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InnQuick™

&

INNSTABOOK™

# Technology White Papers



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## **The Opportunity**

In recent years, travelers have begun to look to the Internet for accommodations at their chosen destination. Since 1996 online leisure travel has grown from \$31 million in revenues to \$6.8 Billion in 1999. This sector led all online revenue sources and surpassed those of E-Bay.com, Amazon.com and other notable and well-recognized dotcom companies. Although the Internet is a great way to locate a prospective property to stay at, people still want more. They want to be able to make their reservation without having to email the property and wait for a response regarding availability, or log off and call to inquire. These properties are seeking a way to find a destination online and make a reservation right then and there, with an instant confirmation.

Presently there are approximately 62,000 small properties (<120 rooms), which represent approximately 86% of the hospitality market in North America. While there are a few companies who claim to have the technology to accept "Online and real-time" reservations, these properties still rely on email replies or data transfer (the giving over of room inventory for sale on the Internet, which keeps the property owner from selling those rooms from his location) which can be unreliable and time-consuming. Many property owners who have dealt with these "online" reservation suppliers have become frustrated with the efforts required to manage two inventory sources simultaneously. Furthermore, these properties are having to manually update online sources, which can be numerous, of their current calendar and inventory status on a daily, or even hourly, basis. Property managers from B&B owners, to those running large hotels and everyone in between, are looking for faster, more precise and responsive solutions to booking rooms online.



## The RSI Solution

Having recognized the need for integrated, scalable solutions, Resort Systems Inc. has responded with a user-friendly and cost-effective solution for all stakeholders. RSI has developed a software solution that not only meets, but exceeds the expectations of Property Managers and provides travelers with a means by which they may plan their trips and have instant confirmation of their lodging with only a few simple clicks.

The InnQuick and ResLinx programs are specifically designed to address the needs of different sized properties. While InnQuick suits small hotels and motels, with the capability of handling multiple properties within a chain, the BnBLinx application is geared more towards Bed & Breakfasts and small boutique properties. Both of these solutions allow the user to enable their customers to both book online or directly through the property itself through the use of ASP (Application Service Provider) technology. All data is hosted in a centralized server, thereby providing an ASP environment. This is of huge benefit to the properties because:

- Regardless of the speed of the system, the speed of the software will always be the same because it is hosted on a centralized server
- The server is located within a physically secured "Server-farm" to optimize security
- A constantly monitored firewall provides software security and prevents unauthorized system access. Not to mention 128-bit encryption
- This "mission critical application" is hosted on a redundant disk-array (RAID) for maximum "up-time" and performance
- The property can be managed from remote locations
- Backups are performed on a daily basis and all data is doubled on mirrored sites
- Data is professionally managed by industry professionals who specialize in data storage



### *Online Reservations – The wave of the future*

In recent years, the Internet Travel Industry has grown exponentially. Travelers are looking for the most convenient option in making their travel arrangements and Property Managers are working hard to keep up with their client's demands.

### **Internet and Travel**

Allowing potential customers to make their reservations online and in real-time creates a very real opportunity for Property Managers. It will provide them with increased revenue as visitors to their website make reservations without having to log off the Internet and pick up the phone or having to wait for an email message stating whether there is availability or not. The ability to receive online bookings will give Properties a real advantage in the competitive hospitality business. This becomes a new revenue source for business owners that are selling a perishable item: rooms.

### **Lost Business**

Sending and receiving emails does not solve the problem of real time reservations. The potential customer is forced to wait for a confirmation of their booking and if made to wait too long could potentially find another option and receive confirmation from that property. Especially with smaller properties, sitting by the phone or waiting in front of the computer simply does not make sense to the Property Manager. If customers do not get an instant confirmation of the booking they will move on until they find a property that can provide a more timely solution.



