

Amadeus Hospitality Amadeus Hotels Front Office (Hogatex)

the Multiproperty Edition

(front page of Front Office brochure, including “Multiproperty”)

(inside)

“A company with the best distribution system and the best service will win all the marbles - because you can't keep an advantage in other areas for long.”

(Lee Iacocca, US Manager, former Ford president)

intro and teaser:

From guests to faithful customers

Do you try and charm your guests, making them come back again and again?

Amadeus Hotels Front Office (Hogatex)* is a friend in need. Not only does our solution** simplify the workflow by making sure that you have all guest-related data right at your fingertips, it also comes with comprehensive analysis tools that enable you to plan future-proof.

Use our consulting service and find the solution that suits your needs while benefiting from our competence gained in more than 25 years of serving the hospitality industry. You want to be successful in the 'home-away-from-home'- business? Let's make it work - together.

* All Amadeus solutions can be either bought or rented

** The hosting model (ASP) saves you money because we'll be in charge of the entire IT infrastructure which means far less hardware for you to worry about

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The benefits in categories:

All guest data at your fingertips

For Front Office, Sales & Marketing, Conference and Finance Management, Amadeus Hotels Front Office offers you a customisable, flexible and central guest, company and travel-agent index: you can select the information you require - the field descriptions, position and size as well as create new fields as you need them.

The solution's main time savers at a glance:

- > Guest search according to surname, first name, contact person, place of residence, telephone number and/or a whole range of other search criteria
- > Administration of key contacts (in companies, travel agents) and associates (individuals)
- > Comprehensive search procedures with several different search criteria (and/or function)
- > Send e-mails directly from the guest index using Microsoft Outlook® (e-mail addresses are automatically transferred to Microsoft Outlook®)
- > Keep records of your guests' special requests, thus monitoring guest behaviour and allowing you to plan targeted sales and marketing campaigns
- > Apart from the standard index types – eg individual guest, company and travel agency – there are additional (and also customisable) types to choose from

Manage your reservations with speed and ease

Amadeus Hotels Front Office offers you powerful search functions that make it easy to retrieve reservations. You can search according to a variety of criteria, for example: reservation number, guest or company name, room number, date of arrival/departure, period of time, room category, nationality, package, group name and external reservation number (in case of CRS connections). Using the comprehensive rate management function with package administration makes management of your reservation an exercise in efficiency.

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The solution's main reservation time savers at a glance:

- > Individual and group reservations, including allotment administration
- > Flexible group administration system with editing modes for lines/columns and global alterations as well as automatic room allocation
- > Convenient room share administration
- > Room prices as well as rate management are displayed in any currency
- > Automatic recall of your guests' favourite rooms
- > Deposit administration with one or more payment amounts and deadlines (also for single members or groups)
- > Reservation conformation via e-mail matching your company ID (logo, templates, etc)
- > History of all reservation changes
- > Make reservations in a graphic room plan by simply highlighting the required time with the mouse
- > Extend or shorten stays with the easy-to-use drag & drop function.
- > Store photos of rooms and location maps in a bitmap format and answer customers' questions on the phone – fast!

Complete Microsoft Office integration

The Amadeus Hotels Front Office correspondence system is fully integrated into Microsoft Word[®] using OLE technology. Proposals, confirmations of reservations, billing reminders etc are automatically compiled in Microsoft Word[®] and printed, faxed or sent by e-mail.

It is easy to create an automatic link to Microsoft Word[®] in the reservation menu selecting your standard format. Microsoft Word[®] automatically extracts the relevant guest data from Amadeus Hotels Front Office irrespective of whether you issue the reservation confirmation for individuals, companies or groups. The integration with Microsoft Word[®] makes sure that your correspondence always looks professional – a further testimonial to the quality of your hotel!

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Know your basic yield

Not only does Amadeus Hotels Front Office enable you to optimise occupancy, it also allows 'mapping' of price periods with yield classes, and price groups (for example company contracts) can be included or excluded for the yielding process. Add a definition of 'booking limits', (for example maximum number of reservations per weekday or business rules for length of stay) and benefit from bid price management.

Please take note:

- > For bigger hotels with a dedicated revenue manager we advise to use Amadeus Hotels RMS
- > For hotel chains Amadeus Hotels Centralised RMS (City Optimis) suits best

Availability? No problem!

Amadeus Hotels Front Office lets you handle availability inquiries according to room type, room category, reservation status, allotments and free room numbers with ease. It gives you graphic representation of availability in 35 different diagram types as well as a graphic room plan with availability indicator according to room numbers in almost any zoom function (scale up/scale down).

