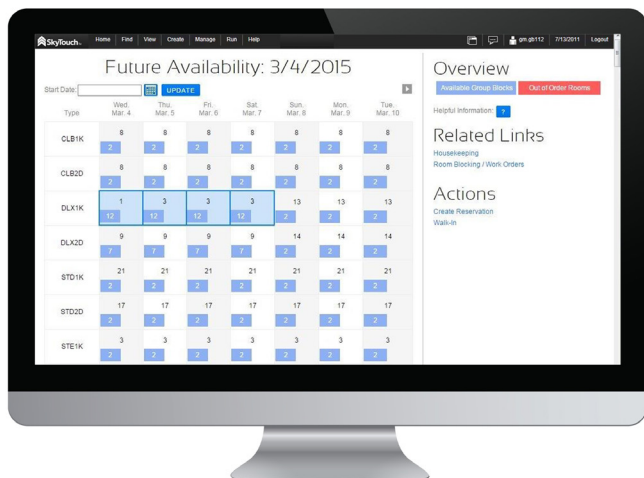
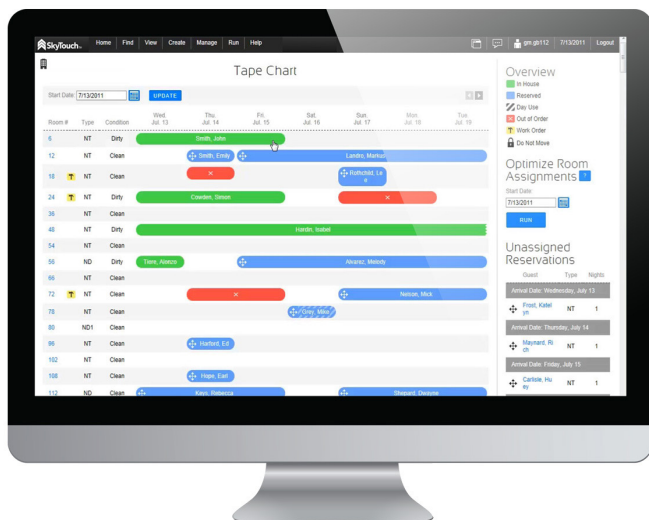


Harnessing The New Hotel PMS Effect

The Power Of The Cloud To Bolster Operations & Profits

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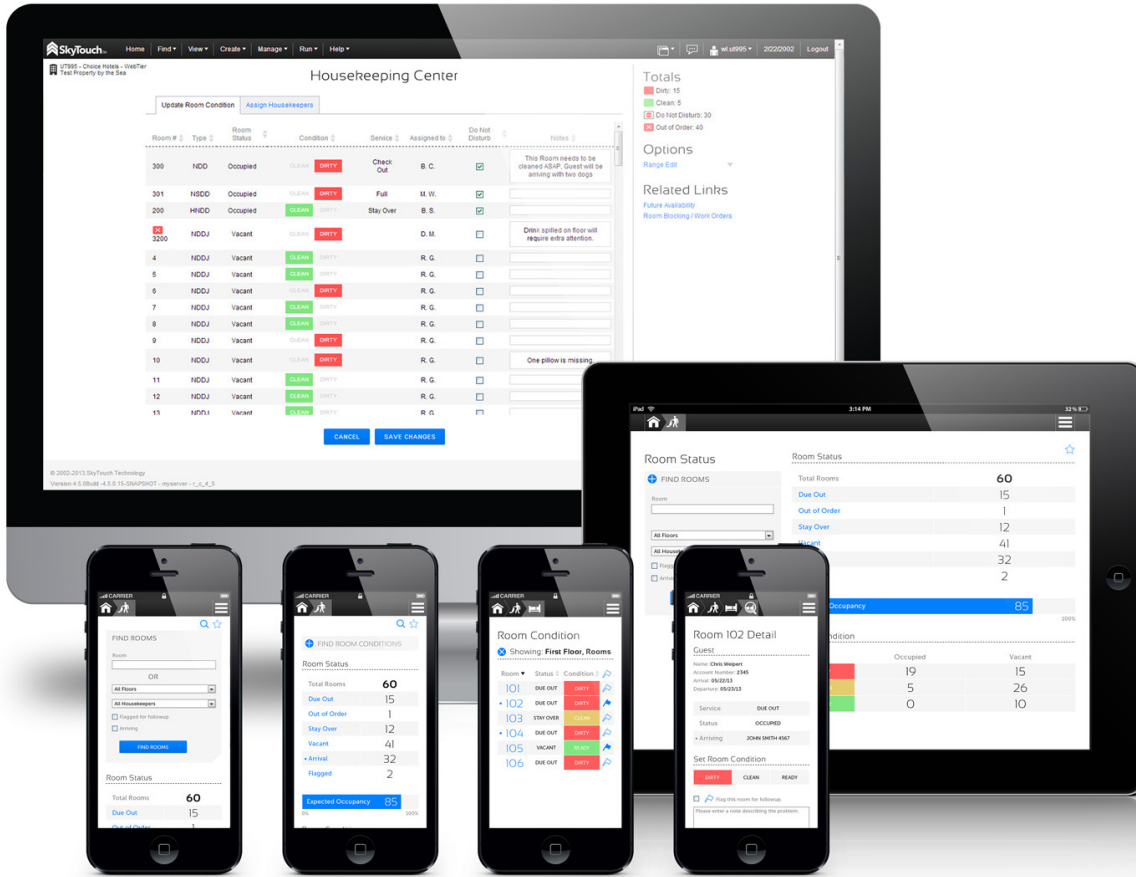
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Harnessing The New Hotel PMS Effect

