



Hotel Platform

Transform your Hotel IT management

Keeping up with the speed of change. The sheer speed of change has put hoteliers through difficult challenges. Guests want access to more detailed information. Hotel expansion continues worldwide. And the ability to guarantee operational efficiencies and deliver your brand promise on a global scale remains a challenge. While many hoteliers still rely on complex and fragmented systems, the future of the industry is thinking differently and adapting to new business environments. As a result, business transformation becomes the true key to success.



Transforming your business

Amadeus Hotel Platform is a centralized above-property solution that will transform your business. Built around one comprehensive database and available as a Software as a Service model (SaaS), it combines central reservation, distribution, property, content and revenue management systems into one fully integrated platform with a single and real-time view of your entire activity. Amadeus Hotel Platform helps you deliver innovative guest services, generate new revenue streams, and react to market changes with greater speed and agility.

Peace of mind

Based on open technology architecture and hosted centrally in one of the largest privately owned data centers in the world, Amadeus Hotel Platform lets you concentrate on your business rather than the technology. It brings operational improvements at all levels and removes technical barriers to global expansion. And with Amadeus' proven track record of migration, implementation of mission-critical applications and unrivaled customer service worldwide, you can rely on a best-in-class partner to transform your business.

Transform your operations with speed and agility

The centralized administration portal enables you to easily manage and view your business. As a result, you can quickly implement business strategies across hotels, brands and channels, as required.

Minimize technology requirements at properties and increase operational efficiency with an above-property solution that delivers a true single image of the business.

With this centrally hosted solution, new functionality and business processes can be implemented faster than ever before. Built with unlimited scalability, new properties can be added as business expands.

Strengthen your brand with innovative merchandising

Transform how you present your hotels with a single point of entry to manage, tailor, and distribute your descriptive and multimedia content consistently across all channels.

New advanced and innovative search capability provides guests with unrivaled shopping experiences. Multiple rate and availability searches can be presented in interactive maps and calendar views.

Differentiate your brand with a personalized guest experience

With a single view of guest profiles and preferences, Amadeus Hotel Platform enables consistent and personalized service whenever and wherever a guest comes into contact with the brand.

There's no more need to reconcile multiple profiles from different sources. The central guest and partner profile brings an unprecedented single view of all your guests across your entire organization at all times, allowing you to provide personalized guest services.

New revenue generation with transformed marketing

Generate more revenue through easy and instant creation and distribution of rates and promotions to any channel. Benefit from the combined power of a central and flexible rate and inventory management solution with global distribution reach.

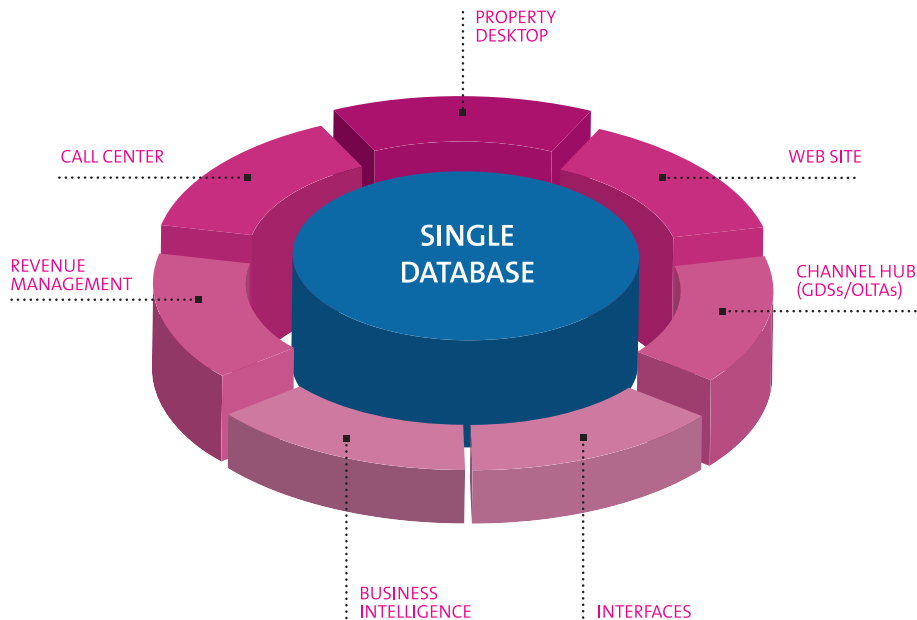
Optimize your yield with sophisticated forecasting and recommendations. Make better and faster business decisions with comprehensive centralized reporting on past and future booking data.

