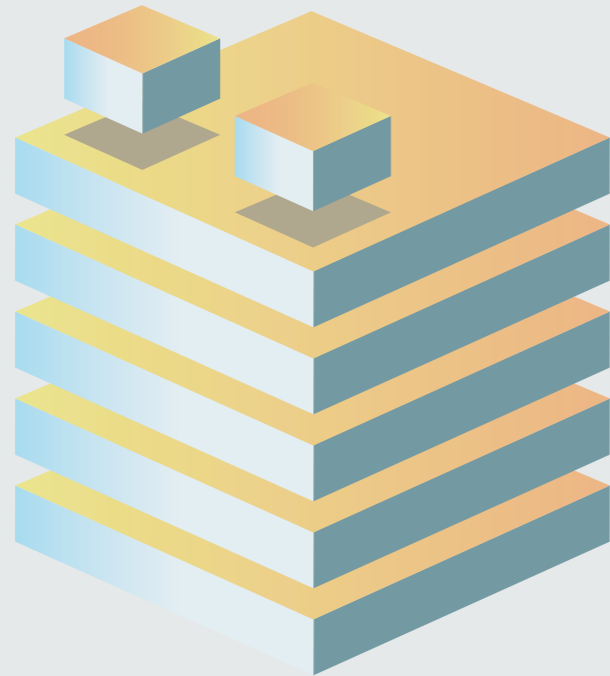


# CRS FOR HOTEL CHAINS



## VERTICALBOOKING

Your global **CRS** solution



“ The contract for our CRS is up for renewal soon. We need a trusted CRS solution that supports our online distribution strategy in a flexible and innovative way. We would like to put our ideas into practice to improve our online business performance. ”

WHAT WE WISH FOR  
IN A **CHAIN CRS...**





“WHAT WE WISH FOR  
IN A **CHAIN CRS**”

FIRSTLY, IT HAS TO BE  
**ROBUST AND RELIABLE**  
AND OFFER AN EXCELLENT  
LEVEL OF SERVICE

**SECURITY**  
GUARANTEED  
TO MANAGE  
CREDIT CARDS  
AND USER DATA

“We are open to change but we don't want our business exposed to unnecessary risks. We will only consider solutions that have high levels of reliability and security. A system must have these requisites, for us to consider it.”



### SUPPORT

- Support in English, German, French, Spanish and Italian
- Service: **24 hours a day, 365 days a year**



### GUARANTEED SERVICE LEVEL (SLA)

- Guaranteed up-time: >99.9% (including maintenance)
- Data backup every hour (data center + Cloud)
- Disaster Recovery in Cloud
- Procedures for Incident Management
- Procedures for Maintenance operations



### PLATFORM AND HARDWARE

- Guaranteed response time (BE, CRO, Extranet)
- Channel Management updating time: less than 60 seconds
- System in primary data center (Equinix) and AWS cloud
- High redundancy
- Web and GDS servers under load balancing
- Proprietary configuration to assure unlimited scalability



### SECURITY

- PCI DSS compliant level 2 (level 1 from May 2017) on credit card network and storage
- Proprietary solutions on CC input and output, examples:
  - Virtual keyboard for CC data entry
  - Multifactor authentication for CC reading
- Personal data storage and management according to data protection regulations
- Multifactor OTP authentication for access to sensitive data



“WHAT WE WISH FOR  
IN A **CHAIN CRS**”

IT MUST BE **FLEXIBLE**  
AND **COMPLETE**,  
BUT NOT ONLY THAT...

... IF I ASK FOR **NEW**  
**FUNCTIONALITIES** OR NEW  
INTERFACES, THESE NEED  
TO BE **DEVELOPED QUICKLY**



## It's the most feature rich solution in the market

All modules have been developed internally.  
All modules are part of the same innovative software platform.

## WHICH MEANS WE OFFER UNRIVALLED FLEXIBILITY.

- Rate and availability management
- Central Reservation Office
- Meta Search Management
- Competitor Rate Checker
- Online Reputation Management
- Booking Engine
- Channel Management with "direct connection" to over 250 channels
- GDS Management
- OTA Price Comparison widget

This gives the Vertical Booking CRS solution the extraordinary possibility to combine data in a revenue-focused view.



## Quick development for new feature requests

Since of the modules of the platform have been developed inside, it is easy for the Vertical Booking programmers to develop additional features.

