



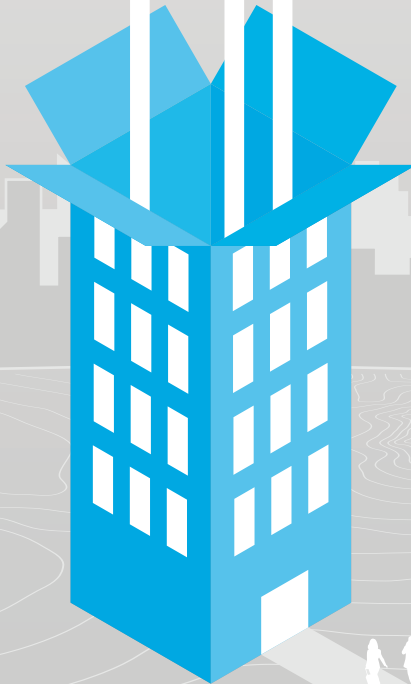
SkyTouch™

HOTEL OS

A Cloud-Based Hotel Operating System



BUILT FOR YOUR BUSINESS.
Simple. Intuitive. Powerful.



 **SkyTouch™**
TECHNOLOGY

FORWARD-LOOKING

You need a hotel operating system that integrates every aspect of your business' needs. From check-in, rate and distribution management to training and brand strategy execution, the SkyTouch Hotel OS® platform stands apart in the industry as a forward-looking solution to hotel operations' needs.

The SkyTouch Hotel OS platform is known for offering a reliable, intuitive, simple and economical solution that is quick to implement, easy to learn, and very user-friendly. **New employees can learn and start using the system in as little as two shifts!**

The 100% web-based system allows two-way communication within the hotel, and management can stay informed on operations from anywhere. Going a step above to deliver the best experience for our users, our mobile-native interface enhances the ability to view key operational data in quick, mobile-friendly views.

Through our commitment to continuous innovation, research and development, SkyTouch Technology offers a best-of-breed technology solution. Listening to the needs and gathering input from our customers, we maintain a customer-driven focus and are able to develop and integrate solutions specific to our customers' needs.

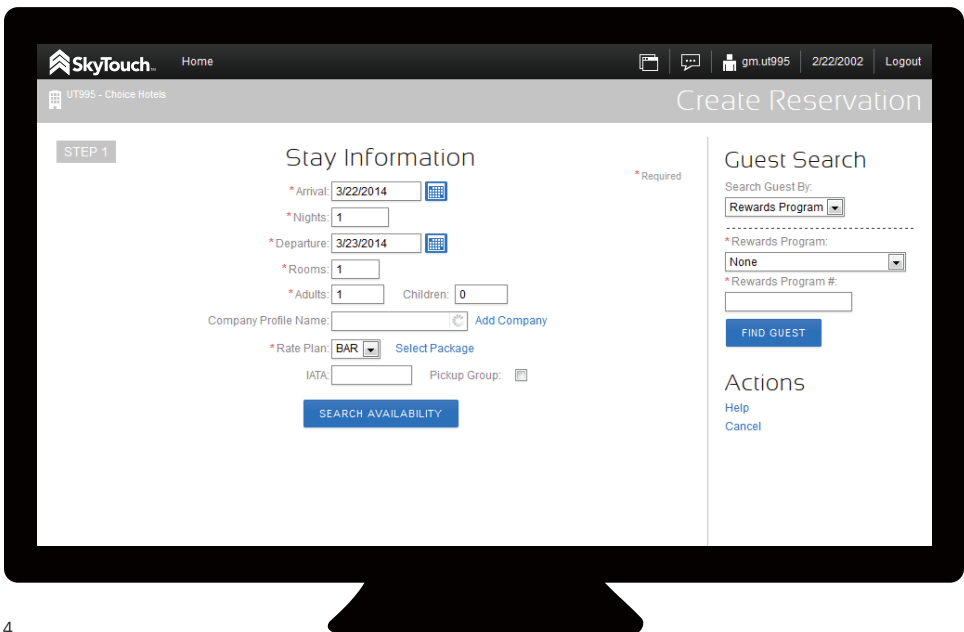
Let SkyTouch show you how to drive your business results from traditional hotel management software, to an integrated Hotel Operating System that gives you the reliability, security, and versatility of a system built in the cloud for the cloud. The SkyTouch Hotel OS fully-featured platform is designed to be exceptionally user-friendly without compromising the functionality needed to support properties of various sizes.

