

Rezlynx™ for Multi Property Organisations – Corporate Groups

Rezlynx™ Enterprise

For multi property organisations and corporate groups, the concept of a single central database is a key factor in the decision making process to implement an Enterprise solution for reservations and hotel management.

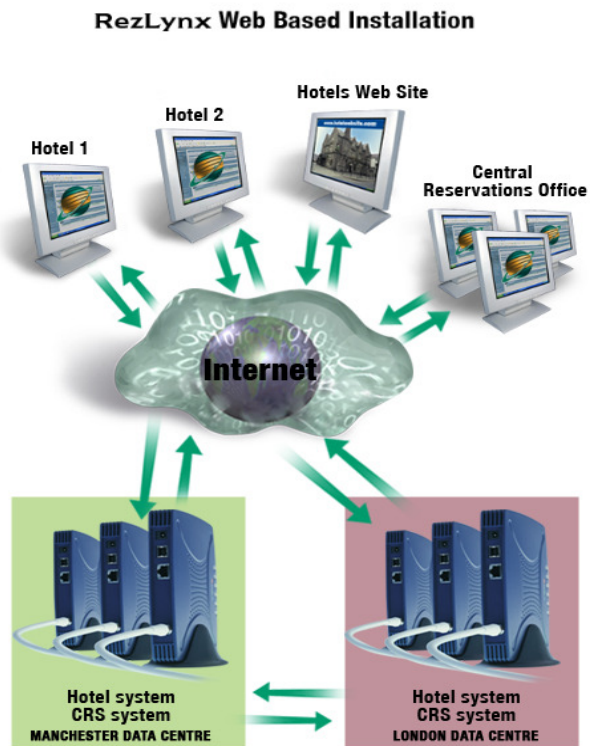
Rezlynx™ answers that requirement by embracing the latest technologies. The ASP (Application Service Provider) model eliminates the constraints of multiple databases and inefficient replication processes by utilising a single centrally located database. High speed communication links are now very reliable and extremely cost effective, hotel groups are taking advantage of this technology to increase revenue, reduce costs considerably and therefore improve profitability. Rezlynx™ is a comprehensive internet native solution which has been designed to embrace this new technology, incorporating a fully featured Property Management System (PMS), Central Reservations System (CRS), Head Office Management and online reservations and booking.

Rezlynx™ - How it works

Traditionally, Property Management System, have been installed locally at each property in the estate. Each individual hotel is then responsible for the maintenance and security of the business critical data stored on local servers. The ASP model is based on remote hosting of the application and the database. Rezlynx™ utilises this methodology in full, and can be installed on our dedicated web servers at our professional hosting service, or alternatively installed on a server located at the group head office.

Staff at the hotel access Rezlynx™ by using a standard PC with an internet browser. They gain access using a unique web address and log on to the system using an authorised user account password, and carrying out their daily activities via a configurable HTML interface from within the browser. The same principle applies to users at the Head Office, Central Reservations Centre or any remote users that need to access the system, provided they have the access rights.

In the very rare event of a temporary communications failure with the remote servers, standard functionality is provided locally at the hotel. This includes a complete and up to date list of arrivals, departures, residents and guest bills. This unique backup procedure designed by Guestline enables the property to continue essential operations until communications are re-established.



Rezlynx™ - The Benefits

Rezlynx™ has been conceived and designed to take full advantage of the features of the ASP model to deliver the most functionality to users and offer several unique benefits to hotel groups.

Operational

- A single, central database source provides the ideal platform for live data mining and warehousing. The statistical and analytical reporting requirements of Sales & Marketing, Finance, Operations, and Area Management can be addressed instantly. Rezlynx™ provides up to the minute reports for the entire estate or for selected properties.
- Guests, corporate accounts and agents have a single profile within Rezlynx™, containing all of the history related to their previous bookings in all properties in the estate. This invaluable information is available to all users which enables them to maximise revenue opportunities and ensure a personal touch when dealing with the client.
- Rezlynx™ allows central administration of business critical data which can be effected across the estate instantly and efficiently.
- Users at each hotel can check live availability and make bookings for other hotels in the group. Rezlynx™ helps to maximise the occupancy levels across the estate.

