



# How Channel Management Compliments Seamless Distribution Solutions

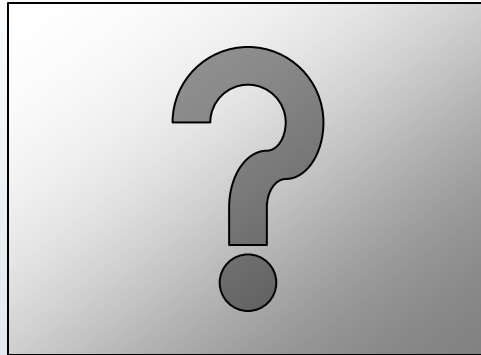
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# How Channel Management Compliments Seamless Distribution Solutions

Does it



## eRevMax – RateTiger - Introduction



Since 2001, RateTiger has offered robust and innovative software solutions for:

- **Benchmarking**
- **Online Distribution Management**
- **Revenue Management**
- **Online Reputation Management.**

RateTiger products are privately owned, designed and developed in-house and were created by 'Hoteliers for Hoteliers'.

### Current RateTiger Product Lines



**Rate Shopping,  
Channel  
Management,  
Revenue Optimisation and  
Reputation Management  
Solutions for hotels of all  
sizes**

via  
Installable,  
web-based,  
mobile  
phone



**Internal Rate Shopping &  
Control for groups,  
chains, travel websites &  
corporations with travel  
departments**



**OTA/HTNG XML Gateway  
to Rate Shopping,  
Channel Management,  
Revenue Optimization and  
Reputation Management**

- **What is Channel Management?**

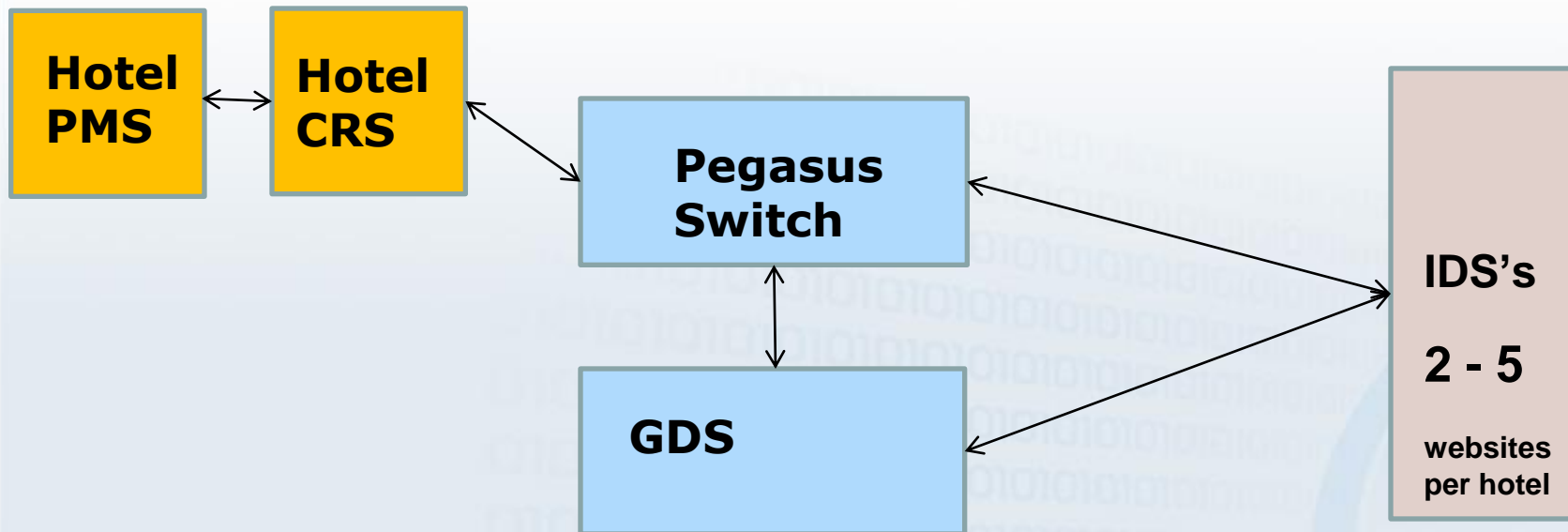
- ✓ the process used to update 3<sup>rd</sup> party distribution websites.
- ✓ view inventory across multiple websites
- ✓ centralize maintenance of inventory in multiple distribution channels
- ✓ manage allocation across multiple websites

