

SMARTHOTEL

CONNECTING HOTELS TO THE WORLD

SmartHOTEL delivers flawless data exchange between your PMS, sales channels, revenue management system and payment gateway. Our connectivity platform enables OPERA PMS hotels to connect any 3rd party software vendor, even those that do not directly integrate with OPERA. Fully automate the operational processes and increase your revenue with SmartCONNECT.

SmartHOTEL is your trusted partner with global coverage in delivering data exchange services. By offering our SmartCONNECT product suite, we can provide two-way connections to, e.g.:

- Property management systems with a strong focus on Oracle OPERA and OPERA Cloud;
- Payment gateway to Worldline, SIX Payment Services, Worldpay, Adyen, Nets, Concordis, and many more upon request;
- Online travel agencies such as Booking.com, Ctrip, Expedia, TravelLine and many more. There are also multiple online booking engines available to boost direct bookings (e.g. Bookassist and simpleBooking);
- Global distribution systems like HotelREZ and Reconline;
- Connections to various revenue management systems such as IdeaS, RevControl and Right Revenue;
- And of course guest experience tools like Oaky and Hello George.

HIGHLIGHTED PRODUCTS



CHANNEL MANAGER

Manage all your booking channels in one place, and have more time for your guests and fewer worries.

- Fast and secure updates of prices, availability and reservations through direct interface with OPERA.
- Hotel Segmentation – connect a single PMS to multiple online accounts.
- Room Plans – combine multiple rooms to sell as a single room online.



SMARTCONNECT for PAYMENT

With the click of one button, payments for online and offline bookings are automatically processed by the

payment service provider and are interfaced directly into the hotel's PMS.

- Fully PCI compliant. The interface utilizes industry-standard encryption and effectively protects sensitive data, protecting both hotels and customers.
- Failed authentication is covered. In case the payment can't be processed, a 'pay by link' request is sent to the customer to pay via a link instead of a credit card payment.

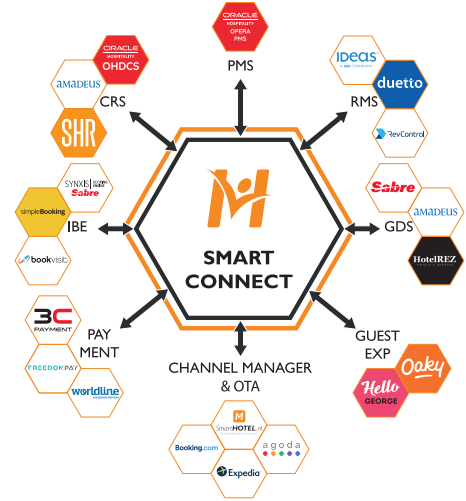


SMARTCONNECT for RMS

Revenue per hotel will increase due to real-time synchronization of data between revenue management,

upsell tooling and online distributors such as OTA, GDS and IBE.

- Exchange of reservation, room blocks and inventory data to the RMS, and receive decision files in return.
- Automated processes that provide a reduction of operational expenses.



WHY CHOOSE SMARTHOTEL?

✓ TAILORED CONNECTIVITY

SmartHOTEL is one of the few providers that aligns the automation of operational processes by adding new connections, interfaces, business rules and functionalities on demand of its customers.

✓ TAKE FULL CONTROL

The new direct connection empowers hotels and chains by offering only one OXI interface which can be configured for multi-vendor connectivity. Simply purchase the Oracle 3rd party interface license for SmartCONNECT and centralize your distribution, making it more efficient.

✓ BETTER PERFORMANCE

The direct connection enables a faster and more efficient real-time data flow between your PMS and SmartCONNECT product. All data exchanges are made directly, no matter where the data comes from.

✓ DYNAMIC PRICING

Full access to the OXI configuration enables revenue managers to change from a static to a dynamic pricing strategy, allowing them to anticipate quickly on the continuously changing market.

REFERENCE CASE



Dalata Hotel Group is Ireland's largest hotel operator, specializing in core asset management through owned, leased and managed hotels.

Dalata's product suite:

- Smart Channel Manager
- SmartCONNECT for Payment

How SmartHOTEL supports Dalata in their day to day distribution challenges:

Dalata was looking for a fast and secure way to update reservation information, availability, rates, and inventory without sharing their interface with anyone outside the hotel group. With SmartCONNECT they now have a single and direct interface resulting in a more efficient distribution flow. With just two parties involved (the hotel and the channel manager), they find the response times on issues much faster and feel more in control over their distribution. They have a dedicated consultant at SmartHOTEL who understands their strategy and supports and advises the Dalata team at any time.