

## Core Overview



### Integrate

Designed from the ground up and rich in user experience and functionality, the Core Central Reservation System (CRS) is integrated with SoftBrands' Epitome PMS (property management systems) and channel management tools. The robust architecture, with a central view of property availability and integrated channel management tools, offers the highly desired capability of implementing a single image inventory solution. The Core CRS is an internet-native application built on Java 2 Enterprise Edition (J2EE) technology, and is flexible, globally deployable, and highly scalable.

- Ask your guests one time for their information
- Save time and energy by allowing the software to streamline all guest information
- Update guest, travel agency and company profiles including negotiated rates automatically enabling your reservation managers to collaborate directly with your business partners

Manage multiple distribution channels using a consistent set of channel management tools. Whether acquiring reservations through third-party agents, website booking partner, in-house website reservations, or call centres, Core integrates the guest data from preferences to addresses and emails, and distributes the standardised information eliminating duplicate data entry.

- Guests, Group Members, and Agents take control of the self-service solution
- Agents can manage reservations independently through access to their negotiated rates and room allotments
- Guests can quickly and easily update their information
- Promote each property directly with your guest or travel partner.
- Using images and text to give a true picture of the hotel, room type, and facilities

### Key Benefits

- Powerful channel management capability
- Extend your market reach
- Maximise profits by managing centralised accessible information like rates and availability

## Centralise

Core is a set of intuitive tools that provide a collaborative environment in which all users, from travel agents, to group planners, to wholesalers, can interact effectively and share information real-time. From reservations, to guest history, to dynamic room pricing, Core centralizes all your data for easy accessibility.

- No duplicate data entry
- Less errors
- Consistent and Readily Available Information for All Properties

Centralised data can be organised and analysed to maximise efficiency and profits. Key performance indicators allow professionals to measure their distribution efforts and revenue management from single properties to corporate wide.



## Knowledge

Maximise profits by achieving the highest occupancy and rates by selling from inventory established in the channel management module. Availability, inventory allocations, negotiated rates, promotional rates, rate strategies, restrictions and more are established and updated in real-time for all channels of distribution.

## Summary

- Core is designed to be the total enterprise management solution for improving critical operations and profitability for multi-property hotel organisations.
- It helps your enterprise manage the many new buy-side channels to maximise yields and access new guests.
- Core provides timely operational knowledge and the tools to act on it in real-time.
- Core Rate, Inventory and Channel Management tools provide a cost-effective and efficient distribution solution for your entire enterprise.
- Backed with a robust architecture, the application is a dynamic solution that will easily expand with the ever-changing distribution market and your enterprise strategies.



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