*The more channels you are working with the more it makes sense to use a tool*

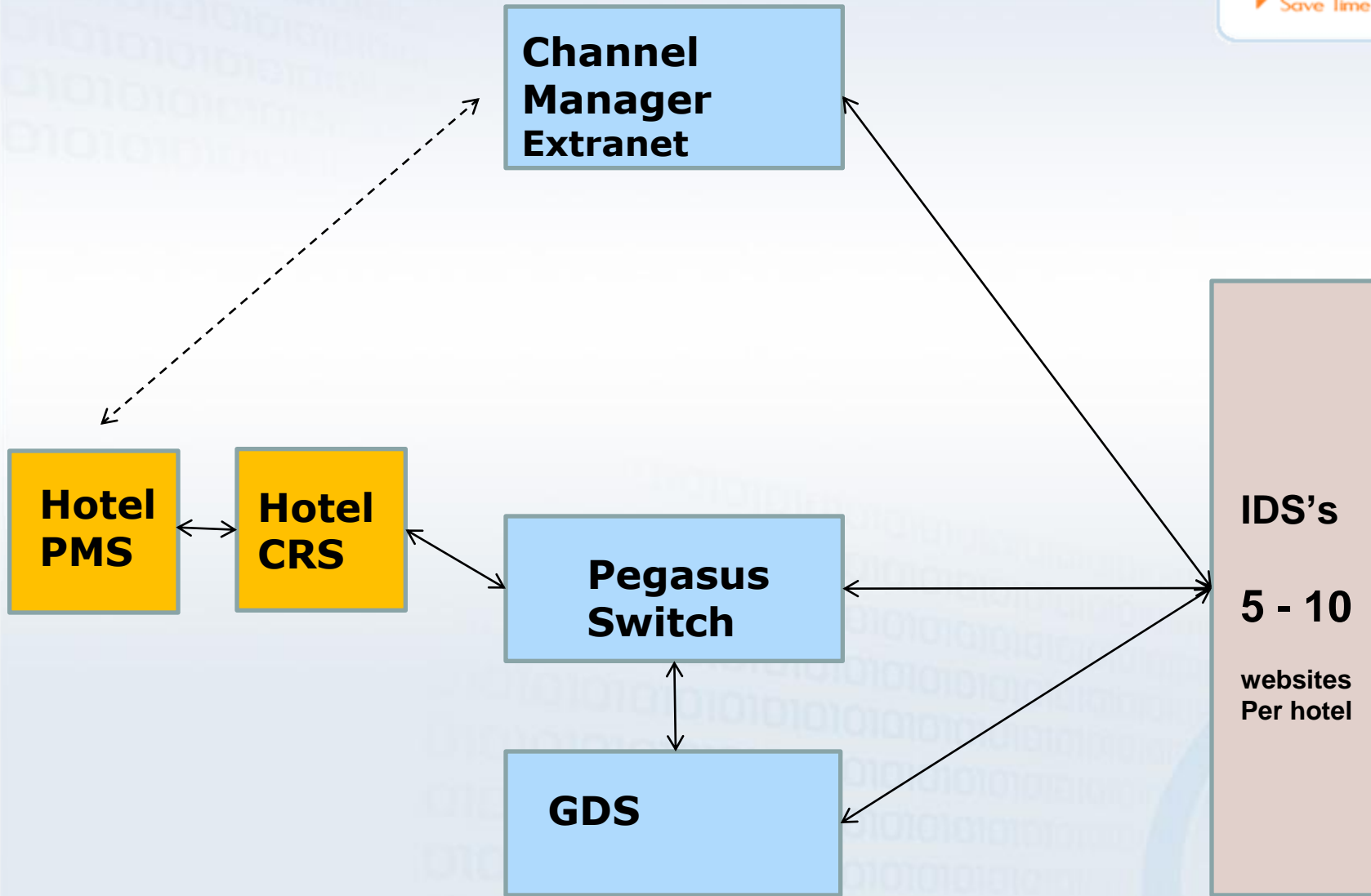
- **What is Seamless Distribution?**

- ✓ the process of updating 3<sup>rd</sup> party distribution systems electronically with real-time inventory and receiving real-time bookings directly from a hotels inventory management system