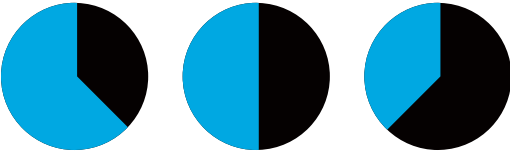
PROPERTY MANAGEMENT

Designed and enhanced by hospitality professionals, SkyTouch provides the operational capabilities, guest-service features, staff management options and information report choices that you and your staff need to operate a successful and profitable hotel. Functionality for Reservations, Direct Billing, Group Functionality, Housekeeping, Reporting, Online Help, Automated Night Audit and much more, provide essential property management features for successful hotel operations.

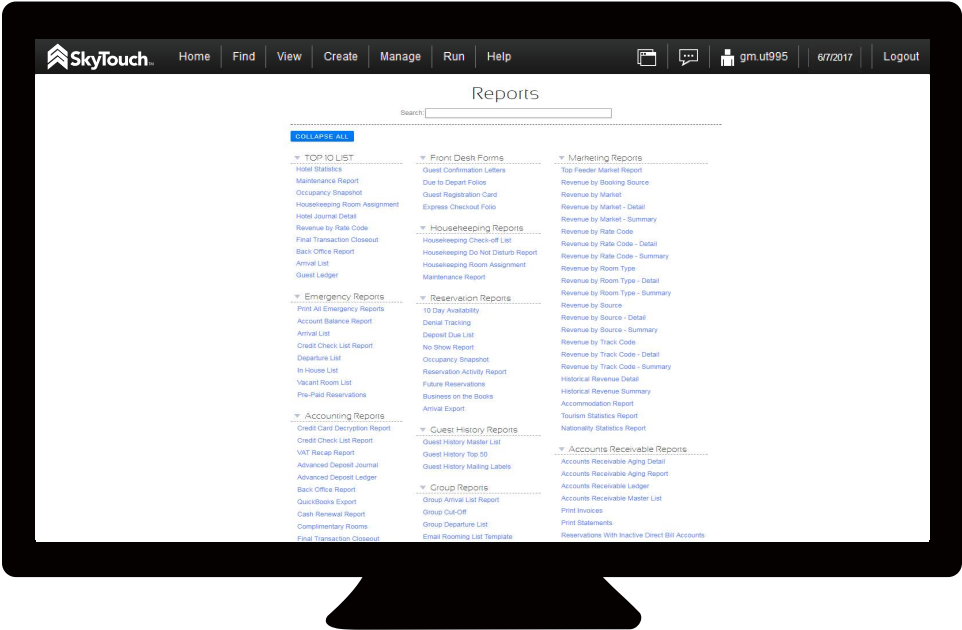
14 YEARS IN THE CLOUD

More than a decade ago, we saw the need for a user-friendly solution and developed the SkyTouch® platform as a cloud-based system from the very beginning. The platform grew with the needs of our customers, expanding into a simple yet powerful, 100% web-based solution. Throughout the evolution, we listened to the needs of our users—implementing features that have come largely (60%) from direct customer feedback.





POWERFUL REPORTING



The SkyTouch Hotel OS® library of more than 100 reports is intuitive and simple to use, and easy to export to .csv format. Users can quickly and easily get the data they need to manage the property—including from a mobile interface reports dashboard.

Using our dynamic-search tool, you can find reports that are available for all areas of hotel operations including, Accounting, Front Desk, Housekeeping, Reservations, Guest History, Groups Marketing, Accounts Receivable and Company History.

As a cloud-based application, our reports are very user-friendly and are available to print, email and store electronically from anywhere with Internet access. SkyTouch Hotel OS is designed to utilize centralized data and we offer centralized reporting customization options based on customer needs.

RATE MANAGEMENT

The SkyTouch Hotel OS® rate management system gives our customers the power to utilize the Best Available Rate (BAR) pricing strategy. Our tool is designed to simplify the process to move all rates easily between BAR levels with just a few clicks.

Designed with centralized property management in mind, rates and inventory options may be easily applied to single properties, all properties, or specific sub-groups of properties as needed for brand management; all while still enabling the properties to manage their business in context of local market conditions and needs.

- Easily manage stay restrictions (MLOS/minimum length of stay and CTA/closed to arrival), overbooking settings and special event rates.
- Quickly and easily change all rates to respond to changes in the market.
- Set Alert thresholds for increases or decreases (cancellation factor) in rooms sold.
- Set automated revenue management rules. Define an alert trigger within minimum or maximum dates out to automatically change a BAR level based upon changes in actual occupancy or number of rooms sold.
- Set shared selling limits among designated wholesale rate plans to better assist you in maximizing revenue.