Specific procedures govern the development of new features:

- Quick and guaranteed time to provide a proposal for new requests
- Start of scoping phase within a week after customer's approval
- Guaranteed time for realization of project after customer's approval



“WHAT WE WISH FOR  
IN A **CHAIN CRS**”

## IT NEEDS TO MEET THE **NEEDS OF A CHAIN** THAT ONLY A REAL CRS CAN PROVIDE

“Every hotel chain has specific needs, different marketing strategies and different IT solutions, but there is a concept that a real CRS must fulfil: centralised management with the ability to support the individual requirements of each hotel.”



The **VERTICAL BOOKING** platform supports unified chain management, whilst taking into account the different requirements of individual hotels, in particular.

### POPULAR FEATURES

- Real-time view of online business performance at chain, brand or individual hotel levels
- Quick set-up of rates, payment terms and cancellation policies with cloning support for other hotels
- Real-time view of hotels' availability
- Rate and availability comparison across multiple properties
- Centralised management of Corporate Agreements, Group Agreements and loyalty programmes

### BOOKING ENGINE

- Highly customisable booking engine, with detailed analytics reporting, to optimise direct sales

### LOYALTY PROGRAMMES

- Open platform to integrate with external systems
- Proprietary solution as part of the platform, highly customisable according to specific hotel needs

### CRO / VOICE

- A complete software solution to manage the needs of large call centres as well as individual hotel reservations offices with CRM capabilities.
- Customised voice reservation services are available (on demand)

### DISTRIBUTION

- Optimised distribution on OTAs, Wholesalers, GDS

### REPORTING

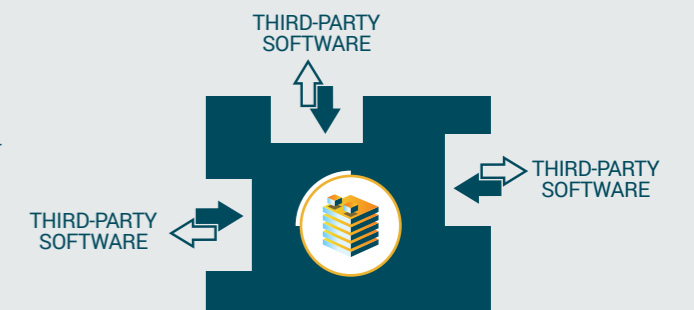
- Extensive reporting system, both real-time and via scheduled reports

### GDS

- Fully integrated GDS Connectivity

### The system is complete, but “OPEN”

- The CRS is interfaced, or able to interface, with all your main operational systems: PMS, RMS, CRM and the most innovative up-selling solutions
- The CRS can be deployed as a completely integrated platform, or with some CRS modules in combination with 3rd-party software





# IT SHOULD INCLUDE A HIGH CONVERSION **CHAIN BOOKING ENGINE** WITH EXTENSIVE CUSTOMISABLE FEATURES

“An effective Booking Engine on your website is fundamental for a chain because it's where reservations have lower costs and where your marketing demand campaigns can be implemented.”



## Booking Engine

It is highly customisable:

- 4 booking layout versions all based on CSS style sheets
- Can be completely redesigned using **APIs** (XML and JSON)



It's not a simple BE, but it has been developed after analysing the most important hotel chains and major OTAs.

It includes specific chain features:

- Guests offered alternate hotels if their first choice is not available
- Multi-room reservations or itinerary shopping cart
- Supports loyalty programme features
- Flexible calendar search
- Includes dynamic pricing comparison with OTAs and more...

Supports reservations of preferred company or agency rates, special offers, group bookings for conferences or events (individually or via a rooming list).

Supports 29 languages and multiple currencies.

Detailed analytics reporting across all digital marketing channels to support the optimisation of your direct sales channels: Booking Engine and CRO.



Booking Engine performance can be analysed with data from Google Analytics, the CRS database and from other sources, such as:

- Price disparity from OTAs
- Price disparity with main competitors
- Data from guest review analysis

Real-time analytics tool, with actionable insights to measure the performance of current investments in up-selling tools, CPC, Meta Search and email campaigns.