Make your direct marketing painless

Amadeus Hotels Front Office generates labels or Microsoft Word® Merge files. Select guests according to a variety of criteria such as number of stays, turnover achieved, country, postal code area, segment code, birthday, age etc and aim your direct mail at the right segments easily.

Extended selection criteria enable intelligent links to the reservation and guest history files, letting you undertake segmented marketing campaigns. For example, compare a certain period with the same period in the previous year. Now select all guests who made reservations last year but who have as yet not made a reservation for the same period this year (conventions, holidays, sporting events). Based on this information you can now send out a mailing reminding previous guests of the atmosphere and service range of your hotel – or pointing out your seasonal specials....

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Always wanted a magic wand to manage world currencies?

Managing different national currencies can be a time-consuming headache unless you have powerful technological support that automates the greater part of the process.

Multi-currency support at a glance

- > Folios printed in any national currency
- > Automatic display of invoice balances in national and an additional currencies (eg EUR, US\$, etc)
- > Room prices and packages can be handled in any currency
- > Definition of business rules for payment and currency (eg cash, credit card, cheque payment etc)

Automating billing

What does 'optimising your business' mean? It means becoming more efficient and productive, using the time gained in the service of your customers. The automation of the billing process is one component of the hotel business that can free administration time in order to invest it in strategic planning, customer service etc.

Billing at a glance

- > Manages all forms of invoices/folios: individual folios, master folios, unit folios as well as city ledger invoicing
- > Efficient guest folio functions (split according to item, amount, department etc)
- > Access to special banqueting or speciality charges from other Amadeus Hospitality modules
- > Definition of billing instructions, service transfers etc
- > Customisable guest folios (can be printed in up to five additional languages)
- > Automatic group checkout (can also be linked to printing out unit folios)
- > Takes into account fiscal legislation in more than 50 countries and supports multiple foreign currencies within each version

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Check back through all correspondence in an instant

The system automatically archives the entire correspondence for each guest, company or group and can be accessed chronologically in Microsoft Word® format at the touch of a key.

Main benefit

- > When a guest/company/group raises questions over the phone, answers can be given and doubts removed by quoting directly from the correspondence during the conversation (available on the computer monitor)

Technologically speaking

While Amadeus takes care of the technology, you can concentrate on the important stuff: your business! Your business has been evolving from the day it was founded. But evolution generally is speeding up and Amadeus matches that speed with the best IT solutions... However, our true value lies in the combination of technology and partnership.

The most important technology highlights

- > Open system designed for use with operating systems from various manufacturers. Possible server operating systems are for example Red Hat Enterprise Linux ES/AS 3.0, IBM AIX®, Microsoft® Windows 2000 server or Microsoft® Windows server™ 2003, or workstations that can be Microsoft® Windows 2000 Professional or Microsoft® Windows XP Professional
- > Relational, transaction-oriented database system with SQL interface
- > All interfaces to telephone, PAY-TV, key card systems, etc run as background processes on the server – in other words, with Amadeus Hospitality solutions you don't need interface gateway PCs

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Night audit, lists statistics

- > Freely definable night audit
- > Easy-to-learn list generation for the guest index and reservations areas
- > More than 100 pre-compiled reports (for example for the night audit, billing, reservations areas) are included
- > Optional Crystal Reports Tool for compiling complex reports and statistics
- > A wide variety of statistics such as management and financial reports, sales, account statistics, nationalities, source, segment and package statistics, Food and Beverage reporting, cancellation statistics, commission payments etc
- > Comprehensive archiving system

Interfaces to external systems

- > Amadeus Hospitality supplies several hundred interfaces to telephone systems, pay TV systems, key card systems, cash register/POS systems, drink dispenser, SMART card systems, energy management systems, yield management systems as well as central reservation and GDS systems

Easy operation

- > Graphic User Interface, clear and easy to use
- > Operated by mouse, function keys or keyboard
- > Permanent user guidance with help buttons and input help for each field
- > Multi-language version: the user selects the language when starting
- > Security: extensive administration of access authorisation at user, programme and function levels

Non-stop operational backup

- > No time-consuming reorganisation processes following a system stoppage; the Amadeus Hospitality database reorganises itself automatically while you carry on working
- > Non-stop night audit: during the night audit you carry on working with all Amadeus Hospitality applications (apart from a few minimal restrictions)

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**Amadeus Hotel Front Office (Hogatex) –
Multiproperty Edition
for Hotel Chains and Cooperations**

Save time, save cost – increase profit

At Amadeus we are always thinking ahead intending to bring you tomorrow's technology today and help our customers to optimise their businesses because your success translates into our success. Here we would like to introduce to you another example of our latest cutting-edge technology that answers your needs:

The Multiproperty edition of Amadeus Property Management System (Hogatex) is the software solution for hotel chains and cooperations. We enriched the Amadeus Multiproperty solution with special features that were developed especially for the simultaneous and profit-orientated management of hotel chains' or cooperations' multiple properties.

