

Core Reservation Portal



Maximising Your Internet Presence

Core Reservation Portal readily transforms any Web site into a sales portal that delivers a robust guest-to-property reservation solution while extending the capability of your Central Reservation System (CRS) or Property Management System (PMS). It can be easily customised to blend with the look-and-feel of any Web design while enhancing your corporation's Internet presence with guests, travel providers and business partners.

Core Reservation Portal come with a highly flexible and powerful channel management capability that allows reservation and revenue managers to instantly open or restrict the availability of rooms sold over the Web channel. Property features, room types, rate plans and availability information are immediately synchronised with the PMS so there is no need for your users to enter duplicate data. When you implement Core Reservation Portal, your Web site becomes your virtual reservation agent, helping you extend your market reach, lower reservation costs, improve guest satisfaction and manage rates and availability more effectively.

Extending Market Reach

- Promote each property directly with your guest or travel partner. Use photos, images and text to give your online users a true picture of the room type, rate plans and all that each property in your enterprise has to offer.
- Match specific properties to guests based on their needs and compatibility with unique and common hotel features, room type categories and rate plans.

- Provide a self-service solution to group members so they can make their own reservations by extending the portal as an online reservation agent for groups. Group profiles are made available according to the parameters configured by your sales organisation.
- Improve wholesaler bookings with a privileged self-service reservation solution. Authorised wholesalers can book reservations and receive confirmations directly for their clients. Negotiated rates and room blocks are accessible for streamlined processing.
- Enable a privileged self-service solution for travel agency reservations. Each agent is recognised and authenticated to ensure confidentiality and prevent unauthorised access. Negotiated rates are available during the reservation process to give your travel partners the confidence to increase their bookings at your properties.
- Enable a privileged self-service solution for your corporate clients to make reservations online. Corporate clients are recognised and authenticated to ensure confidentiality and prevent unauthorised access. Negotiated rates and room blocks are accessible for streamlined processing.
- Update guest, travel agency and company profiles including negotiated rates automatically in your PMS, enabling your reservation managers to collaborate directly with your business partners.
- Promote your properties without limits. With online traffic directed to your Web site, you can publicise in unlimited detail all of the distinct amenities, features and benefits your properties have to offer, without competitive distractions from other hotels in your area.
- Customise your Reservation Portal for compatibility with your branded identity and pre-established Web site standards.

Key Benefits

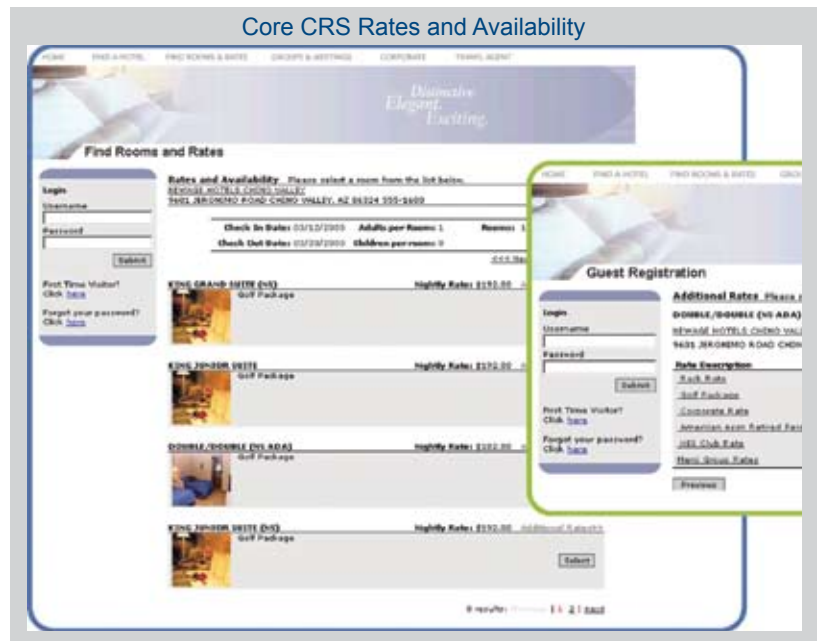
- Powerful channel management capability
- Enhance your corporation's Internet presence
- Extend your market reach
- Lower your reservation costs, improve guest satisfaction and manage rates and availability more effectively.

Increasing Revenue and Occupancy

- Refresh availability, rates, features, amenities and promotions in real-time with your online customers. The Core Reservation Portal is an authentic direct and seamless extension of your CRS, unlike the integrated modules you're used to hearing about in the marketplace today. With Core Reservation Portal, property details are automatically updated between your Web site and operational database without additional intervention.
- Achieve 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 from one central application.
- Increase your sales potential. Guests, travel agents, group coordinators and company travel partners can view information and maintain reservations 7 days a week, 24 hours a day, unassisted.
- Reduce per-reservation costs with instant receipt and confirmation of reservation details, both on-screen and sent via email. Remove costly intermediaries and reduce labor-intensive data entry, postage and time-consuming communication.

Streamlining Operations

- Eliminate manual and duplicate data entry with accurate and reliable reservation delivery. Reservations are instantly available in your operational system. Delays, misunderstandings and missed transactions due to interface conversions and 3rd party database incompatibility are eliminated.
- Enhance wholesaler and group services. Property information, group rates and availability of group allocations are managed and synchronised immediately with the PMS.
- Reduce transcription errors with PMS and CRS seamless integration. Travel agency and corporate profiles are automatically transferred and ready for your sales organisation to grant access.
- Achieve a higher level of business process integration. You can allow travel partners to perform specific reservation tasks on their client's behalf without having to communicate via phone, fax or email.



- Generate confirmation numbers from your Web site which are available as a cross-reference in your CRS or PMS, providing alternate tracking and reporting of the source.

Summary

- Core Reservation Portal is a set of intuitive, must-have tools for your guests and business partners – including travel agencies, companies and wholesalers. It provides a collaborative environment in which all users can interact effectively and share information real-time.
- The technology infrastructure delivers flexibility and scalability so that efficient exchange of information between employees, guests and business entities is made possible. This foundation also provides application security that enables mutual trust and confidence.
- Core Reservation Portal is designed as an integral part of your CRS or PMS, guaranteeing results with accuracy, high availability and reliability. Built on Java 2 Enterprise Edition (J2EE) technology, it is deployable on multiple platforms and highly scalable as your business grows. It provides a secure, real-time end-to-end online reservation solution for your enterprise.



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