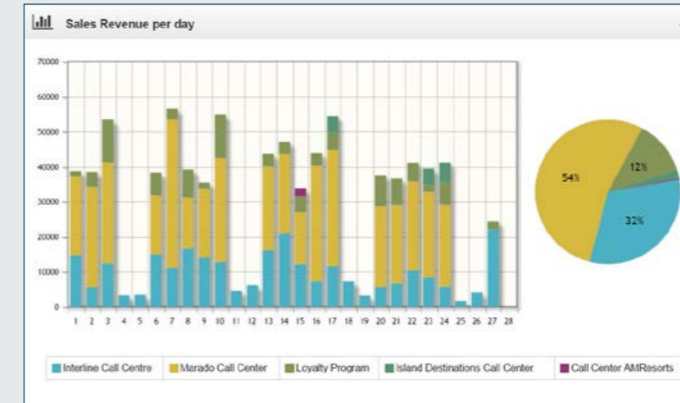
“WHAT WE WISH FOR  
IN A **CHAIN CRS**”

## WE NEED A BETTER WAY TO HANDLE **OFFLINE ENQUIRIES**

“CRO is a fundamental part of the CRS for a hotel chain. It can be used by the chain central reservations office, by external call centres or by reception staff at hotel level and it supports telephone reservations, modifications, cancellations, email proposals, group enquiries and more.”



## Central Reservation Office



Totally integrated in the CRS, using the same availability, rates and booking rules.

Faster and less error-prone compared to a PMS for:

- Requests for quotations by email
- Telephone enquiries
- Walk-ins

Manage reservations follow-up, including modifications.

Can be integrated with a payment gateway to automatically manage pre-stay payments and balance payments.

Each user can have different access credentials, with different levels of responsibility and control.

Includes CRM capabilities.

Profiles and reservations can be imported from PMS.

Example of quotation:

Dear Ferris Roberts,  
Thank you very much for your email and your shown interest in our house. We are very pleased to offer you as follows:

**OUR OFFER**

Quotation code: 15964LP20441  
Quotation Date: Friday, February 10, 2017  
End validity: Saturday, February 11, 2017  
Operator: Europa

**ROOM DETAILS**

Arrival: Wednesday, June 14, 2017  
Departure: Thursday, June 15, 2017  
Occupancy: Adults: 2  
Nights: 1

**BEACH JUNIOR SUITE**  
Located right directly on the beach and looking out at the beautiful Indian Ocean, the elegantly decorated 14 Beach Junior Suites offer a separate lounge area, an exquisite sofa bed, outdoor showers, a large private veranda with armchairs, tables and sun loungers and a minibar replenished daily.  
2 Sea plane - Adult: 5008.00 USD  
1 Honeymoon Amenities: free of charge

**321.00 \$ CONFIRM OFFER**

**EARLY BOOKING - ALL INCLUSIVE**  
Book at least 30 days in advance your next holidays in the Maldives and save up to 30%.

Cancellation Policy: Non-refundable pre-paid rate. In case of cancellation or no-show, the total amount for the stay will be charged as penalty.

**SERVICES**  
Personalised high quality services for each and every one of our guests is the top priority of our brand and Diamonds Thulufushi Beach and Water Villas.

**RESTAURANTS**

**MAAKANA BUFFET RESTAURANT**  
The Maakana Restaurant, serving breakfast, lunch and dinner offers a sumo-tuous buffet with choices to satisfy every palate. The international breakfast buffet offers a wide selection of fresh tropical fruits and juices, homemade breads and pastries, European cold-cuts and cheeses, and made-to-order eggs cooked by the chef at the cooking station. The lunch buffet offers a wonderful variety of options from pizza to pasta, to salads and a barbecue grill where the fish catch of the day and a selection of meats are cooked to perfection. Local dishes are served every day and many other international options offered.  
Breakfast is served from 8:00 to 10:30  
Lunch is served from 13:00 to 14:30  
Dinner is served from 20:00 to 22:30

**SPHERIQUE BOUTIQUE: ONE MORE WAY TO ENJOY YOUR STAY**  
With over 20 years market experience, the Spherique philosophy is to guarantee our guests a unique and complete shopping experience, thanks to the range of highly exotic beach clothing, much of which are unique locally made items. The Spherique brand is distinguished by the elegance of its products which will make your shopping experience even more special.