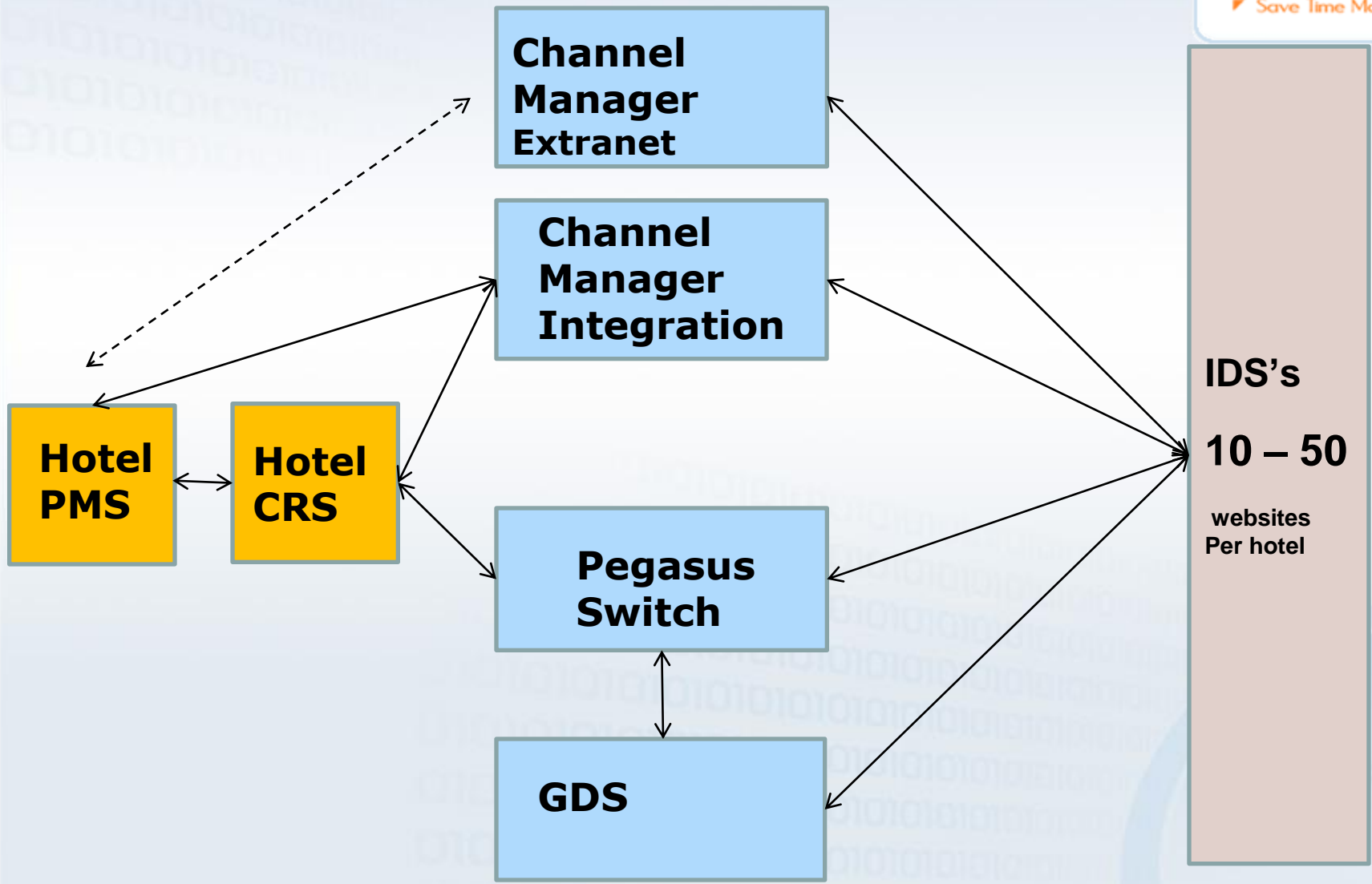
Once upon a time.....(after the world of telex machines!!)



As the distribution landscape grows, so do the solutions....



# ... then Channel Management Compliments Seamless Distribution



# Benefits of Channel Management?

## Without Channel Management



Time consuming process?  
You can't add more sites? Confused?

