



## COMPANY PROFILE

With the launch of RezExchange in June 2008, PMS users came one step closer to being able to tackle one of the biggest issues in the Hotel business today: managing multiple channels, possibly for multiple properties in an efficient and effective way.

With offices around the globe, RezExchange is poised to serve the international market and in fact is rolling out its technology on three continents.

RezExchange has as its sole purpose to offer solid connectivity between various PMS systems and an increasing number of buy-side channels. Our software uses proven technologies on the cutting edge of the IT curve.

Although the software is powerful, the real power of our company is found in our people; all dedicated to exceed the customer expectations, our staff of former hospitality professionals is continuously looking for ways to ensure the customers are completely satisfied with the products and services we deliver. This proactive approach has resulted in a long list of happy customers.

We will continue to provide the level of services our customers have now come to expect, proving our loyalty to them, so that in turn, they stay loyal to us.

NO COMPROMISE!





## Product Overview

RezExchange delivers channel management, straight from the PMS. We offer bi-directional connectivity to all your electronic distribution channels. This means that with RezExchange you can set and manage rates, availability, rate controls and content from the PMS you are already familiar with. It also means that you will receive all reservations from these channels directly into your PMS database.

### What are the benefits?

RezExchange resolves all 3 channel management problems.



RezExchange can help if:

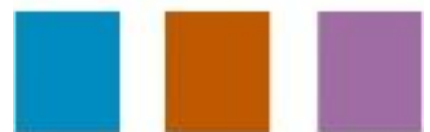
1. You currently use at least 2 systems to manage your channels
2. You give your channels allotments that you manage separately from your PMS availability
3. You receive reservations by e-mail or fax and need to re-type them into your PMS

RezExchange customers can manage the GDS, CRS, ADS and branded website channels from the PMS and will receive all reservations from these channels directly into their PMS database.

The single image inventory design allows for last room availability on all channels without the risk of overbooking.

If you are looking to gain an advantage with online reservations, RezExchange provides for effective controls and ease of use. You are already managing rates in the PMS, why not extend those rates to all your channels without the daily management headaches. Call or sign up today.

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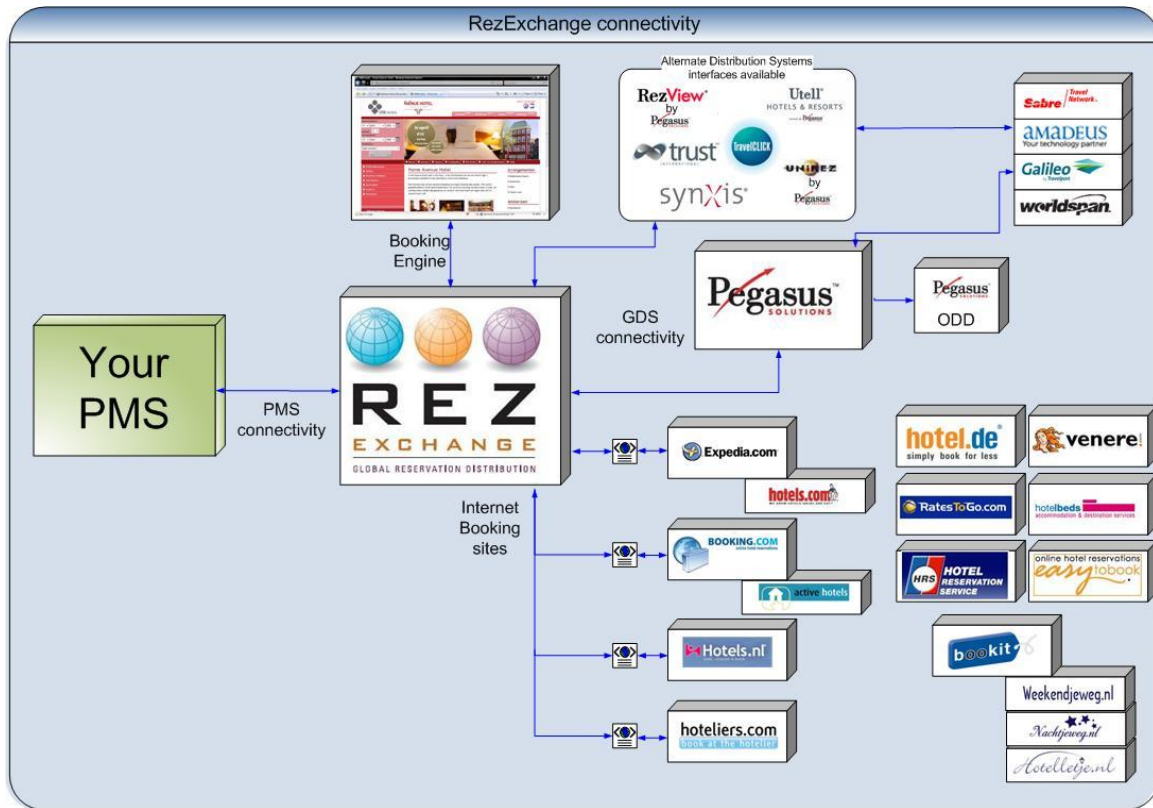




