

Reservation distribution management solutions from Infor and SoftBrands provide you with an application that will easily adapt to the ever changing distribution market and your enterprise strategies.



Reservation Distribution Management

Do business better.

Competition in the hospitality industry is fierce. You're always looking for new ways to market your properties and distribute your room inventory. At the same time, you want to ensure consistency across multiple distribution channels while maximizing yields and reducing rate erosion. With a single distribution solution for your entire enterprise, you can expand your business and increase profitability.

Leverage experience.

When you choose reservation distribution management software solutions 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 service to your guests 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.

Backed with a robust architecture, our reservation distribution management software offers a cost effective and efficient distribution solution for your entire enterprise. This solution provides standardized views of room inventory and rates to your property management system (PMS) and distribution channels. The rate engine and configuration tools allow you to configure rates, apply revenue management controls, and employ consistent rate terminology across the enterprise, while working independently or in combination with your revenue management system.

Enterprise.

Infor and SoftBrands reservation distribution management system is a comprehensive solution for hospitality businesses ranging from a single property to large hotel chains. The application is completely platform neutral, globally deployable, and highly scalable to grow with you as your business expands. This solution can help you increase revenue and occupancy by:

- ▶ Providing a consistent, real-time view of availability at the property level and at a corporate/central location for all channels of distribution
- ▶ Implementing your revenue strategies by controlling each channel independently or collectively

- ▶ Reducing rate erosion with the flexibility to provide rates openly or by allocation
- ▶ Applying varying degrees of control by channel

Customer.

Extend your market reach and attract new customers by increasing your distribution presence. You can use reports on past performance indicators to expand or revise your distribution strategy. Promote each property directly with each channel, including details about room types, rate plans, and amenities.

Knowledge.

Streamline your operations by allowing your revenue managers to spend their time managing revenue instead of maintaining repetitive rate data. Using our solution, you can establish baseline rate plans for your entire enterprise, and then create special rates—such as property, group, discounted, or other specialized rates—through simple adjustments from your baseline rate. The system allows you to maintain independent channels and set default parameters by which each channel will operate.

See results now.

Our reservation distribution management system provides a secure, streamlined, end-to-end rate and inventory distribution solution that helps you:

- ▶ Extend your market reach
- ▶ Increase your revenue and occupancy
- ▶ Streamline your operations
- ▶ Ensure consistent results and accuracy, regardless of the source of booking
- ▶ Leverage your existing IT investments with seamless integration to your PMS
- ▶ Integrate your business processes with partners, suppliers, and customers



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.

Central reservation management.

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, channel booking partners, or your call center, you need to gather, integrate, and disseminate data about your guests, inventory, and rates efficiently across your enterprise. Central reservation system from Infor and SoftBrands provides you with a robust solution that allows you to match guest interest with property availability so you can increase revenue and occupancy rates.

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.

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.

Infor Corporate Headquarters
13560 Morris Road
Suite 4100
Alpharetta, Georgia 30004
USA
Phone: +1(800) 260 2640

www.infor.com



INFOR[™]
SoftBrands[™]