



epitome®

CIS/CRS

For UNIX

Enterprise Access to Your Information

With the increasing number of mergers, acquisitions and properties desiring to associate with an established chain, you need technologies that can consolidate and manage your information with greater cost-effectiveness and efficiency. epitome Central Reservation System (CRS)/Central Information System (CIS) from Hotel Information Systems (HIS) is the enterprise solution for companies that want to centralize and automate their information and services in a corporate office or multi-property environment. Designed to fully integrate with your epitome Property Management System (PMS), the epitome CRS/CIS is a feature-rich application that can be custom-configured for your open-system or central server environment. epitome CRS/CIS for UNIX enables hospitality enterprises to increase revenue, improve guest loyalty and reduce costs by centralizing and streamlining their operations while maximizing existing technology investments.

Maximizing Technology Investments

- Reduce expenses with multiple deployment options that make use of existing PCs and peripherals. Process efficiently whether your reservation call center and corporate management are centralized or de-centralized. epitome CRS/CIS can be deployed from anywhere and accessed everywhere.
- Define your workflow and processing procedures directly in the application. You can customize the prompts, displays and processing routines to compliment your operation. Managers can determine the most suitable format and quickly activate the system parameters without requiring programming changes.
- Access your data easily with ODBC and data extraction tools that allow you to extract information from the application to create customized export files for use in third-party applications, spreadsheets or mail merges.
- Extend your reach with the GDS-switch interface and Reservation Portal integration for worldwide reservations acceptance and delivery.

Increasing Revenue and Occupancy

- Maximize yield by seamlessly integrating your reservations, rates and availability throughout your enterprise with the most current information.
- Create reservation agent incentive programs to up-sell your rooms and monitor productivity with reservation and room booking statistics.

- Increase revenue by acting as a service bureau for non-corporate or affiliated properties. Establish multiple billing rates that vary based on the type of reservation transaction and components of the sale such as packages and other special rates.
- Analyze and react to revenue and occupancy fluctuations with statistics on lost reservations, promotion effectiveness, source of business, group classifications, package configurations and more. Restrictions and controls are updated bi-directionally and can be established for the CRS only, the PMS only or both.
- Maximize revenue opportunities with property-specific packages, seasonal rates, discounts and other factors.
- Increase wholesaler, group and convention revenue and occupancy with the ability to book detailed delegate reservations at the reservation call center. Group management is more efficient at corporate with variable room allocation and rate schedule release methods. Independently set masters to activate release automatically by specific date or daily.
- Measure wholesaler and group productivity with sophisticated materialization and revenue statistics including detailed drill-downs to no-show and individual guest spending analysis.
- Reduce errors and improve forecast accuracy with security restrictions and reporting of rate overrides.
- Market the unique features of your properties by defining unlimited package configurations. Package elements can include special pricing, inclusive services, meal plans and other competitive features.

Improving Guest Loyalty

- Improve service at the reservation call center and corporate sales office with detailed tracking of guest, group, wholesaler and company history by a variety of criteria, including preferences, frequent guest programs, stay statistics and revenue.
- Ensure that reservations are never lost in data exchange. All transactions are confirmed as received by either the PMS or CRS/CIS on the guest record. Agents on the sending side know that the transaction has been updated at the receiving location. Both locations can retrieve guest accounts by the confirmation number of either location.



INTEGRATE

- Extend your reach with brochure request management and the mailing label generator from multiple master accounts to include guests, groups, wholesalers and direct bill accounts.
- Improve the presentation of your forms with customized laser printed confirmations and travel agency commission checks.
- Improve guest bookings throughout the enterprise by providing itineraries for travel-with guests or for those traveling from one property to another.
- Provide guests with up-to-date information about the property and the area in which they are staying. Use the detailed property information displays and event scheduler to advise guests of special amenities and local area events allowing them to more effectively plan their travel.



CENTRALIZE

Streamlining Operations

- Reduce expenses and save time with integration to online fax and email services. Automatically fax and email confirmations and reports directly from the application, eliminating routine manual paper transactions, envelopes and postage, and provide enhanced customer service.
- Provide more flexibility in the reservations process. Take advantage of detailed and efficient property searches by criteria such as location, nearby attractions and specific amenities.
- Enable reservation agents to spend more time with your guests by establishing group and wholesaler processing rules and restrictions. The instructions carry forward to assist agents in simplified processing tasks, most of which occur automatically with little-to-no user intervention.
- Take advantage of the most sophisticated data exchange available between your core business applications. The full integration is user-defined so you can set the parameters for information exchange to occur real-time or at selected intervals based on critical availability dates or days in advance of arrival.
- Improve Travel Agency payment processing by consolidating commissions, reducing errors and identifying top producers at the corporate level.
- Reduce errors and improve accuracy with centralized advance deposit accounting.
- Simplify the reservation process. Data mapping is built into the integration allowing you to configure CRS/CIS properties more generically for quick reservation processing while the property configures its data more specifically for a particular assignment at check-in.
- Streamline your day-to-day operations with reports such as reservation lead-time statistics, reservation agent sales statistics, advance deposit requirements, multi-property transaction reports, arrival/departure, availability and more in multiple formats using various sorting capabilities.
- Optimize disk space and provide more efficient information management with automatic compression of Archive and Retrieval files.



KNOWLEDGE



PROFIT

Summary

When you centralize your enterprise information systems with Hotel Information Systems, you step into the competitive arena of the hospitality industry armed with technologies that promote your continued success. epitome CRS/CIS for UNIX provides the cost-effective solution that centralizes your information management and facilitates data exchange between your corporate office and your properties. When integrated with your epitome Property Management System, epitome CRS/CIS helps you streamline your operations and provide better guest services.

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