The Power Of The Cloud To Bolster Operations & Profits

INTRODUCTION

Technology innovations are revolutionizing countless aspects of hotel operations resulting in bolstered guest satisfaction, labor efficiency and profitability. For all the modernization in hospitality, though, many companies are not embracing the offerings of today’s technology. Case in point – the all-encompassing, all-important Property Management System (PMS), a crucial piece of technology that links hotel systems and can seamlessly manage guests and operations.

Hotels using now-antiquated legacy systems cause themselves more detriment than success. An outdated

PMS drives a downward spiral of operational inefficiency, negatively impacts the guest experience, and diminishes revenue management and financial success by leaving money on the table – money that can be better spent improving hotel facilities and elevating customer satisfaction.

The PMS has been ushered into modern times with superior cloud-based technology – a Proven Modern Solution that is effective, reliable, easy to navigate, and truly enhances hotel operations. A Proven Modern Solution that is ideally suited for independent hotels, small to mid-size brands and management companies seeking a distinct and powerful advantage against the competition.

60,000
THE NUMBER
OF SKYTOUCH
TECHNOLOGY
USERS.

This White Paper – **Harnessing The New Hotel PMS Effect – The Power Of The Cloud To Bolster Operations & Profits** – presented by SkyTouch Technology, outlines how the depth of cloud-based PMS functionality can rejuvenate and strengthen hotel operations while fueling revenue growth. Created by hoteliers for hoteliers, SkyTouch Technology boasts a proven track record and thousands of satisfied clients during its decade-long existence of curating and delivering the cloud-based SkyTouch Hotel OS PMS solution for the hotel industry. It is currently utilized in more than 6,000 hotels with over 60,000 users and maintains an unparalleled 99.94% uptime.

KEEPING YOUR HEAD IN THE CLOUD

Today's PMS is the vital ecosystem of a hotel, and its strength radiates throughout a property. **Hotels must provide optimum services to remain competitive, but a lack of technology diminishes service delivery to guests. The result is decreased customer engagement, and hotels suffer from reduced ROI and operational weaknesses.** Hoteliers who stick with what they know – due to a comfort level with a system they believe is favorably performing – miss out on impressive innovation in the marketplace.

“The PMS is a critical part of daily operations because hoteliers are increasingly dependent on its functionality,” said Scott Sledge, Vice President of Operations for MMI Hospitality Group. “It has to streamline efforts and be efficient because the truth is that a poor PMS can be a significant cause of operational deficiencies.”

Moving to a cloud-based PMS (with no hardware to maintain or software to purchase) significantly transforms operations, advances performance and drives success.

