software techniques to ensure that the client and guest history database always contains the most accurate information. Postal addresses can be automatically compared and validated with external databases as these become available.

Finally, HotSoft provides all of the above functionality as an addition to the most reliable and easy to operate Front Office system available. Unique Floating Windows technology and Touch Screen interface allows the implementation of the latest display technology, to provide a genuinely improved working environment.