## With Channel Management



With a Channel Management tool you will  
Manage More by Managing Less

## What are the benefits of Channel Management?

- need to be able to connect to all the channels you request quickly
- ability to offer local OTA's, which may be important to the hotel
- must help you reduce your distribution costs
- must provide connections to local Destination Management Organizations / Companies, cities or other portals
- reduce traffic on CRS/PMS as shopping takes place at OTA level
- automate revenue management and improve ROI

## What are the benefits of Integrated Rate Shopping?

- delivers competitive pricing information on third party systems
- options of Lowest Rate or Lowest Rate by Room Type
- weekly, daily or instantaneous shopping information
- uses benchmarking information for intelligence and business decisions
- delivers the right information to the decision point

## What is the point of an Integrated Channel Manager v traditional Channel Manager?

- An integrated Channel Manager connects together:
  - ✓ hotel companies;
  - ✓ distribution partners;
  - ✓ revenue management systems;
  - ✓ central reservation systems and/or property management systems; and
  - ✓ booking engines.

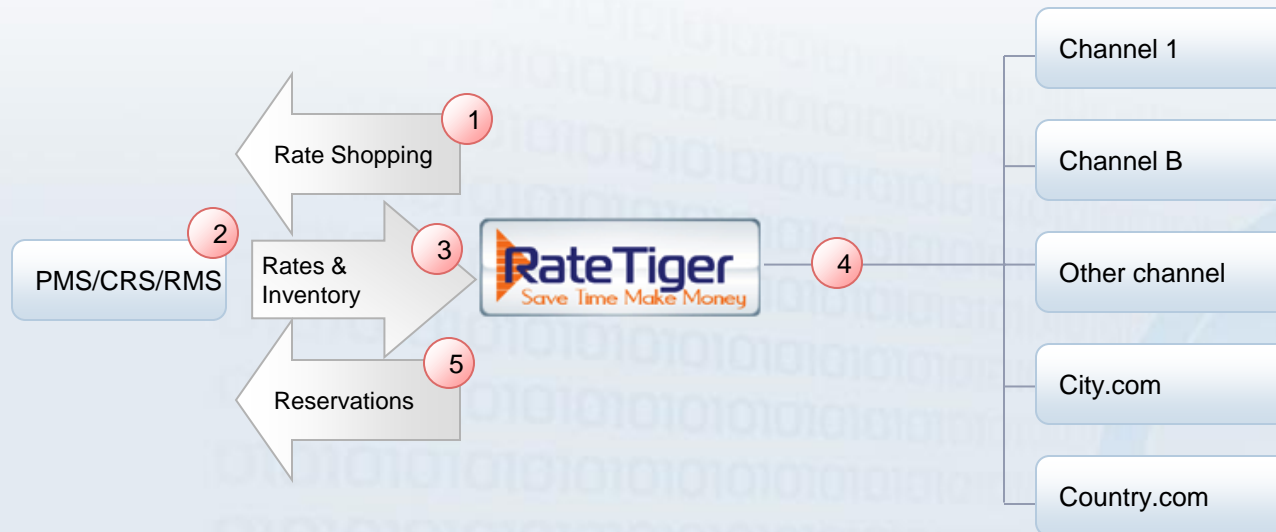
## How should an integrated channel manager help?

- It needs to help companies with:
  - ✓ benchmarking,
  - ✓ strategy,
  - ✓ room availability,
  - ✓ rates,
  - ✓ settings and
  - ✓ bookings data instantaneously.
  - ✓ single image inventory
  - ✓ decreasing risk of overbooking
  - ✓ getting the last room sold
- This eliminates time-consuming, error-prone manual processes, as well as hundreds of integrations, that disrupt the flow of e-commerce.