### **The Real Deal**

Resort Systems Inc is the only company who can claim actual 'Real-Time, Online' reservation capability. This is possible because the data the potential customer sees is exactly the same as what the property views. Whenever a booking is made in either place the data is automatically updated, preventing overbooking situations and eliminating time consuming data transfer procedures. Resort Systems Inc's property management applications are similar to a Thick Client, although the SQL database is hosted online and many of the stored procedures are located online as well.

### **Benefits**

There are many benefits to using the Resort Systems Inc. solution. Hardware costs are minimal as users are not required to buy expensive servers, nor do they need large hard drives to store data, as all data storage is done on our central servers. This also reduces the risk of lost data due to hardware failure at the property level. Our servers are guaranteed to have a 99.99% uptime, 24 hours a day.

The property will also enjoy the benefits of accepting reservations via the Internet in Real Time. Not only will this increase revenue, it will increase customer satisfaction and encourage repeat business, a significant source of recurring revenues.

The low cost of our Property Management solutions provides a short and long term Return on Investment (ROI) in that it enables properties to concentrate on marketing, customer service and growing their business.



*The RSI Platform*

## **Security**

At the heart of most people's fears of storing information or doing business online is the issue of security. It seems that everyday we hear something about someone's site getting hacked into or someone else's credit card number being stolen. The reality is that most of the people running e-commerce sites have very poor security practices. Here are some statistics from a Cutler survey of 134 global companies:

- 31% don't have a firewall for their e-business site
- 61% don't use certificates
- 44% average to below average skills with firewalls
- 68% average to below average skill with encryption
- 47% don't have an e-business privacy policy
- 95% don't use privacy seals

Scary statistics. The reality of today's Internet world is that information is vulnerable, unless the proper precautions are put in place. It is important to remember, as well, that most hackers are neophytes who have a very low level of understanding in regards to Internet and Operating Systems Protocols. At the first sign of difficulty they will give up and move on to the next site.

*"At RSI we recognize the importance of security in today's e-business world and have taken every precautionary step possible. We believe that the three most important aspects of conducting business online are Confidentiality, Integrity and Availability".*

## **Confidentiality**

RSI understands exactly how important the confidentiality of business transactions are. RSI uses 128-bit SSL encryption at every level of data transfer. This means that every transaction that is made, be it a reservation involving a credit card, or a simple retrieval of a month end balance, is protected at the highest level possible.

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### **Data Integrity**

While data has been safely transferred between the property and our servers, it is still important to realize that data stored there is protected. Our servers are hosted at a physically secure 'Server Farm' where top industry professionals are constantly monitoring the servers for any unusual activity. In place are a number of firewalls and monitoring software to ensure data integrity.

### **Availability**

Another extremely important aspect of using our ASP application is that of availability. RSI's servers are 'hot-swappable' systems that allow for maximum uptime. Data backups are done daily and our servers are mirrored for constant availability in the event of hardware failure. Should a hardware failure occur, the mirrored data would be available to the property and to the potential client over the Internet. RSI uses three IBM Netfinity R.A.I.D. servers with hot-swappable components. The facility is monitored 24 hours a day, 7 days a week, and Internet connections are done through a T1 connection with an SDSL backup connection.



## Web Reservations

Possibly the greatest advantage of using the Resort Systems ASP solution is the ability to accept real-time, online reservations. Setting itself apart from the competition, RSI does not ask properties to hand over inventory for sale on the Internet, nor does it involve properties in lengthy data transfer procedures or force the property and the potential guest to become involved in a game of email tag to check and confirm availability. Because the data that both the property and potential guest are using is stored in the same place (the remote server), access to room availability is the same for all involved in the process. When a potential guest makes a reservation via the internet the room or room type that the guest has booked is automatically taken out of inventory. Similarly, when a user makes a reservation at the property, the room is taken out of inventory, thus preventing any possibility of overbooking.

Because the system can automatically check and return availability, potential guests making reservations over the Internet are given an instant confirmation of their reservation. When the reservation has been made the guest will view a confirmation screen, advising them of the dates of their stay, the property information and room information. Both the guest and the property are simultaneously sent email messages, once again confirming the reservation.