PRODUCTS

**How does it work?**

RezExchange installs a program that connects the PMS to the RezExchange platform. We assist the property with the configuration of all the rates and rate controls that need to be sent to the channels with which the property has selected to interface. RezExchange in turn passes the information on to the appropriate channels. Reservations received travel through the same connection down to the PMS.



NO COMPROMISE!





# PRODUCTS

## Booking Engine

RezExchange can supply you with a booking engine, which will fit seamlessly in your website. It offers unsurpassed functionality; from simple room reservations to extended guest profile maintenance, from companies booking at negotiated rates to online group pickups and more.

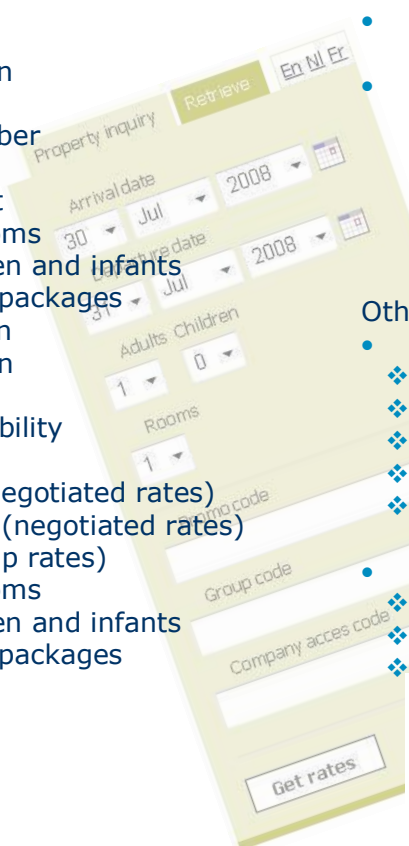
And of course, all of that maintained straight from the PMS. No need to login on the extranet of your booking engine supplier, but simply indicate in the PMS whether a rate is to be published on your website or not. Rate restrictions can also be managed from the PMS; set a Minimum length of stay or close a rate to arrivals for certain dates, or set other restrictions available straight from the application you are already used to, your PMS. Functional simplicity, not just for your guests, but also for you and your staff.

As with all of RezExchange's connections, the connectivity with the Booking Engine is bi-directional, which means that all reservations are sent directly to the PMS database; no need to re-enter reservations received by fax or e-mail, which saves valuable time and reduces the risk for errors.

Although standard reservation pages are available, many of our customers have decided to use our published API to create their own reservation pages. This has allowed them to implement even more functionality than what comes with our standard product.

Here is just some of the functionality available in the booking engine:

- Create a reservation
  - ❖ For an individual
  - ❖ For a group member
  - ❖ For a company
  - ❖ For a travel agent
  - ❖ For 1 or more rooms
  - ❖ For adults, children and infants
  - ❖ For rates and for packages
- Modify a reservation
- Cancel a reservation
- Request rate availability
  - ❖ For public rates
  - ❖ For a company (negotiated rates)
  - ❖ For travel agents (negotiated rates)
  - ❖ For a group (group rates)
  - ❖ For 1 or more rooms
  - ❖ For adults, children and infants
  - ❖ For rates and for packages
- Request rate availability for multiple hotels.
- Guest, Company and Agent profiles are created with the information received on each reservation. They are first matched with existing profiles in the database and created only if no match is found.