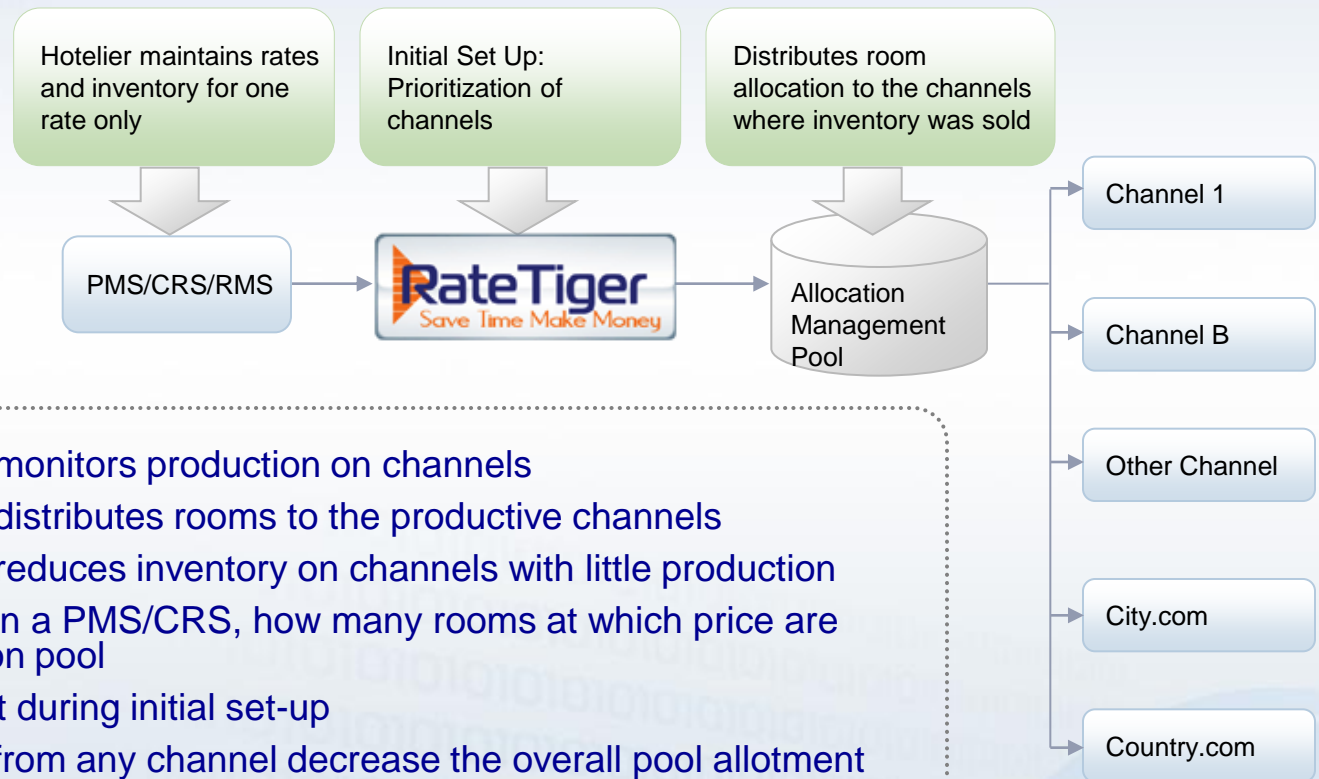
## How is RateTiger's integrated channel manager working with its PMS/CRS/RMS Partners?

### RTConnect acts as a central distribution switch

1. Competitor rate shopping information collected by RateTiger is forwarded to the decision point (e.g. PMS / CRS)
2. Competitor rate shopping information is used for rate determination
3. Rates and inventory are changed by Hotelier or by Rate Strategy
4. Information is sent back to the channels from PMS/CRS (Rate and Inventory)
5. Reservations / Bookings generated by channels are delivered back



## Intelligent tools can share inventory to multiple channels



### Process

- Allocation Management monitors production on channels
- Allocation Management distributes rooms to the productive channels
- Allocation Management reduces inventory on channels with little production
- Hotelier only maintains, in a PMS/CRS, how many rooms at which price are available for the allocation pool
- Pricing relationship is set during initial set-up
- Reservations coming in from any channel decrease the overall pool allotment
- Bookings are delivered to the PMS/CRS

## In Summary

- For Channel Management to really compliment Seamless Distribution, the solution needs to address 6 Key features/Services:
  - ✓ Availability & Rate Service
  - ✓ Reservation Delivery Service
  - ✓ Allocation Management Service
  - ✓ Rate Strategy Service
  - ✓ Benchmarking Service
  - ✓ Review Service

**An integrated Channel Manager** should provide all the above with one easy to use OTA compliant XML interface.

## Does Channel Management Compliment Seamless Distribution ?



# Thank You

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