This easily deployable, more proficient system increases staff productivity, reduces labor costs and provides opportunities for team members to enhance their responsibilities. Hotel managers are inspired by the robust revenue generation capabilities, greater control and power to cut costs without sacrificing smooth operations.

Sledge became a proponent of SkyTouch after assessing the platform's performance at a Choice Hotels property that MMI manages. “For years, we researched cloud-based systems to appeal to our independent hotels, and we were swayed by SkyTouch after realizing its vast functionality in a real-life operating scenario,” he explained.

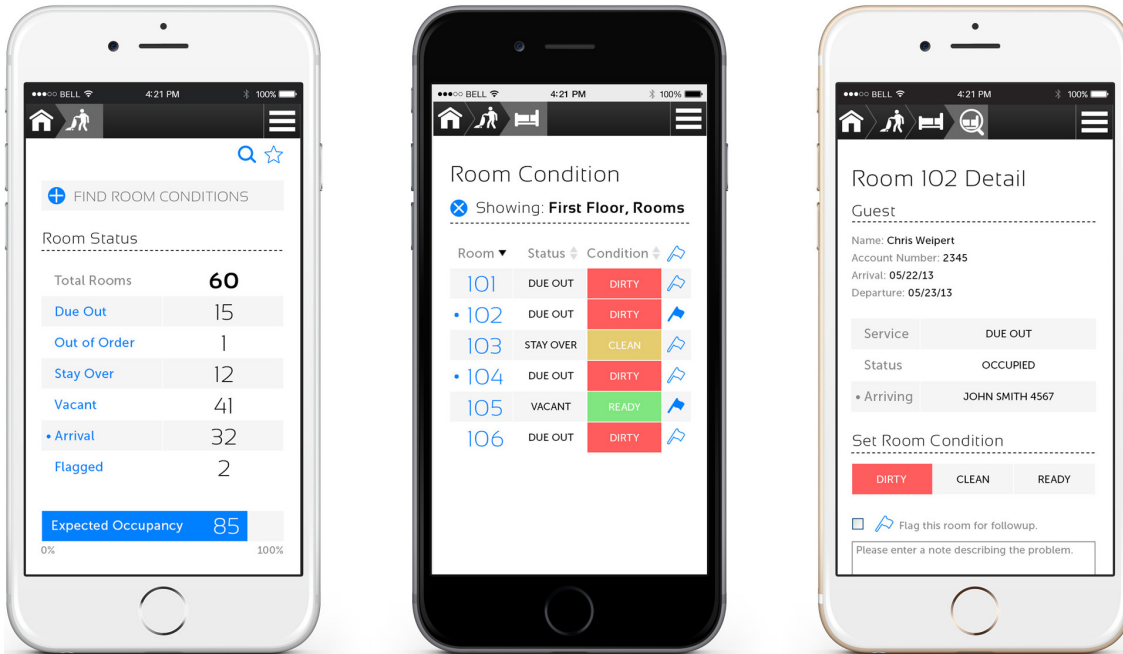
MMI manages 12 properties in the southeastern U.S. The majority are branded hotels with mandates on what PMS to use, but the two independents in the portfolio both use SkyTouch Hotel OS. Sledge first implemented SkyTouch at the 91-room Hotel Vue in Natchez, Mississippi, in December 2014, which previously had been using spreadsheets and QuickBooks instead of a PMS.

After the successful implementation at Hotel Vue, MMI converted to SkyTouch at the 150-key Cabot Lodge in Jackson, Mississippi, in September 2016 when it was time to make a financial outlay to improve the property's existing PMS. The conversion was seamless, staff was trained quickly, and daily operational practices improved. “The quick uptime, product stability and lack of expensive hardware were so appealing for a system that is used 24 hours a day, 365 days a year,” Sledge noted.

The capabilities of SkyTouch Hotel OS are extensive and impressive, including building comprehensive guest profiles (that can be shared across a brand), check-in and reservations, revenue and distribution management, direct

“THE PMS IS A CRITICAL PART OF DAILY OPERATIONS BECAUSE HOTELIERS ARE INCREASINGLY DEPENDENT ON ITS FUNCTIONALITY. IT HAS TO STREAMLINE EFFORTS AND BE EFFICIENT BECAUSE THE TRUTH IS THAT A POOR PMS CAN BE A SIGNIFICANT CAUSE OF OPERATIONAL DEFICIENCIES.”