### Other profile functionality:

- Guest:
  - ❖ Create a guest profile
  - ❖ Retrieve a guest profile
  - ❖ Modify a guest profile
  - ❖ Retrieve history reservations
  - ❖ Retrieve future reservations
- Company:
  - ❖ Retrieve a company profile
  - ❖ Modify a company profile
  - ❖ Retrieve reservations for a company

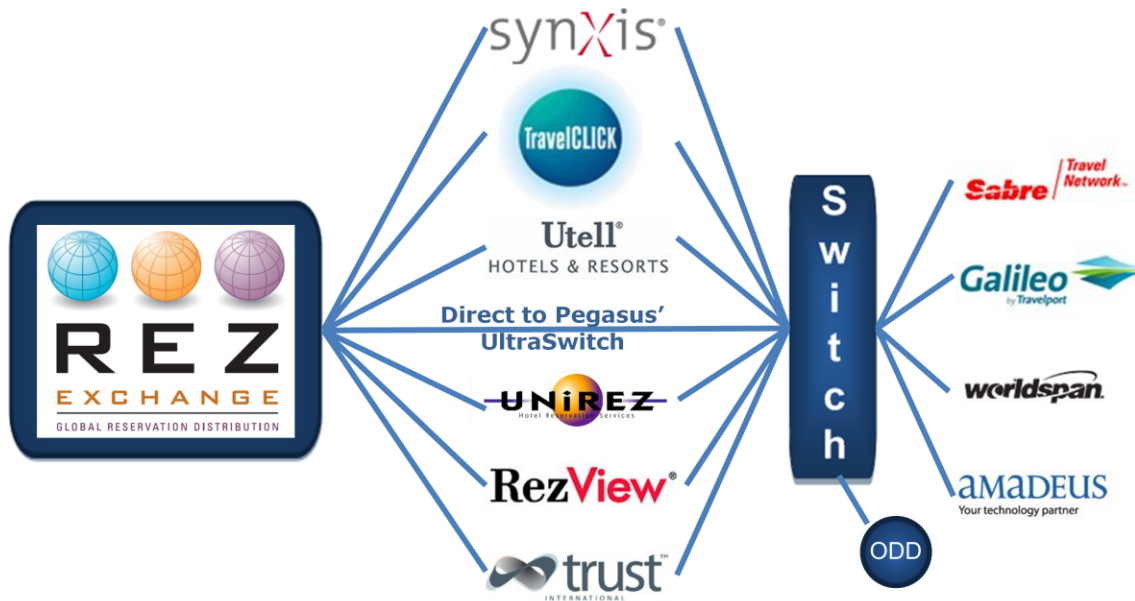




PRODUCTS

**GDS Connectivity**

By providing connectivity to the GDS, RezExchange allows its customers to manage this channel straight from the PMS. Indicate which rates are to be available on the GDS and set rate restrictions in the PMS and RezExchange will make sure they become available to hundreds of thousands of agents through one of our partners.



As with all of RezExchange's connections, the connectivity with the GDS is bi-directional, which means that all reservations are sent directly to the PMS database; no need to re-enter reservations received by fax or e-mail, which saves valuable time and reduces the risk for errors.

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## Internet Booking Sites

Internet booking sites are sometimes called Online Travel Agents (OLTA) or Internet Distribution Systems (IDS) or Travel Websites. Everyone who has ever tried to book a flight or a hotel over the internet knows them and they all manage to display hundreds of destinations and thousands of hotels. So how do they know about these hotels and how do they get availability and rates?

There are 4 ways this happens:

1. Hotels update their information through the site's extranet, an area of the website especially created for the purpose and that requires a login and password issued to the hotel by the site operator.
2. The site is connected to one or more other sites and receives rate and availability information from the other sites.
3. Through interfaces with the hotel company's Central Reservation System (CRS) or Property Management System (PMS).
4. Through Channel Managers. Channel Managers are companies that provide a way to update multiple channels from a single screen.

At RezExchange, we prefer to partner with the booking site and create an interface which allows our customers to maintain rates, availability, rate controls and content from the PMS. Some sites allow more functionality than others, but RezExchange is committed to creating the most functional interface possible. And all our interfaces include the download of reservations. At a configurable interval RezExchange will check if there are any new or modified reservations for each property on the RezExchange system and push them to the PMS database using the PMS connection.

As hotel operator you know you cannot afford to ignore these sites. They increase your exposure and allow you to compete with other properties. Not having a presence on these sites is like having a shop window without any items on display. But the sheer number of sites makes managing your presence a full time job; which rates do we publish, when do we close these rates, who will be responsible for maintaining the sites?

RezExchange aims to take the labor out of channel management. By interfacing with an increasing number of booking sites we provide our customers with the ability to manage these channels straight from the PMS and even let the PMS automate some of the functions which would normally need to be done manually.

NO COMPROMISE!





# Contact

## How to contact us

For more information please contact your Hotel Concepts or Brilliant Hotel Software account manager or contact RezExchange directly:

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