**OUR LOCATION:**  
DIAMONDS THULUFUSHI  
P.O. Box 3000, South Air  
Atoll, Maldives  
Tel: +960 0090023  
Fax: +960 0090024  
info@thulufushi.com  
reservations@thulufushi.com



“WHAT WE WISH FOR  
IN A **CHAIN CRS**”

## IT HAS TO INCLUDE FAST AND EFFICIENT DISTRIBUTION WITH **OTAs AND META SEARCH**

“ Distribution on these channels represents a great opportunity for hotels to maximise revenue and lower the overall cost of online bookings. It is a complicated matter, with each channel, OTA, wholesaler or Meta Search Engine representing a different target demographic and a different sales model. ”



## Vertical Booking is the only CRS with direct distribution with over 250 OTAs and a meta search manager within the same platform.

This approach provides significant advantages in terms of:

### EFFICIENCY

(no need for double mapping)

### COMPLETENESS

(all restrictions can be managed)

### SYNCHRONISATION TIME

(only one software application involved)

### ERROR MANAGEMENT AND RESPONSIBILITY

(better control of errors and a single point of control)

### INSIGHTS INTO CHANNEL PRODUCTIVITY

(very useful to help hotel management on strategic choices)

### PREFERRED PROVIDER

2016 **Booking.com**  
Preferred IT Provider

**Ctrip**  
携程

expedia **QuickConnect**  
PREFERRED VENDOR

**HRS GROUP**  
PREFERRED  
IT PARTNER





“WHAT WE WISH FOR  
IN A **CHAIN CRS**”

IT HAS TO INCLUDE  
INTEGRATED **GDS**  
MANAGEMENT  
... BUT I ALSO NEED  
CONSULTING SUPPORT

“GDS is a complex and potentially lucrative business segment, but requires a very technical approach and clear understanding. My CRS supplier must help me to optimise that business potential.”



## GDS Management is a fully-integrated part of the platform, which means:

- All content and rates managed within the same system
- No need for duplicate data entry or duplicate data mapping
- Easy reconciliation of bookings for commission processing
- Experienced consulting support and guidance



Learn more with the GDS video on the Vertical Booking website:  
[www.verticalbooking.com/en/gds\\_connectivity.htm](http://www.verticalbooking.com/en/gds_connectivity.htm)



“WHAT WE WISH FOR  
IN A **CHAIN CRS**”

# IT WOULD BE NICE IF THE CRS COULD HELP TO MANAGE **CORPORATE BUSINESS, MICE AND LOYALTY PROGRAMMES**

“One of the strengths  
of chain hotels is their  
centralised management  
of Corporate Agreements,  
MICE business and  
Loyalty programmes.”



## Advanced Corporate, MICE and loyalty programme management

### CORPORATE BUSINESS

Compared to alternate CRS solutions which try to manage Corporate business with specific rate codes, the Vertical Booking CRS manages all corporate contract conditions, which makes management much easier, more precise and faster.

The **CORPORATE AGREEMENT** in Vertical Booking includes all key clauses of a contract, such as validity dates and duration. Corporate or Preferred rates are quickly and easily created and can be combined with discount policies (including family discounts), room allotments (including variable release times) and other time-saving features.

### MICE

Meetings, Incentives, Conferences, and Events (MICE) are an important segment of chain hotel business.

The Vertical Booking CRS supports:

- ▀ Planning of Meetings, Incentive Travels, Conferences and Events
- ▀ Assigning that business to Group or Corporate Agreements with individual reservations, or via Rooming Lists
- ▀ Booking meeting rooms (\*)

### LOYALTY PROGRAMMES

The Vertical Booking CRS supports two options:

- ▀ Interfaces with external systems
- ▀ Internal module utilising Group Agreements (website not included)

(\*) *under development*



“WHAT WE WISH FOR  
IN A **CHAIN CRS**”

IT HAS TO BE **INNOVATIVE**  
IT HAS TO OFFER  
SOMETHING  
**REALLY UNIQUE**

“A modern approach to hotel sales and marketing while taking into account market trends.”



**Vertical Booking** was born from a desire to combine the seemingly impossible needs and features of the modern hotel business and become the **CRS of the future.**

THINK 

X	O	O
O	O	X
X	X	O

  
OUTSIDE  
THE BOX

All traditional programming concepts were questioned to achieve the following objectives:

- A Cloud platform that's infinitely scalable with rapid response time
- An entire platform, from PMS (\*) to the most sophisticated marketing tools
- An integrated solution, developed in the same language, by the same team

The project, started in 2004 and continues today making the Vertical Booking CRS the most complete, flexible, customisable and innovative solution in the market.