**SCOTT SLEDGE, VICE PRESIDENT OF OPERATIONS FOR
MMI HOSPITALITY GROUP**



billing to individuals and companies, group functionality with special rates and billing, front desk and housekeeping management, extensive reporting and automated night audit.

BEING MOBILE = UNRIVALED RESPONSIVENESS

One of the biggest advantages of converting to a cloud-based PMS is the new-found freedom afforded by its mobile capabilities. **Hoteliers were once tied to typical computer locations of the past, such as the front desk and back office, but today's cloud-based PMS solutions**

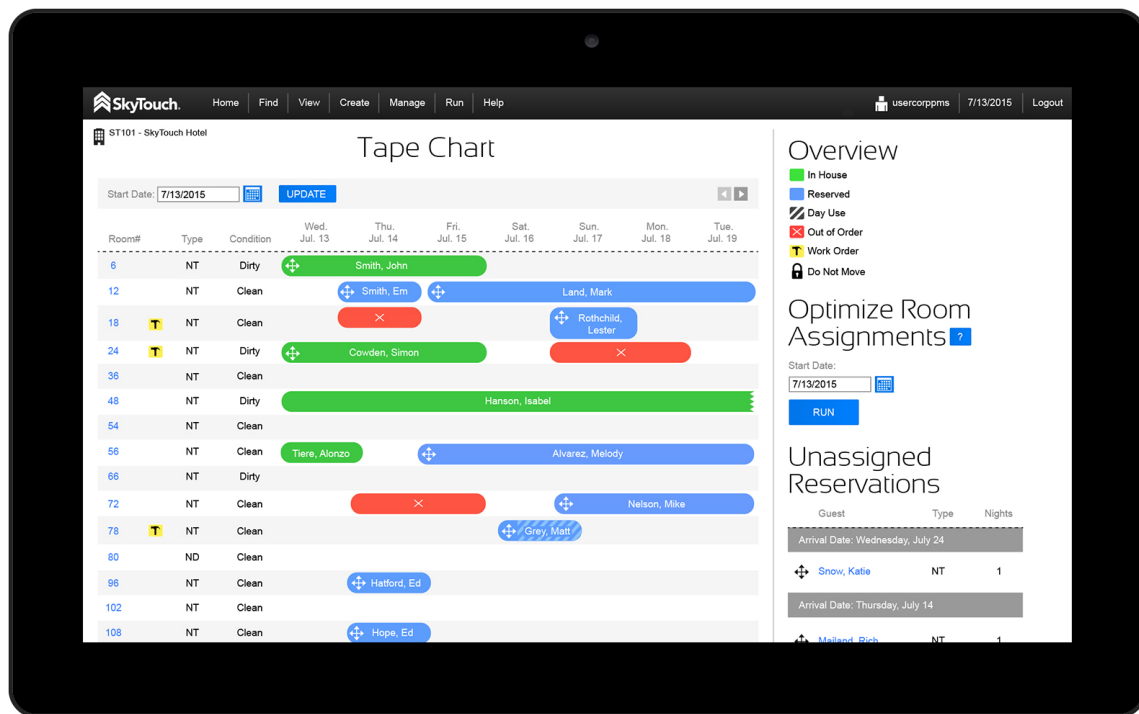
empower the hospitality industry to be more responsive and nimble on any device, wherever there is an Internet connection.

For Kenneth Rafferty, General Manager of the 21-room Andrew Jackson Hotel and 80-room Hotel St. Pierre, both in New Orleans, moving to a cloud-based PMS has dramatically enhanced the monitoring of daily functions. Managing two properties several blocks apart in the French Quarter demanded that Rafferty seek out ways to streamline operations while maintaining the highest levels of customer satisfaction. The company switched to

“ONCE PEOPLE ARE EXPOSED TO THE SYSTEM’S INCREDIBLE EASE, CLEAN USER INTERFACE AND MONETARY BENEFITS, THEY’LL BE SOLD ON THE PRODUCT.”