- Due to the fact that Rezlynx™ is not installed locally at each property, users are not constrained in having to log on to the system at the hotel to gain access. With the appropriate permissions, users can access the system from anywhere in the world by simply accessing the internet.
- Using Rezlynx™ your business procedures for corporate clients can be streamlined to create a much improved level of service. For example, a single statement of account can be produced which covers all the properties in the estate. Additionally, corporate personalised reservation services can be made available through the web bookings portal.
- As Rezlynx™ is a remote application the access to the system becomes truly mobile. The Central Reservations functionality can therefore be carried out by other groups of staff based on availability, switched between locations or hotels and potentially outsourced if applicable.

Technical

- Rezlynx™ is based on a single, centrally located data source, which therefore eliminates the inconvenience and the inherent risk of data replication.
- There are minimal hardware and software requirements at the hotels because the Rezlynx™ application and database is located centrally. Standard Windows® based workstations with the latest internet browser are all that is required to access the system.
- The security and integrity of business critical data is professionally managed at a single, central location. The risk of having commercially sensitive or insecure data at each hotel is therefore eliminated.
- The maintenance of the Rezlynx™ database is managed centrally, including security and backup routines. Therefore, the requirement for skilled IT personnel at each hotel is dramatically reduced.
- As there are no actual live databases at the hotels, reduced implementation costs can be achieved during the installation of Rezlynx™ and subsequent software upgrades. Software upgrades are carried out on the central servers, which in the majority of cases mean no downtime at the hotels.
- Risk management and system failure contingency plans are significantly reduced at the hotels by implementing Rezlynx™. Should hardware fail, simply replace the workstation with an internet ready PC, and connect to the host server, without the requirement to reinstall specialist application software.

Rezlynx™ - Functionality

Rezlynx™ is designed to meet the requirements of small, medium and large hotel groups, and incorporates multi-language functionality, international tax regulations and currency options. Rezlynx™ is truly a global enterprise solution. The following key modules are included to deliver a total reservation and management solution.

Rezlynx™ - Property Management System (PMS)

When designing and developing the Rezlynx™ system we have drawn upon our vast experience gained since 1992 in supplying quality solutions for the hotel industry. The strategy for the solution is to provide a comprehensive reservation and management tool to meet the current requirements of the industry and to provide a platform for the future.

Rezlynx™ incorporates a feature rich Property Management System (PMS), including Front of House, Reservations, Conference & Banqueting, Back Office, Sales Ledger, business analysis reporting and an extremely powerful Sales & Marketing tool. "Rezlynx™ is a comprehensive, user friendly system that delivers the core standard functionality expected from a PMS and also incorporates many unique and groundbreaking features specifically designed for group owned properties."

Rezlynx™ - Head Office

Drawing upon the benefits of a single, centrally located database, Rezlynx™ Head Office enables extensive management control, using live data from the entire estate. The maintenance of business critical data is simplified for all departments. For example the Sales & Marketing department can react instantly to business trends and can implement promotional changes to increase revenue opportunities.

Sales Ledger activity can be administered centrally with single statement of accounts available to corporate clients detailing activity from all properties in the group. The head office management team and area managers can monitor Key Performance Indicators (KPIs) using live data and take the appropriate immediate action to maintain performance levels for the estate.

Rezlynx™ - Central Reservations System (CRS)

The concept of live, multi-property availability using a single image of room stock is at the core of Rezlynx™. The system offers a very sophisticated rate management tool to accommodate even the most complex of tactical offers and rate rules. This has been designed to ensure that room yield is maintained at the highest possible level. Comprehensive reports provide the information needed to manage the business highly efficiently.

Rezlynx™ - Web Booking System

The interfacing to the corporate web site or third party accommodation portals uses the latest XML technology and provides a live image of room stock. The same interface technology automatically transfers the Internet booking information directly into the Rezlynx™ Property Management System. Detailed reporting allows for the analysis of bookings taken over the internet based on user defined data fields.