"... since using [SkyTouch rate management] I am seeing a positive increase in revenue ... I have been able to increase not just the occupancy, but the ADR as well."

**Alpesh Patel, Sleep Inn® Hanes Mall
Winston-Salem, NC**

Rate Management

Return to Corporate View

BAR Calendar
Rates Matrix
Rate Buckets
Rate Plans

September 2017 REFRESH VIEW

Event Days Remaining for 2017: 64

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 BAR 2 12.00% 179.00 185.00 300.00 225.00 0.00 0.00 High	28 BAR 2 24.00% 119.00 139.00 129.00 149.00 0.00 0.00 High	29 BAR 2 25.00% 119.00 139.00 129.00 149.00 0.00 0.00 High	30 BAR 1 24.00% 139.00 159.00 149.00 169.00 0.00 0.00 High	31 BAR 1 12.00% 250.00 300.00 400.00 400.00 0.00 0.00 High	1 BAR 1 12.00% 139.00 159.00 149.00 169.00 0.00 0.00 High	2 BAR 1 12.00% 139.00 159.00 149.00 169.00 0.00 0.00 High
3 BAR 2 12.00% 119.00 139.00 129.00 149.00 0.00 0.00 High	4 BAR 2 12.00% 119.00 139.00 129.00 149.00 0.00 0.00 High	5 BAR 2 12.00% 119.00 139.00 129.00 149.00 0.00 0.00 High	6 BAR 1 12.00% 139.00 159.00 149.00 169.00 0.00 0.00 High	7 BAR 2 12.00% 119.00 139.00 129.00 149.00 0.00 0.00 High	8 BAR 1 12.00% 139.00 159.00 149.00 169.00 0.00 0.00 High	9 BAR 1 12.00% 139.00 159.00 149.00 169.00 0.00 0.00 High
10 BAR 2 22.00% 109.00 129.00 119.00 139.00 0.00 0.00 Medium	11 BAR 2 22.00% 109.00 129.00 119.00 139.00 0.00 0.00 Medium	12 BAR 2 22.00% 109.00 129.00 119.00 139.00 0.00 0.00 Medium	13 BAR 2 22.00% 109.00 129.00 119.00 139.00 0.00 0.00 Medium	14 BAR 2 22.00% 109.00 129.00 119.00 139.00 0.00 0.00 Medium	15 BAR 1 13.00% 117.99 118.29 117.99 118.29 0.00 0.00 Medium	16 BAR 1 13.00% 119.00 139.00 129.00 149.00 117.99 118.29 0.00 0.00 Medium
17 BAR 2 13.00% 119.00 139.00 129.00 149.00 0.00 0.00 Medium	18 BAR 2 23.00% 109.00 129.00 119.00 139.00 0.00 0.00 Medium	19 BAR 2 22.00% 109.00 129.00 119.00 139.00 0.00 0.00 Medium	20 BAR 2 22.00% 109.00 129.00 119.00 139.00 0.00 0.00 Medium	21 BAR 2 12.00% 119.00 139.00 129.00 149.00 0.00 0.00 Medium	22 BAR 1 12.00% 119.00 139.00 129.00 149.00 0.00 0.00 Medium	23 BAR 1 12.00% 119.00 139.00 129.00 149.00 0.00 0.00 Medium

Overview

Stay Controls

Date: BAR Level

Actual Occupancy: 1 - 2 Person Base Rates (USD)

Standard: Deluxe Suite: ADR

Group Blocks: RevPAR

Demand Type

Events By Date

New Years Eve
12/31/2017 - 01/01/2018

New Year's Eve Party
12/28/2018 - 01/01/2019

Actions

Range Edit

Create Event

Rate Configuration Report

Bar Level Report

View Triggered Alerts

Edit Calendar View

Edit Rate Management Configurations

Set Revenue Management Rules

Rate Management

Return to Corporate View

BAR Calendar
Rates Matrix
Rate Buckets
Rate Plans

Edit Rate Plan

Attributes

Rate Plan Type: Local Selling Limit: 3

(Unassigned) Selling Limit Bucket:

Rate Plan: AAA Exclude Room Types:

Name: AAA Discount Exclude Extra Person Charge:

Rate Bucket: PCT2 - 10 Percent Off Transfer Rate Bucket: ADD

Commissionable: NO Notes:

Channels EDIT

Property Direct

Qualifications EDIT

Min LOS: 2
Date Range(s): 07/30/2013 - 12/31/2199
Max LOS: 4

Other EDIT

None

Description EDIT

Min LOS: 2, Max LOS: 4, Date Range(s) start Date - End Date 07/30/2013 - 12/31/2199

CANCEL
INACTIVATE
SAVE

DISTRIBUTION MANAGEMENT

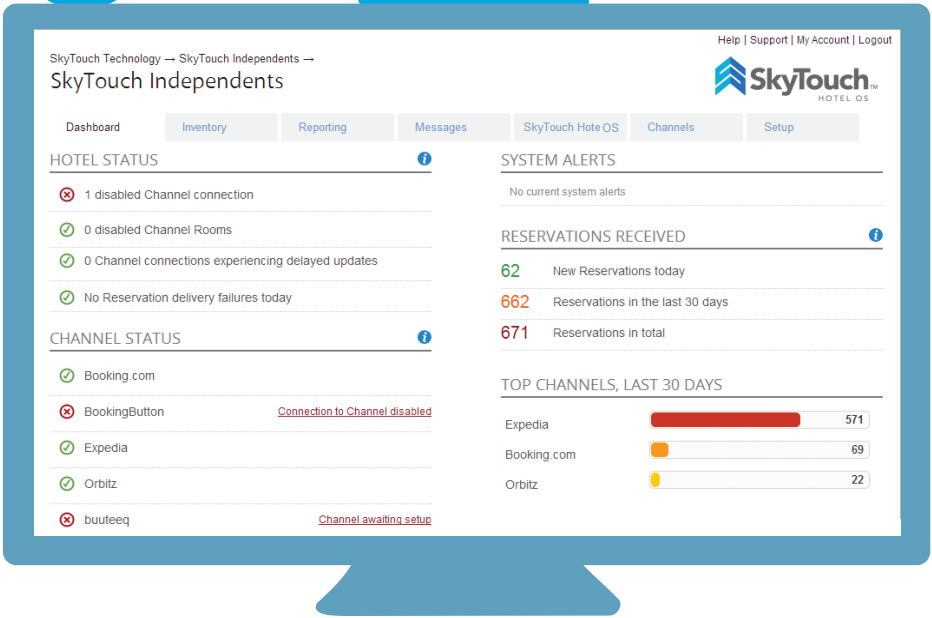
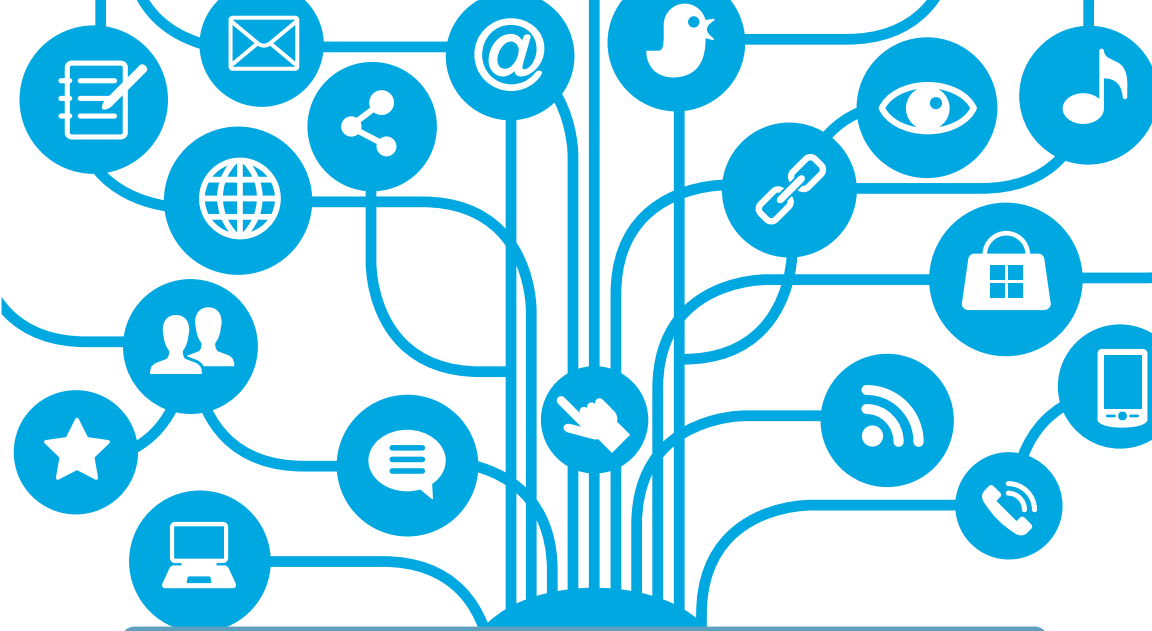
The SkyTouch® customer-focused approach to development and ability to easily integrate with existing systems has resulted in the inclusion of multiple distribution management options. We currently provide integrated SkyTouch distribution management, which is a two-way channel management solution with Online Travel Agency (OTA) connectivity options. Global Distribution System (GDS) connectivity is also available, as well as a customizable (branded) Internet Booking Engine (IBE).