KENNETH RAFFERTY, GENERAL MANAGER OF THE 21-ROOM ANDREW JACKSON HOTEL AND 80-ROOM HOTEL ST. PIERRE, BOTH IN NEW ORLEANS

6,000
THE NUMBER OF HOTELS THAT USE SKYTOUCH TECHNOLOGY.



SkyTouch Hotel OS in April 2014, and the ability for the hotels’ management to effectively multi-task responsibilities skyrocketed.

“The convenience is phenomenal,” praised Rafferty. “Our management team and associates can open their laptops or phones while going between the Andrew Jackson and St. Pierre hotels and effortlessly be connected to the heart of the properties. Questions can be answered more quickly, housekeeping can efficiently update the status of

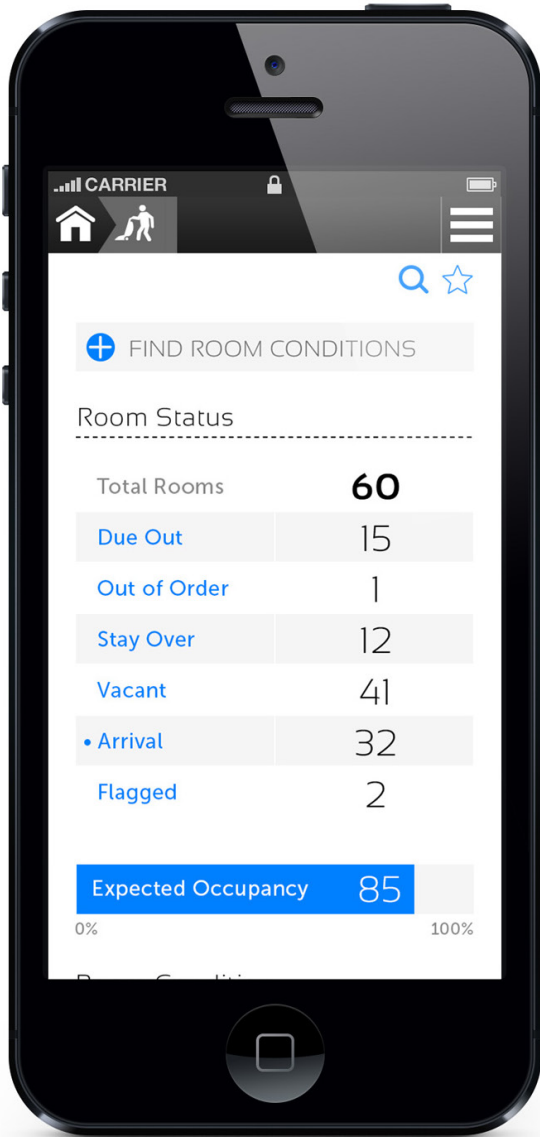
accommodations on a tablet or phone, and rates and distribution can be managed – all without sitting at a desk.”

“A cloud-based system could be perceived as uncharted territory, and some small independent properties might not know what they’re missing,” he continued, “but once people are exposed to the system’s incredible ease, clean user interface and monetary benefits, they’ll be sold on the product.”

The advantages of mobile capabilities are not just for in-

“AS A MANAGEMENT COMPANY, WE CAN GO INTO THE SYSTEM FROM ANYWHERE AND ASSIST IN ACCOUNTING FUNCTIONS, GENERATE REPORTS AND SEE EXACTLY WHAT HOTELIERS ARE SEEING SO WE CAN BETTER SUPPORT THE PROPERTY.”

SCOTT SLEDGE, VICE PRESIDENT OF OPERATIONS FOR MMI HOSPITALITY GROUP



dependent properties. Management companies and brands are afforded enhanced operational awareness because they have easy access to an entire hotel portfolio without having to step foot on a single property.

“The SkyTouch platform has allowed us to be non-tethered to our location. The system runs on mobile phones, laptops and tablets, providing much-needed and appreciated flexibility so we can go beyond the once-traditional workspace,” commented Sledge.