(\*) to be developed



“WHAT WE WISH FOR  
IN A **CHAIN CRS**”

## IT HAS TO BE FOCUSED ON **REVENUE**

“In a dynamic hotel booking environment, it is imperative that our revenue and online distribution teams are completely aligned and that we have the data analytics to support our commercial strategy.”



## Revenue optimisation

In order to make the right decision, you need the right data across a number of key areas of your hotel business.

### HOTEL ONLINE REPUTATION

Measuring and monitoring your online reputation is a critical component for hotels to ensure they maintain a strong value proposition when benchmarked against their competitive hotel market.

### RATE PARITY AND DIRECT BOOKING CONVERSIONS

Ensure your booking engine clearly communicates the value of booking directly, including real-time OTA price comparisons within the booking process.

### PRICING INTELLIGENCE

Consumers have the ability to compare pricing across hotel markets within online travel agent portals or meta-search channels. Your revenue team needs the right pricing intelligence, at the right time, in order to capitalise on every revenue opportunity.



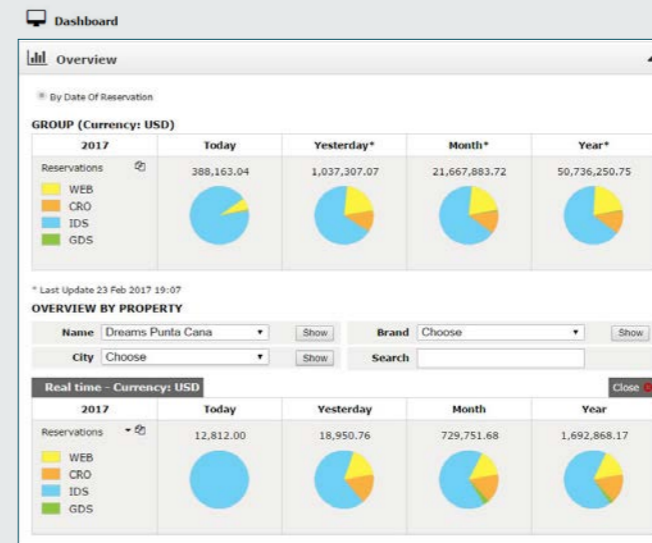
"WHAT WE WISH FOR IN A CHAIN CRS"

IT HAS TO GIVE ME KEY PERFORMANCE METRICS:

