

Roomlynx Channel Manager & Online Bookings Module (OBM) Product Sheet

Roomlynx Channel Manager is a distribution solution that actively manages your hotels exposure to Online Travel Agencies (OTAs) such as LateRooms.com, Booking.com, Superbreak and Expedia, and to the Global Distribution Systems (GDS) - Sabre, Amadeus, Galileo and Worldspan.

Roomlynx streamlines the channel management process by allowing you to control rates and availability from a single real-time source, removing the requirement for room allotments and manual adjustments on an individual channel basis.

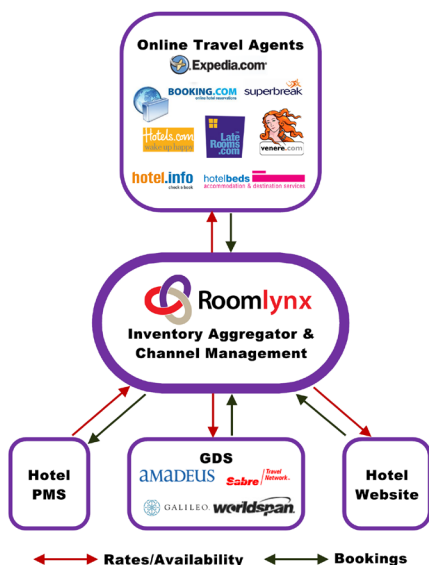
Roomlynx also provides seamless integration into your Guestline or Rezlynx Property Management System (PMS) so that bookings, regardless of the source, flow directly into your PMS without the need for time consuming manual data entry and allocation.

How Does It Work?

Once all of your rate plans and inventory have been loaded into the system and the distribution strategy set, your rates and availability will then be made available to your chosen channels.

Once a reservation has been made via the GDS or one of the OTA websites, the booking will be entered automatically into your PMS.

You can expose as much of your inventory as you choose simultaneously across your chosen channels; additionally, you can group channels together and manage them collectively.



Unlike other distribution solutions, Roomlynx manages availability in real-time; if more rooms are sold locally than anticipated, Roomlynx automatically adjusts your channel allocations. The reverse is also true; if more rooms are sold via an online channel, Roomlynx will adjust local availability.

Embarrassing over-bookings and erroneously closed out channels are a thing of the past. Roomlynx will give you more sales for less effort.

Roomlynx Channel Manager - The Benefits

- Increased occupancy and revenue by exposing inventory to all channels
- Additional revenue can be achieved by selling down to the last room
- Access to over 500,000 travel agents and companies worldwide via the GDS, as well as the leading OTAs
- Inventory, rates & availability are held in a single location, so rate parity is easily achieved
- Seamless integration with your PMS, enabling reservations to be delivered automatically
- Cancelled inventory automatically redistributed
- Achieves higher ranking with the OTAs by having real-time availability
- Low transactional cost

Rate Shopping Made Easy

RateShopper for Roomlynx is an integrated service which provides competitive rate data to enable you to make informed decisions on rate strategies.

The system is simple to setup with online entry of the competitors to be shopped and online sites to be used. The selected hotels will then be periodically shopped with 30 days of rate data available immediately within Roomlynx.

Hotels	03/02/2010	04/02/2010	05/02/2010	06/02/2010	07/02/2010	08/02/2010	09/02/2010
Queens Hotel	72.00	72.00	72.00	72.00	72.00	72.00	72.00
Kings Hotel	110.00	110.00	110.00	110.00	110.00	110.00	110.00
Princes Hotel	72.00	72.00	72.00	72.00	72.00	72.00	72.00

A traffic light system is then employed to warn of rates lower or higher than those being offered by the client hotel, the full details of the rates are displayed as a pop-up window within the Roomlynx rate management screens.

Roomlynx OBM is an online booking solution that is integrated into your hotels existing website, to provide visitors with the facility to make confirmed reservations online at anytime.

Activating your website as an additional sales channel will increase reservations and revenue, without significantly increasing costs or management time.

How Does It Work?

Roomlynx OBM comprises a set of predefined web pages that can be customised to reflect the look and feel of your existing website. The hotel is provided with a unique URL to add to your website homepage that will allow users to click and make an online reservation.

Roomlynx OBM seamlessly integrates into your Guestline or Rezlynx Property Management System (PMS) to provide real-time rates and availability directly to your website. As availability is displayed in real-time, you can sell down to the last room without the risk of overbooking.

Complete booking details are automatically transferred directly into your PMS without the need for time consuming manual data entry.

Roomlynx OBM can be used on a "stand alone" basis or combined with Roomlynx Channel Manager to provide a completed online distribution solution.

Roomlynx OBM - The Benefits

- Enhances hotels online presence
- Increases revenue by allowing visitors to make instant bookings
- Lowers reservation costs and increases productivity as the process is fully automated
- Simple integration requires no costly development work
- Live availability controlled directly from PMS, eliminating the risk of over bookings
- Allows the selling of extras during the booking process, maximising revenue opportunities
- Increases the opportunity to sell rooms to a wider target audience
- Low transactional fees

How Much Does Roomlynx Channel Manager & OBM Cost?

The pricing model couldn't be simpler. There are no complex commission charges to pay, just a one off setup payment, and then a fixed fee per booking.

Roomlynx has been specifically designed to help the growth and enhancement of revenue, by exposing inventory to a wide range of sales channels, regardless of the size of property and with minimum effort and cost.

To find out more about **Roomlynx** call our Sales Team on **+44 (0)1743 282300** to discuss your individual requirements, or to arrange a no obligation demonstration.



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