“SkyTouch is an efficiency booster,” he continued. “As a management company, we can go into the system from anywhere and assist in accounting functions, generate reports and see exactly what hoteliers are seeing so we can better support the property.” This type of responsiveness creates stronger relationships between management companies and the properties they operate. As a further bonus, management companies and brands can quickly add hotels as they join their portfolio because the platform is versatile, can be used on a full spectrum of properties, and is scalable to grow alongside company expansion.

Thanks to its mobile capabilities, a cloud-based PMS keeps operations moving forward even in the face of obstacles. When a computer server goes down or there is an outage, a hotel manager can move elsewhere, plug into another power source and continue running a hotel remotely, without being at the mercy of when the server will be restored.

REVVING UP REVENUE & DISTRIBUTION

Revenue and distribution management are crucial to hotel profitability – the ability to modify pricing as needed based on occupancy levels, special promotions and other factors,

“THE SKYTOUCH RATE MANAGEMENT FEATURE IS A GAME-CHANGER FOR US. IT’S INCREDIBLY EASY TO USE, AND I CAN BUILD MULTIPLE RATE SEASONS IN ADVANCE TO MAXIMIZE REVENUE.”

KENNETH RAFFERTY, GENERAL MANAGER OF THE 21-ROOM ANDREW JACKSON HOTEL AND 80-ROOM HOTEL ST. PIERRE, BOTH IN NEW ORLEANS

99.94%

THE PERCENTAGE OF UPTIME SKYTOUCH USERS EXPERIENCE.



plus smartly manage room inventory to drive sales, is essential.

Today's cloud-based PMS solutions empower hoteliers to take control of their rates and room inventory because they can react quickly to market fluctuations – from anywhere with an Internet connection onsite or remotely – and adjust rates, boost online exposure across multiple distribution channels, and ultimately bolster room night sales.

“The SkyTouch rate management feature is a game-changer for us,” said Rafferty. “It’s incredibly easy to use, and I can build multiple rate seasons in advance to maximize revenue, which is great for a market like New Orleans where pricing is so fluid. I go into the system and within minutes can flip rates as necessary based on demand.”

SkyTouch’s sophisticated, yet simple to manipulate, automated rate management tool allows hotels to establish customized rate seasons and consistently update pricing, which is becoming a key differentiator in a competitive hospitality landscape. The feature eliminates the need to rely on manual intervention, so the platform works for hoteliers while they are overseeing other responsibilities.

From a single cloud-based PMS, the platform exceeds expectations for distribution management. Inventory is capitalized and controlled in one place, which is a tremendous time-saver for hoteliers. It syncs with the GDS, OTAs and branded booking engines for maximum on-line exposure, achieves rate parity, and reduces issues of overbooking or overlapping reservations because rooms are instantly removed from inventory after being booked. This capability is a tremendous timesaver for hoteliers, allowing them to concentrate on other customer-facing ways to improve guest satisfaction.

SKYTOUCH'S SOPHISTICATED, YET SIMPLE TO MANIPULATE, AUTOMATED RATE MANAGEMENT TOOL ALLOWS HOTELS TO ESTABLISH CUSTOMIZED RATE SEASONS AND CONSISTENTLY UPDATE PRICING, WHICH IS BECOMING A KEY DIFFERENTIATOR IN A COMPETITIVE HOSPITALITY LANDSCAPE.

USER-FRIENDLY & SIMPLE TO MASTER

Whether a hotel is instituting a PMS for the first-time or converting from an existing system, ease of staff training and usage is imperative for successful implementation. **Technology should enrich service levels, not pose a barrier to performance.**

Rafferty said there was a minimal learning curve for his staff at both hotels, and they embraced the seamless conversion to SkyTouch within two days. There is no hardware or software, and the system operates anywhere on any device.

“This cloud-based system is easy to navigate and effectively frees up more time for our front desk staff to emphasize concierge-like customer service,” remarked Rafferty. “At our hotels, guests continually ask the front desk staff about restaurant suggestions, local activities and more. Since check-in literally takes just a few simple clicks, our staff spends less time with their heads down looking at a screen and more time engaging with the guests in front of them.” Great guest engagement leads to deeper hotel loyalty.