- Snapshots in real time
- On-demand detailed reporting
- Scheduled reports

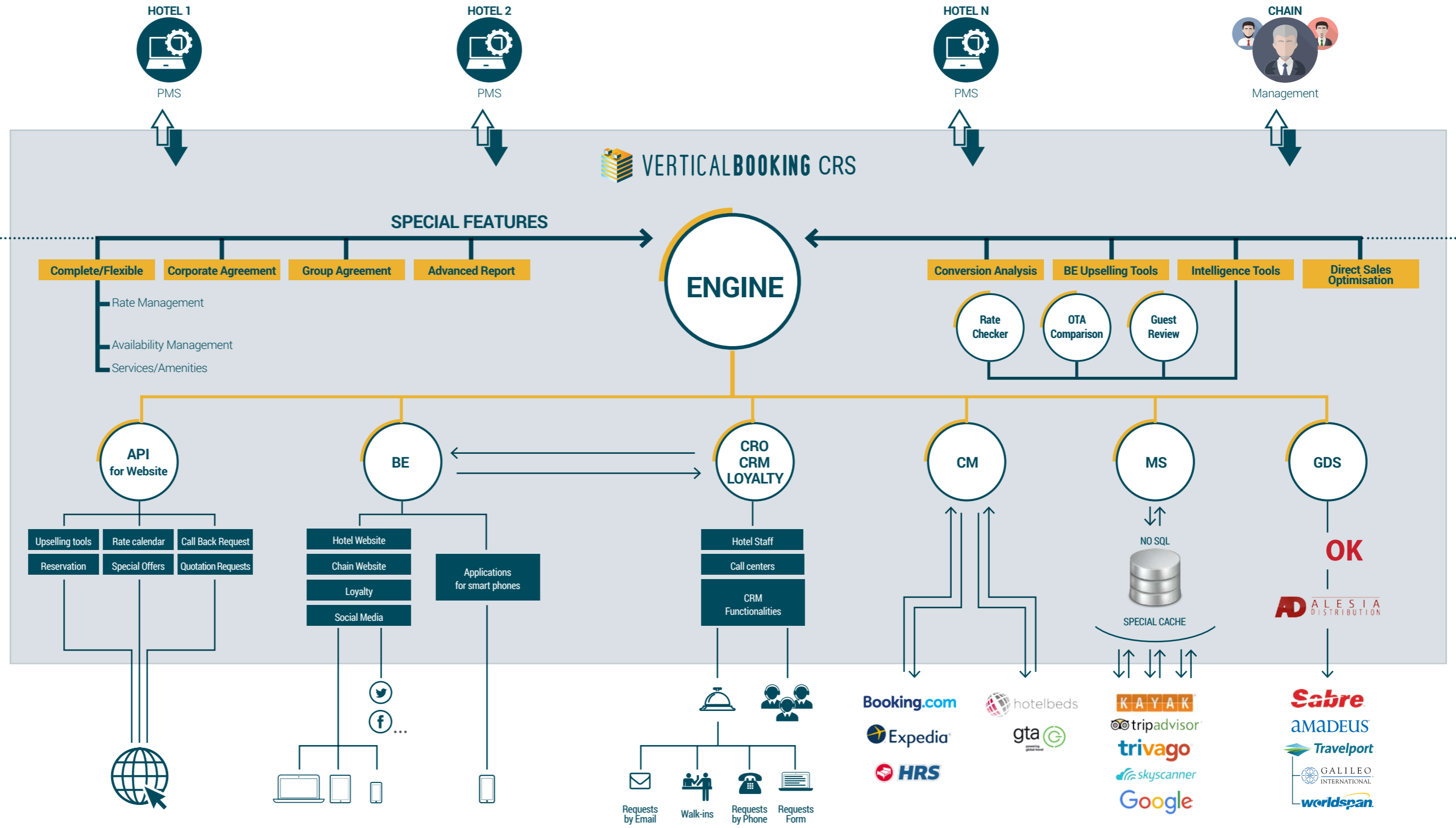


Example of Snapshots in Real-Time



Example of on-demand Scheduled Excel Reporting

Reservations: Reservation date MTD (01 Feb 2016 - 17 Feb 2016)	Reservations: Reservation date MTD (01 Feb 2015 - 17 Feb 2015)					
	New	Cancelled	Net	New	Cancelled	Net
4 Group total	1135	152	983	2,285,581.00	409,827.00	1,875,754.00
5 Booking engine - Web	1135	152	983	2,285,581.00	409,827.00	1,875,754.00
6 Booking engine - Mobile	53	16	37	108,110.00	31,055.00	77,055.00
7 Booking engine - Tablet	82	13	69	215,001.00	44,968.00	170,033.00
8 Interline Call Centre	152	24	128	181,167.00	33,452.00	147,715.00
9 Loyalty Program	212	19	193	178,204.00	16,989.00	161,215.00
10 Call Center AMResorts	379	90	289	838,121.00	292,097.00	546,024.00
11 Marado Call Center	64	12	52	131,828.00	21,275.00	110,553.00
12 Island Destinations Call Center	12	5	7	28,003.00	12,203.00	15,800.00
13 UVC Call Center	0	0	0	0.00	0.00	0.00
14 RCI Call Center	0	0	0	0.00	0.00	0.00
15 Expedia.com	2938	634	2304	4,059,550.00	931,885.00	3,127,665.00
16 Orbitz	795	138	657	1,256,356.00	223,887.00	1,032,469.00
17 Booking.com	611	279	332	1,359,283.00	672,298.00	686,985.00
18 Bookit.com	468	96	372	789,051.00	172,019.00	617,032.00
19 BestDay	945	108	837	919,224.00	94,011.00	825,213.00
20 Sabre	14	0	14	11,871.00	0.00	11,871.00
21 ADELMAN TRAVEL SYSTEMS INC	4	0	4	303.00	0.00	303.00
22 AMERICAN EXPRESS COMPANY MEXICO	3	0	3	6,381.00	0.00	6,381.00
23 TZELL HOLDINGS LLC	1	0	1	1,312.00	0.00	1,312.00
24 ALTOUR INTERNATIONAL INC.	1	0	1	873.00	0.00	873.00
25 BEJOP HOLDINGS L.L.C.	4	0	4	2,438.00	0.00	2,438.00
26 AMERICAN EXPRESS TRAVEL RELATED	1	0	1	564.00	0.00	564.00
27 Unknown	0	0	0	0.00	0.00	0.00
28 BCD TRAVEL USA LLC	0	0	0	0.00	0.00	0.00
29 NHI-2, LLC	0	0	0	0.00	0.00	0.00
30 OMEGA WORLD TRAVEL INC.	0	0	0	0.00	0.00	0.00
31 TOWER TRAVEL MANAGEMENT CORP	0	0	0	0.00	0.00	0.00
32 TRAVEL ANSWERS INC.	0	0	0	0.00	0.00	0.00
33 VTS TRAVEL ENTERPRISES INC.	0	0	0	0.00	0.00	0.00
34 GBT US LLC	0	0	0	0.00	0.00	0.00
35 Galileo	9	2	7	11,203.00	3,156.00	8,047.00
36 Unknown	1	1	0	1,524.00	1,524.00	0.00
37 GBT US LLC	1	0	1	730.00	0.00	730.00
38 FIVE STAR ALLIANCE LLC	1	0	1	0.00	0.00	0.00
39 UNITED INCENTIVES INC	1	0	1	3,936.00	0.00	3,936.00
40 LOS GATOS TRAVEL	4	1	3	2,976.00	1,632.00	1,344.00
41 ASPIRE LIFESTYLE (AMERICAS) INC	1	0	1	2,037.00	0.00	2,037.00
42 AUTOMOBILE CLUB OF SOUTHERN	0	0	0	0.00	0.00	0.00
43 Pegasus	14	10	4	16,693.00	21,594.00	-4,901.00



