

Infor and SoftBrands central reservation tools allow you to lower your reservation costs, improve guest satisfaction, and manage rates and availability more effectively to improve the profitability of your hospitality enterprise.



## **CENTRAL RESERVATION MANAGEMENT**

### **DO BUSINESS BETTER.**

Your guests are your most valuable asset. Knowing who they are, what they like, and how to reach them is essential. Whether you're acquiring reservations through third-party agents, website booking partners, in-house website reservations, or call centers, you need to gather, integrate, and disseminate guest data efficiently across your enterprise. Making that knowledge work for your business requires a robust solution that allows you to match guest interest with property availability so you can increase revenue and occupancy rates.

### **LEVERAGE EXPERIENCE.**

When you choose central reservation systems from Infor and SoftBrands, you get the backing of a global team of experts and more than 25 years of experience in delivering software solutions to the hospitality industry. We understand the challenges you face. Our systems are designed to streamline your operations and give you the information you need to provide excellent guest service and extend your market reach. We stand behind our software with industry leading support and services to help keep your business running smoothly.

## GET BUSINESS SPECIFIC.

Central reservation system gives you a central view of property availability, rates, and guest information. This real-time access to data across your enterprise allows you to maximize profits and effectively manage multiple distribution channels. 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.

### Enterprise.

Anywhere in the world, your people can interact with partners—from travel agents, to group planners, to wholesalers—using intuitive tools for sharing real-time information about reservations, guest history, and dynamic room pricing. Infor and SoftBrands rate, inventory, and channel management tools provide a cost-effective and efficient distribution solution for your entire enterprise. You can implement revenue strategies by controlling each channel independently or collectively and applying varying degrees of control by channel. Central reservation system helps you reduce rate erosion and maximize yields.

### Customer.

With central reservation system, you only need to ask your guests once for their information.

That data is stored in a central repository where it can be accessed easily to match specific properties to guests based on their needs and compatibility with hotel features, room type categories, and rate plans. As you learn more about your guests' preferences, that information is added to the individual's profile so you can market more effectively and better serve your most valuable guests.

### Knowledge.

Central reservation system gives you the information you need, when you need it, so you can make well reasoned decisions to improve your business.

## SEE RESULTS NOW.

Using central reservation tools, you can lower your reservation costs, improve guest satisfaction, and manage rates and availability more effectively to improve the profitability of your hospitality enterprise:

- Eliminate manual and duplicate data entry with accurate and reliable reservation delivery.
- Track key performance indicators to measure your distribution efforts and revenue management strategies.
- Analyze centralized data to maximize efficiency and profits.
- Increase your sales potential by allowing guests, travel agents, group coordinators, and company travel partners to view information and maintain reservations 7 days a week, 24 hours a day, unassisted.

## ADDITIONAL HOSPITALITY SOLUTIONS.

### Property management.

Your guests are savvy consumers who expect outstanding service. Exceeding their expectations is what keeps them coming back to your properties. Infor and SoftBrands property management systems offer you a complete solution for the management of rates, availability, and guest profiles for single- and multi-property enterprises across multiple platforms.



Using our systems, you can increase operational efficiency, improve guest loyalty, maximize yield, and increase profitability.

### **Leisure and activity management.**

Enhancing your guests' experience is critical in today's hospitality industry. Hotels have turned their attention to spa, golf, and other recreational activities to provide a total experience for guests who request this type of service. Leisure and activity management systems from Infor and SoftBrands provide management staff and guests with a complete review of each service associated with a wellness business, whether that business is a stand-alone spa, fitness, recreational, or dining facility, or a multi-property, multi-lingual, and multi-currency group. Our solution enhances guest service by providing a single guest itinerary of each guest's leisure activities and improved operations management, including a web booking engine for spa and activities along with comprehensive management analysis.

### **Food and beverage management.**

Every full-service hotel offers some type of food and beverage service to their guests. At Infor and SoftBrands, we provide hotels with food and beverage system that is fully modular and highly scalable. You can operate every food service or profit center including room service, bars and restaurants, patios, and retail stores. For your staff, our system is developed with a touch-screen user-centric approach that delivers the best user experience for servers, managers, and owners—whether it's front of house, kitchen, or back office.

### **Performance management.**

Reporting and analysis are critical to the success of your business. Performance management solution from Infor and SoftBrands allows you to gather and consolidate information about the performance of your properties, create customized reports for your business, evaluate the effectiveness of your yield management strategies, and conduct thorough financial analysis. You can sort and filter reports to view the exact information you need at a moment's notice, so you'll have the right data for accurate forecasting and decision-making.

### **Customer relationship management.**

Your guests interact with many people within your organization, providing insight into guest preferences and requests. Customer relationship management system from Infor and SoftBrands provides a centralized repository of critical customer data so that you only have to ask your guests once about their preferences and service level requests. This centralized profile is accessible for future reservation and customer satisfaction information along with statistical information to measure the value of each guest.

As you learn more about your guests' preferences, that information is added to the individual's profile so you can



market more effectively to and better serve your most valuable guests.

### **Human capital management.**

Managing your valuable asset effectively and economically requires the ability to standardize key human resource processes across your global operation. Infor and SoftBrands human capital management gives you that ability. Our solution provides a web-enabled application including centralized databases for housing vital employee information, flexible tools for administering multiple benefit plans, and a framework for complex payrolls.

It helps you manage your global workforce and turn it into a key competitive differentiator.

## Financial management.

Finance and accounting organizations help drive company performance by efficiently handling a multitude of daily transactions, sharing valuable information hidden in transactional data, and adapting processes fluidly as business conditions and regulatory environments change. Our financial management system enables companies to integrate and streamline local and multinational financial management processes from end to end. By doing so, they obtain a reliable view of financial performance across the entire enterprise, as well as gain the flexibility and control needed to adapt to the demands of the most challenging business environment.

## Reservation distribution management.

Reservation distribution solution from Infor and SoftBrands provides you with a central view of rates and room inventory across multiple channels. This real-time access to data across your enterprise allows you to maximize profits and effectively manage multiple distribution channels. Reaching the right channel at the right time with the right room at the right price is vital to maximizing your revenues.

## THERE IS A BETTER WAY.

We work with a core belief. We believe in the customer. We believe that the customer is seeking a better, more collaborative relationship with its business software provider. And a new breed of business software: created for evolution, not revolution. Software that's simple to buy, easy to deploy and convenient to manage. Our 70,000 customers in more than 100 countries stand with us. We look forward to your sharing in the results of our belief. There is a better way. For additional information, visit [www.infor.com/hospitality](http://www.infor.com/hospitality).

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