Working with our SkyTouch Hotel OS® rate management system, our distribution management solution's innovative technology and functionality leads the way in online room inventory and rate management. With two-way XML connections to the world's leading booking websites from one central cloud application, properties of all sizes can maximize their online exposure, increase revenue and reduce the time and cost it takes to update rooms.

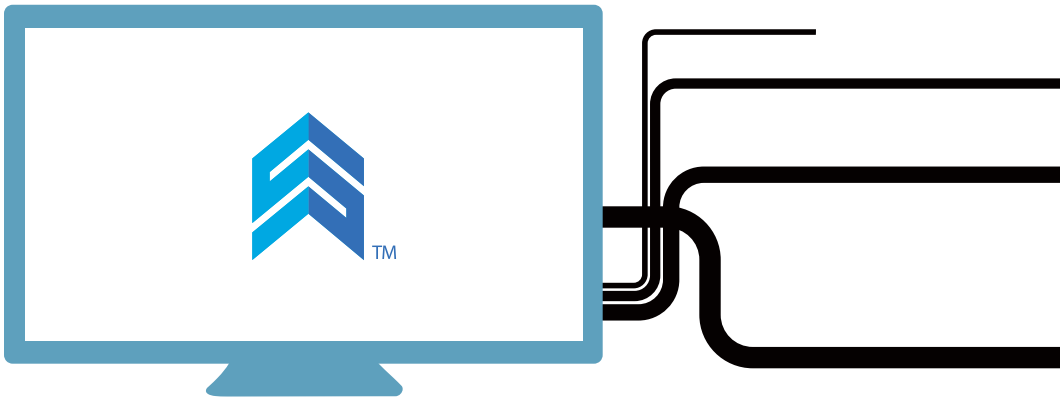
SKYTOUCH DISTRIBUTION MANAGEMENT BENEFITS

- Unique pooled inventory model—all rooms showing on all sites all of the time
- All inventory is reduced across all sites when a booking is made from any site
- Effective way to maintain rate parity through all sites
- Operate a no contract, commission free model
- Effectively and efficiently manage online inventory from one place, saving hours updating multiple websites
- Dramatically reduce the risk of over-bookings
- Supports properties of various sizes
- One website login for all sites



CRS INTERFACES

With a deep level of understanding of Central Reservation System (CRS) integration requirements, we have developed interfaces to major CRS connections utilizing HTNG and OTA standards and are excited about the opportunity to develop interfaces to additional customer-preferred CRS solutions.



Architected for worldwide implementation, our solution has become the most widely used cloud-based hotel operating system in the world. With currently more than **7,000 hotels and over 70,000 users around the globe**, the SkyTouch Hotel OS platform is used in multiple languages, reflecting regional differences. It's as simple as a click of a button to select the language of your choice—even the ability to choose the language of reports down to the guest level. Our global commitment extends to full support of local taxation and diverse business needs.

EXPAND YOUR CAPABILITIES WITH INTERFACES TO THE SKYTOUCH SOLUTION.

The SkyTouch Hotel OS® platform is designed to be a single repository from which hoteliers can manage their property or property group. In addition to fully integrated property, rate, and distribution management, we more than **one hundred interfaces to streamline your hotel operations.**



GLOBAL REACH

75,000 ACTIVE USERS

INTERFACES

Interfaces include **EMV Credit Card Processing, Central Reservations Systems, POS systems, PBXs, Loyalty Programs, Guest Room Call Accounting, and many more.** Ask for our current list of available interfaces.



FLEXIBLE COST STRUCTURE

Because we understand that each customer and property have unique circumstances and preferences, we take a flexible approach to pricing to accommodate various needs. **Tell us what you need and we will work with you to develop a fee structure that works best for your business.**

**LARGEST CLOUD-BASED
HOTEL OPERATING SYSTEM
IN THE INDUSTRY**



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