## About

The company develops and commercialises a **CRS** (Central Reservation System) on a global scale. The complete suite includes a **Booking Engine, Synchro Channel Manager, a Metasearch Manager, a CRO** (Central Reservation Office), **GDS Connectivity and Representation, Marketing and Intelligence Tools, and Applications** (iOs/Android). The suite is available as a complete package or each module can be purchased separately.

The company also develops and distributes reservation software, **DMS**, for destinations and Tour Operators.

## Mission

The hospitality sector is one of the most complex and rapidly evolving markets there is. Our mission is to provide software solutions that are simple to use and at the same time sophisticated and adaptable enough to handle the growing complexities of the sector.

The passion for our work and the hospitality sector drives us to follow our clients closely, listen to them and create the features they need for their specific situation. We want to be available at all times to offer polite and friendly customer support.



*We're the good guys!*



Companies/Offices	Software Development	Technical assistance	Commercial areas
<b>VERTICAL BOOKING USA CORPORATION</b>	■	■	U.S.A., Canada, Alaska, Caribbean
<b>VERTICAL BOOKING UK</b>		■	Global Sales & Marketing EMEA, Asia Pacific, South America
<b>VERTICAL BOOKING FRANCE</b>		■	France, North Africa Eastern Europe Northern Europe
<b>VERTICAL BOOKING ITALY</b>	■	■	Italy, Southern Europe Germany, Switzerland Turkey, Middle East, Russia

## CORE VALUES



### INNOVATION

Creating innovative solutions with passion, creativity and with the courage to be different. Solutions that are reliable, fast and continually evolving to satisfy the increasingly sophisticated needs of the hospitality market.



### GROWTH

High commitment to the continual growth of the company so that we can offer increasingly sophisticated solutions for customers and development prospects for partners, employees and shareholders.



### TEAM DRIVE

Since we understand that the team is the company's most important asset, we are strict about hiring only the best talent and supporting them in their professional and personal development. Motivation and innovation come easily with recognition, stimulating responsibility, and professional development.

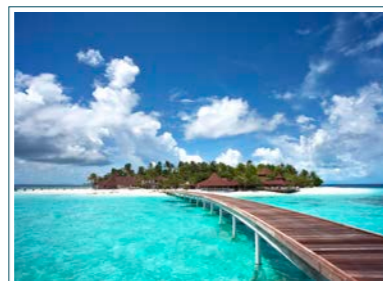
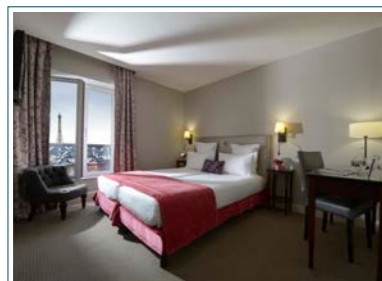


### INTEGRITY

Commitment to working with integrity, honesty and with respect to the law, especially regarding privacy, competition and data protection.

Sample references

January 2018  
5510 properties in 108 countries







# VERTICAL BOOKING

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