

# Scrigno®

hotel management application suite



“ SCRIGNO: finally just one single system handles operations, analysis, revenue, and online sales... all via web. ”

David, Hotel General Manager

# The “on the cloud” management suite designed for Revenue Management and CRM

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## SCRIGNO, more than just a PMS

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SCRIGNO is the web-based suite designed to provide hotel management with a unique management system for all the strategic areas of an hospitality company. The value of SCRIGNO lies in its use of just one single centralized database for all its applications. The objective is to coherently acquire data in real time from all the transactions made in the **Operative Departments: Marketing** can profile the customer base, launch focused promotional campaigns, and process feedback; **Sales** can maximize profits using all the distribution channels; **Administration and Control** can monitor the business performances with accurate management control.

All this is achieved by exploiting a streamlined and secure infrastructure. In fact SCRIGNO can be considered an **on the cloud** solution: fully web-based and usable also with tablet PCs, it has a modular, scalable structure, and thanks to the hosting formula guarantees high levels of security in regard to data and privacy. This eliminates the need of investments in hardware and ensures high performance and a system always up-to date. Developed on an Oracle platform, SCRIGNO is now available also in the “Software as a service” formula that permits the use of GP Dati’s advanced software applications paying on the basis of effective use.



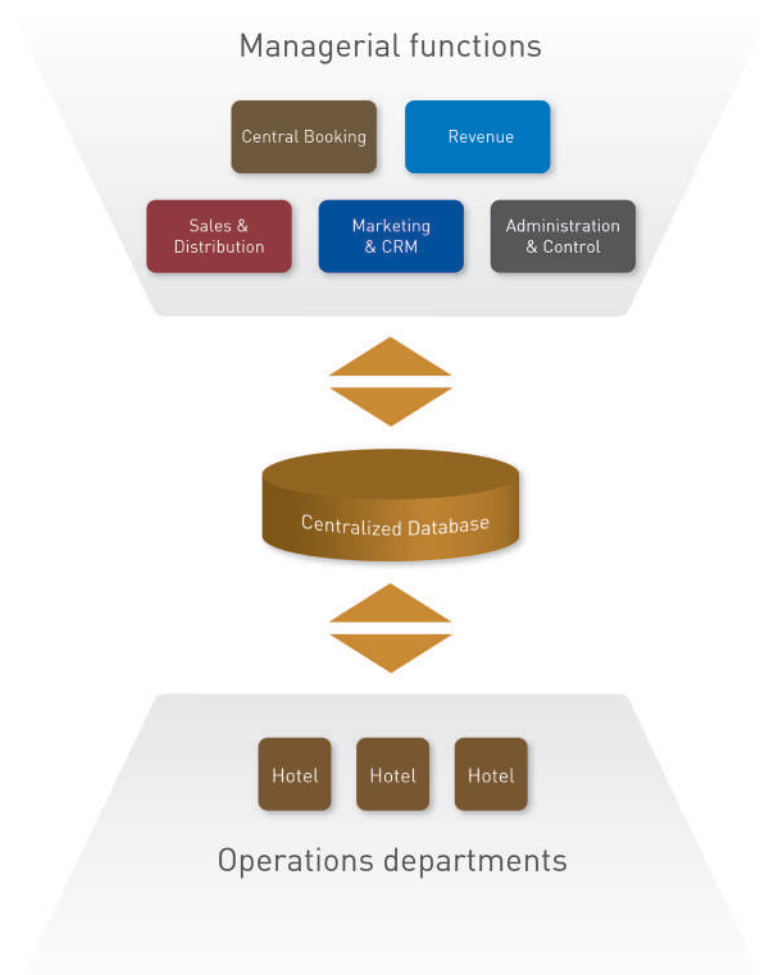
## One database, many solutions

SCRIGNO integrates various instruments to make daily operations quicker and simpler together with sophisticated business intelligence and analysis applications. The latter help management to identify and plan the right strategies for the future and guide operative departments towards the achievement of the business objectives.

Thanks to its architecture, SCRIGNO is the ideal tool for both hotel groups and independent hotels that offers management the chance to monitor the development of the business in real time and take prompt decisions on the basis of market's changing conditions by entering sales policies directly into the system.

Being web-based and with just one single common database, SCRIGNO can be adapted to any organizational structure and even become an authentic driver for the optimization of company processes, for example by centralizing or outsourcing certain functions.