## **Billing**

For the use of this service, Resort Systems charges a reservation fee equal to 8% of the gross reservation amount, excluding taxes. This fee is only charged for reservations processed for bookings made through the Internet. RSI does not charge a fee of any kind for reservations made by the property, nor does it charge for stay-overs on any reservation. Once each week, RSI will charge the property's Credit Card for the booking fees accumulated as a result of the e-reservations processed during that week. The cumulative total of all of the reservation fees is charged to the property's Credit Card as one single amount. The charge is backed-up by a listing sent to the property via e-mail, detailing every single reservation that has been processed.

To accomplish this, RSI requires the property's Credit Card number to process this transaction.



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### *System Specifications*

At present, RSI has two levels of software solutions available to Property Managers. Presented below is a breakdown between the two systems and their functionality.

#### **BnB-ResLink Application Software (Internet Reservation System)**

- Registration of room inventory
- Inventory Maintenance
- Room rate tables maintenance
- Help Files
- Clerk Access and Security
- Creation of "black-out" periods for property closures
- Reservation registration
- Reservation maintenance (extending/contracting stays)
- Future reservation print outs
- E-mail guest confirmations (with e-mail addresses on file)
- Accepting e-reservations over the Internet

#### **BnBLinx™ and InnQuick Application Software (Front Desk & Accounting System)**

**\*\*\*Includes all the features of BnB-ResLink PLUS:**

- Arrivals listings, departure listings, in-house listings
- Integrated Guest History database access for mail-outs and promotions
- Posting of charges and payments
- Guest folio printing
- Accounts Receivable sub-system (City Ledger)
- Occupancy / Vacancy projection reporting
- Statistical reporting
- Daily financial summary print & export function to third party accounting system
- Statistical reporting
- Cashiering reporting
- Forward-looking revenue statements
- Control room/suite rates



### **Development Platform**

RSI uses Delphi 5 as it's main development tool, in conjunction with an SQL 7.0 database. RSI backs up its' development with experienced programmers who are adept not only at programming, but are familiar with the Reservations Industry as well.

### **Upgrades/Enhancements**

All program upgrades and enhancements are free to the client throughout the year. As the user logs in to the remote database the ASP program will check to make sure that it is the latest version of the program. If it is not, it will inform users that a new version is available for download. All clients using stand-alone systems will be sent upgrades and enhancements information via email.

### **Support**

Resort Systems provides live technical support, 24 hours a day, 7 days a week. Support technicians are industry professionals who are involved not only in supporting the product, but at the design level and Quality Assurance as well. We believe strongly that supporting customers is of major importance and have worked hard to provide quality support to our customers for the last 22 years.

### **User Documentation**

Included with the programs are integrated help files that can act as a training tool for new employees and for answering questions present users may have. The help files are written in a language that any user can understand and are equipped with hotspot bitmaps. This means that there are screen shots of the program itself, and that users may click on an area of that screen shot to find out more about what that part of the program does, or is for.



## Conclusion

The advent of the Internet age has placed new demands on every business, especially those involved in Hospitality. As Internet users search for convenience, the Property Managers must continually grow and evolve to give their potential customers the highest level of satisfaction. In order for businesses of this nature to stay competitive in the future, they will have to recognize the advantages of conducting business on the Internet as a Reservations and Property Management solution and implement these systems.

Resort Systems Inc believes strongly that the BnBLinx and InnQuick products effectively deliver the kind of solution that is necessary for Properties to evolve into viable competitors in the Internet Age. With never before seen technology and skilled manpower, RSI provides solutions for today to help businesses grow into a better tomorrow.

With 22 years of experience in Reservation Systems, RSI is a leader in new technology and has the knowledge and familiarity necessary to present a practical solution for businesses at all levels of Property Management.