Don't miss any upfront revenue opportunities by selling, up-selling and cross-selling hotel resources—including rooms, services and ancillary services available in the Amadeus portfolio.

Key Amadeus Hotel Platform differentiators

- ▶ Centralized above-property solution
- ▶ CRS, PMS, RMS, content and global distribution into one fully integrated platform
 - Single image of the business throughout the entire organization
 - Centralized content management
 - Single image of rates and inventory
 - Single image of guest profiles
- ▶ Centralized and consolidated business intelligence reporting
- ▶ Innovative merchandising
- ▶ Unique, open technology architecture
- ▶ Access to Amadeus GDS content

amadeus[®]
Your technology partner



Single database

One integrated database to manage and implement business strategies across properties, brands and channels.

- > **Administration Portal:** An intuitive, Web-based user interface to access the database (i.e. all content, rates, inventory, guest and partner information and reservations).
- > **Content Management:** A single point of entry for descriptive and multimedia content uploads, management and distribution. Provides brand consistency across all channels.
- > **Rates:** Central and flexible rate plan management for transient and group business to effectively handle pricing of guest rooms, non-room products and services. Rationalize the number of rate plans by linking rates, policy catalogs, booking restrictions, commission rules, promotions, and taxes and fees.
- > **Inventory:** A single inventory image easily enables you to manage rooms and optimize revenue. It supports simple inventory classes as well as more sophisticated structures, including dedicated, nested and sell-limit allotments.
- > **Promotions:** Catalog of brand-defined promotions to easily create targeted marketing campaigns.
- > **Profiles and preferences:** A central repository for all guest and partner profiles, to get a single view of all guests and partners across the entire organization.

Property Desktop: Supports and streamlines daily hotel operations and provides a true single image of inventory, rates, reservations and profiles at each property. All data is centrally hosted and accessed, eliminating the need for synchronization and data duplication.

Performs check-in and check-out, billing, accounts receivables, housekeeping, night audit, sales and catering core functionality, point-of-sale module for any outlet, and interfaces to local systems.

Call Center: Customizable multi-lingual booking solution to optimize call center direct sales productivity and customer service.

Revenue Management: Forecasting and recommendation modules to optimize the yield of the entire hotel network.

Business Intelligence: Comprehensive, customized reports reflect consolidated data for all booking activity. Reporting on all historical and future reservation data by brand, region or property.

Web site: Connection to chain, brand or hotel Web site through the **Amadeus Web API services**. Web site performance improvement with Amadeus Hotel Platform - **Search Engine** including advanced availability search features for innovative Web site shopping, performance and response time optimization.

Channel Hub (GDSs/OLTAs): Centrally manage indirect distribution channels including online travel agencies (OLTAs), travel Web sites and GDSs with direct connectivity to these distribution channels wherever possible.

Interfaces: Supports OpenTravel and Hotel Technology Next Generation (HTNG) standards to easily interface with third-party systems and applications.

With more than 20 years of experience in the travel and tourism industry, Amadeus is the leading technology provider delivering unlimited distribution capabilities, mission critical and scalable IT solutions to the world's biggest travel brands.

Connect with us.

For more information on Amadeus Hotel Platform, visit amadeus.com/hotelit



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