The solution provides

- > process optimisation for professional yet friendly hospitality that 'seduces' your guests
- > multi-channel management for efficient use of all relevant distribution channels

Central information platform – save time and avoid errors

Multiproperty is an advanced database concept: data are stored on one single server. In this way all guest-related information is accessible centrally. Each guest card file is unique and will be created only once - as a shared guest profile for all hotels to use via the central database.

A central pool of data means for every employee

- > the availability of all properties belonging to the hotel chain or cooperation (in real time)
- > detailed information about room attributes and any additional features/offering in all hotels
- > information on business agreements (company rates) and business rules ('if...then' sequences)
- > central access to guest data (one central guest profile for each guest)

Every employee can handle reservations in other properties of the hotel chain or cooperation at any time.

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Multiproperty creates inspiring “group dynamics”

Without the need to change systems, Multiproperty displays guest-relevant information quickly and easily. This pays off in various ways.

Benefits at a glance:

<ul style="list-style-type: none"> > More cross reservations > Higher occupancy throughout the entire chain or cooperation 	<ul style="list-style-type: none"> > Your own CRS with access to all properties
<ul style="list-style-type: none"> > Up-selling 	<ul style="list-style-type: none"> > Detailed information on rooms and features also in sister or partner hotels > article management on chain level
<ul style="list-style-type: none"> > Increased guest satisfaction 	<ul style="list-style-type: none"> > Competent and quick information right from the start of the reservation process > Since all information is right there at your fingertips you can increase customer satisfaction by being confident and fast > Happy guests are the best loyalty programme you can have
<ul style="list-style-type: none"> > Increased employee satisfaction 	<p>Optimised process flow:</p> <ul style="list-style-type: none"> > better support of reservation processes (central information pool, Quick Check in) > minimal time expenditure for data administration > unique data entry of articles for all properties
<ul style="list-style-type: none"> > More transparency & more success 	<ul style="list-style-type: none"> > Central information pool (guest data, contract agreements, business rules) > Comparison with the other properties of the chain or cooperation > Analysis for future-proof planning
<ul style="list-style-type: none"> > Higher profitability 	<ul style="list-style-type: none"> > Lower IT costs: central upgrades > Less hardware needed > Updates will not disturb the daily working life in an hotel > More time for guests - more time for up-selling
<ul style="list-style-type: none"> > Worldwide booking-enabled thanks to Amadeus Direct Connect* 	<ul style="list-style-type: none"> > Connection to 75.000 travel agencies worldwide > Connection to all leading GDSs > Booking via your own hotel website

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	<ul style="list-style-type: none">> Automatic transfer of online reservations to the front office application> Management of rates and availability
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* Please contact us to get your multi-channel quotation

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layout as separate "case study"?

Multiproperty at work - a typical scenario:

A regular and frequent guest calls and you are fully booked. In the central occupancy mask you see the availability of a sister or partner hotels. There is no need to switch programmes or to make telephone calls because all the necessary information is displayed on the screen right there in front of you.

Use the Amadeus Hotels Multiproperty solution like a central reservation system and provide the caller immediately with quick and competent information.

But that's not all, you can take into account your caller's preferences: the system tells you whether he/she prefers a room with a sea view, sauna, spa facilities, gym, or being close to the city centre - while the central occupancy mask gives you detailed information on your sister or partner hotel's facilities.

The Multiproperty solution allows you to find, with a fast search function, pictures of all hotel rooms. Receiving such knowledgeable and caring advice, your caller will not only accept your recommendation but may well ask you to make a reservation in the spa, sauna etc, something you can do in the chosen hotel with only a few clicks.

The result? Your guest has yet another positive experience with your hotel and transfers it automatically to the entire brand. Your manager is happy since you contribute to the monthly target of "n" bookings in sister or partner hotels. And you didn't even have to switch systems - not once!

With the Multiproperty solution you will see significant improvements in four core areas:

1. Increased guest satisfaction regarding your entire hotel brand (guest experience management)
2. Higher turnover through transparent, centralised information
3. Significant cost savings with optimised workflow
4. Increased employee satisfaction

Security when you need it

Information is good. Control is even better:

Every hotel decides which information it is willing to share with partner hotels and insider information (eg special contract agreements) can be kept confidential.

And a very fine definition of user rights, for example, can prevent a trainee from access to specially marked information.