According to Sledge, today’s generation of hotel team members grew up on computers, so they expect an always-on, always-functioning system to keep the hotel workflow moving forward. Mastery of the intuitive interface is easily achieved, and e-learning modules provide continued learning opportunities for the staff. Onsite, staff can focus on delivering an unrivaled guest experience and not on cumbersome technology. The result is a positive energy between staff and valued customers that weaves its way through the entire guest experience.

CUSTOMIZATION COUNTS

Customization of experiences that lead to deep satisfaction is not just for hotel guests. **Technology platforms that remain ever-evolving to meet the individual needs of their clients ultimately cultivate fierce customer loyalty.**

SkyTouch’s ability to take client feedback and craft a viable revenue management solution allowed Rafferty to implement smart profit-earning strategies for his two New Orleans properties. “SkyTouch worked closely with my hotels to tailor the number of rate seasons we needed so we can really maximize revenue.”

Taking customer feedback and curating interfaces for a client’s specific interest is a reflection of SkyTouch’s technology prowess and emphasis on delivering optimum customer service.

UNEQUALLED SUPPORT, RELIABILITY & TECHNOLOGY ADVANCEMENTS

Customer service, product enhancements and cost considerations make a tremendous difference in earning and upholding hotelier loyalty to any PMS, particularly a cloud-based tool that must exceed technical expectations. Beyond its high-performing functionality, SkyTouch has distinguished itself in the marketplace and strengthened its customer value with these key elements:

- Included at no extra charge is U.S.-based service and support offered 24 hours a day / seven days a week (via online self-service, online chat or phone) to walk clients through questions about usage, staff training, customizing features for specific property needs and more.
- The system is secure, easy to deploy (with little or no downtime) and proven reliable with a 99.94% uptime.

“THE BIG COST ADVANTAGE WITH A CLOUD-BASED PMS IS THAT IT IS GENERALLY HANDLED MORE LIKE A SUBSCRIPTION BASED ON THE NUMBER OF HOTEL ROOMS RATHER THAN A LARGE UPFRONT SOFTWARE LICENSE.”

CHARLIE GREEN, DIRECTOR, PRODUCT MANAGEMENT AT SKYTOUCH

24/7

U.S.-BASED SERVICE AND SUPPORT IS OFFERED AT NO EXTRA CHARGE.

■ Automatic technology enhancements and updates are provided to all clients so the platform remains fresh, operates at peak performance, and stays ahead of the competition.

Shifting to a cloud-based PMS is cost-friendly against the bottom line, especially when considering the financial outlay for buying and maintaining expensive servers on-site.

“The big cost advantage with a cloud-based PMS is that it is generally handled more like a subscription based on the number of hotel rooms rather than a large upfront software license,” explained Charlie Green, Director, Product Management at SkyTouch. “The cost of server maintenance can include security software and other operating system upgrades that require additional human support, which is part of the package with a cloud provider. Hotels are still responsible for upkeep of their workstations, but not having to worry about a server is a cost-savings and one less headache in the world of the hotelier.”

CONCLUSION

Savvy hoteliers want more from their PMS, and today’s cloud-based solutions answer the demand. **This platform**

has the potential to put hotels on the path to prosperity by providing an expertly designed, easy to navigate, resilient, high-powered tool that successfully drives business in the right direction.

Antiquated legacy PMS platforms might provide a certain comfort level, but they aren’t progressive – hotels are being left behind and revenue is falling by the wayside. SkyTouch offers a smart, reliable, cloud-based platform with an unequalled breadth of functionality for independent hotels, management companies and small to mid-size brands. Harnessing the power of the cloud means money once left on the table is money that can be reinvested into elevating staff productivity, the guest experience and overall property sustainability and wealth.

For more information about SkyTouch Technology or to request a demo of SkyTouch Hotel OS, please visit www.skytouchtechnology.com/contact.



SKYTOUCH OFFERS A SMART, RELIABLE, CLOUD-BASED PLATFORM WITH AN UNEQUALLED BREADTH OF FUNCTIONALITY FOR INDEPENDENT HOTELS, MANAGEMENT COMPANIES AND SMALL TO MID-SIZE BRANDS.