

Designed from the ground up, and rich in user experience and functionality, the Core Central Reservation System (CRS) is integrated with SoftBrands Epitome Property Management System (PMS) and channel management tools.



CORE CENTRAL RESERVATION SYSTEM

INTEGRATE.

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 centers, Core integrates the guest data from preferences to addresses and emails, and distributes the standardized information eliminating duplicate data entry.

- ▶ Guests, group members, and agents can 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.
- ▶ You can promote each property directly with your guest or travel partner.
- ▶ You can use 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
- ▶ Maximize profits by managing centralized accessible information like rates and availability

CENTRALIZE.

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 in 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

Centralized data can be organized and analyzed to maximize efficiency and profits. Key performance indicators allow professionals to measure their distribution efforts and revenue management from single properties to corporate-wide.

KNOWLEDGE.

Maximize 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.

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.

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