**SCRIGNO = + Revenues - Costs**



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## Scrigno's Revenue Management approach

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SCRIGNO has been developed to conceive any sales strategy around the 4 levers of the Marketing Mix, with the objective of offering each client the right product at the time at the right price. In this sense, SCRIGNO has set up a series of functions for:

- (1). optimizing room inventory by minimizing unsold rooms (**Product**)
- (2). adopting revenue policies and prices dedicated to each segment (**Price**)
- (3). performing market segmentation and focused marketing activities (**Promotion**)
- (4). managing effectively all online/offline distribution channels (**Place**)

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## Primary added value for independent hotels and hotel chains

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- Entirely web-based, modular, and scalable
- Utilizable in hosting at a PCI-DSS compliant datacenter
- Possibility to work offline in case of connection failure thanks to a local backup module
- Complete integration with e-mail and digital archive
- Multi-channel distribution function: channel management, integrated 2-way Booking online b2c and b2b
- Centralization of key company functions: multi-hotel availability, centralized invoicing, centralized management of deposits, account receivables, and commissions

# A custom-made solution for each area of operation

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SCRIGNO's integrated modules can cover the precise requirements of every hotel department:

**Front Office.** Advanced instruments for the streamlined and efficient management of all front-office and back-office and Meeting & Congress activities thanks to the complete integration of e-mail, document repository, and Excel.

**Food & Beverage . SPA.** Various touchscreen and handheld solutions for any Food & Beverage and Sales Outlet need, and for both large and small companies. The line is completed by the web-based, multi-hotel material control and purchasing module that can be integrated with F&B, management accounting and control, and solutions for Spas and wellness centers.

**Revenue & Strategic Planning.** Tools to support the Revenue Manager in the implementation of efficient sales strategies through rate restrictions, priorities, overbooking and up-selling policies. Also supplies the Business Intelligence reporting indispensable for analyzing the past and planning the future.

**Multi-channel Sales & Distribution.** Integrated solutions to manage and optimize sales in various distribution channels with an attentive eye to competitors. It

provides the possibility to automate updating of availability and prices on portals and the hotel's own website in real time, by receiving bookings in the PMS promptly.

**Marketing & CRM.** All the instruments required to study and construct your own offer by starting directly from the needs of the clients, win their loyalty, and conduct focused marketing campaigns for different target segments.

**Administration & Control.** SCRIGNO integrates the best ERP solutions for general ledger, cost accounting and management control, according to the International Standard USALI (Uniform System of Accounts for the Lodging Industry).

**IT.** SCRIGNO systems have been developed with Cloud Computing philosophy thanks to a hosting service offered on a certified PCI-DSS datacenter of the highest reliability.

**Consultancy and specialized training.** GP Dati can also provide hotel companies with complete strategic support through hotel-LAB.com, its own consulting and web project division that guarantees highly-qualified skills in the areas of sales, web projects, social marketing, and management control.





## FRONT OFFICE

PMS . Meeting & Congress .  
E-mail & Document Repository



## REVENUE AND STRATEGIC PLANNING

Revenue Management . Data Warehouse . Forecasting .  
Business Intelligence



## MARKETING & CRM

CRM & Marketing Automation . Dedupe & Cleanse .  
Sales Force Automation . OnlineConcierge



## IT

Cloud Computing . Hosting Service



## FOOD & BEVERAGE . SPA

Food & Beverage . Cashier Management .  
Electronic Wallet Payment System .  
Spas & Wellness Centers . Materials Control



## MULTI-CHANNEL DISTRIBUTION & SALES

CRO & Cross Selling . Booking Online . B2C . Channel  
Management . GDS Distribution .  
Competitor Analysis



## ADMINISTRATION & CONTROL

Centralized Administration Functions . General Ledger  
& Cost Accounting . Management Control .  
Business Intelligence



## SPECIALIZED TRAINING & CONSULTANCY

Specialized Services .  
Consultancy in Sales, Revenues & Web Projects .  
Training Courses

# Knowledge and strategic ability are our key factors

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## Who we are

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GP Dati Hotel Service SpA was founded in 1981, with the mission of designing and developing engineering solutions and applications for the hotel sector. Our team's experience in the industry and the company's vocation for system integrations and customization has always enabled us to provide multiple specialized skills and maintain unquestioned leadership in the Italian PMS market.

GP Dati is part of the **Zucchetti Group**: the biggest Italian Information Technology Group in Europe, with a turnover of 650 million Euros, more than 4.700 employees and operates in over 50 countries worldwide.

The wide range and quality of the Zucchetti Group allows GP Dati to guarantee greater capacity for innovation and to expand our range of solutions.





GP Dati Hotel Service Spa

Via Paganello 22/a • 30172 Mestre (VE)  
T. +39 041 5330 160 • F. +39 041 5330 150  
[info@gpdati.com](mailto:info@gpdati.com) • [www.gpdati.com](http://www.gpdati.com)