



EzRMS™

Internet Product Suite

EasyRMS, the world's leading provider of ASP based Revenue Management Solutions

(Ez) Revenue Management Solutions Ltd.

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COMPANY VISION & STRUCTURE

For almost 10 years EasyRMS has been the leading provider of Internet Revenue & Yield Management Solutions and independent Consultancy Services worldwide.

With more than 30 years of combined industry knowledge EasyRMS is dedicated to the introduction of new generation technology and procedures within the hospitality industry and aims to deliver these services to its Clients in an 'Ez and professional' manner.

The experience and expertise gained throughout the development of Revenue Optimisation within the Hospitality, Airline, Transportation and Media industries during the past 30 years has armed us with a unique and realistic knowledge of client expectations for the future, giving strength and presence to the company's founding statement:

“To provide top quality products and services, in an Ez and exciting manner, at affordable prices”.

Backed by the confidence of many of today's industry leaders, EasyRMS is committed to easing the current burden of strategic decision making and implementation of Revenue and Yield Management techniques and procedures world-wide.

The company has developed a product suite of RMS software and services to be delivered by the Internet using an ASP business model. The Core Software Application will automatically calculate Forecasts of Demand for each future use of the hotel rooms and recommend the appropriate Pricing - thus maximising Yield and Profit. The Core Module will 'load' and analyse customer data, perform the Forecasting and Optimisation operations and then interface with the customer's Reservation Systems, all via an Internet / Intranet protocol.

REVENUE MANAGEMENT

The concept of Pricing & Revenue Management consists of: "Selling the Right Product, to the Right Customer, at the Right Time, for the Right Price and for the Right Duration".

Pricing & Revenue Management may potentially be used by all industries facing situations of Excess Demand or Excess Resources and for which the cost of adjusting the resource to the demand is dramatically high in the short-term period. The solution for these industries includes segmenting the demand by offering simultaneously into the marketplace Multiple Prices for the same Resource.

Revenue Management Solutions automatically calculate Forecasts of Demand which are then used to propose the optimal solution in terms of the Opening or Closing of prices – these recommendations are then automatically loaded into the Sales and Distribution Systems (Central

Reservation Systems, Global Distribution Systems, Internet Reservation & Distribution Systems).

Industries using these Revenue Management techniques generally increase their turnover by 4 to 7% and their profits by 50 to 100% - without any increase in cost. Industries such as Airline, Hospitality, Car Rental and Media have already been utilising Revenue Management practices and technology for many years.

As the mathematical algorithms required by Forecasting & Optimisation used by Revenue Management Solutions are highly complex, there are only a handful of companies who can provide such technology today. Existing Systems require intensive consulting and necessitate months of data collection before being fully operational for their use by Revenue Management specialists within the operation.

EzRMS™ UNIQUE CHARACTERISTICS

EzRMS™ has the following key attributes that make it an attractive proposition to customers in a competitive hospitality environment:

- **Higher Speed of Deployment.** No end-user installation or localised training is required as for the other current solutions.
- **Lower Cost for Customers.** The rental fee business model with no end-user installation allows the company to make their service offering price extremely competitive.
- **Greater Flexibility for Customers.** The Internet delivery channel allows customers greater flexibility by creating either Local, Regional or Centralised Revenue Management structures / organisations.
- **Greater Revenue Opportunities.** EzRMS™ provides 'value added' additions to the Core Module to provide higher value products and services via the Internet delivery channel, such as Daily Yield and Database Audits. This allows the company to provide support at a lower cost and product upgrades more efficiently to the end users.
- **Automated Direct Links to Sales and Distribution Channels.** EzRMS™ provides direct interfaces to the Customer's Distribution Channels, such as Reservation Systems and Online Hotel Room Portals.

“My satisfaction in working with EzRMS™ is absolute in all aspects. I find it an extremely powerful tool which is greatly assisting the hotel in recommending the right strategies long term, especially so in these shaky, uncertain times. With business becoming more and more sensitive it's comforting to know that with EzRMS™ we are confident in reacting quickly to the different market groups that require different strategies.”

Radisson SAS Portman Hotel, London

“We went through an extensive evaluation process before selecting EasyRMS and the EzRMS™ software product. This process started more than a year ago, and we have since determined that their product is ideally suited to our needs. EasyRMS also demonstrated a strong commitment to client care and product development.”

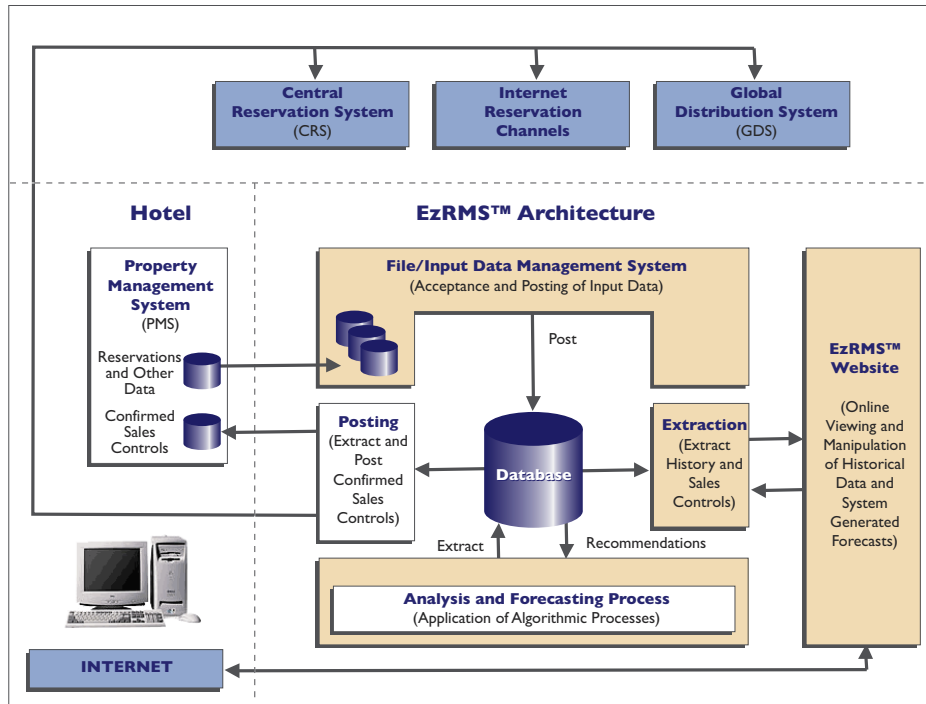
“The most amazing thing is that it actually works! You really get more than you bargained for. The cost is really reasonable considering what you get out of it. Its capabilities are just amazing and it's so easy.”

Best Western International

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EzRMS™ TECHNICAL ARCHITECTURE



Database:

ORACLE 11G

Intranet:

J2EE / APACHE

Development Tools:

JAVA (Eclipse)
C / C++
PL / SQL

Modelisation Tools:

ROSE / UML

EzRMS™ CORE MODULE

EzRMS™ is a packaged solution specifically developed for the hospitality industry by our Solution Specialists / Revenue Management Scientists, and, therefore takes into consideration Length-of-Stay and Guest per Room concepts which are unique to the hospitality industry.

EzRMS™ answers fully to the questions raised by Revenue Management Science and is designed to enable your hotel, or group of hotels, to sell the right product to the right customer at the right time for the right price. Of course, with the objective of optimising product prices and availability in order to achieve the maximum profit margins.

EzRMS™ achieves this objective with a combination of advanced information technology, unique sophisticated mathematical algorithms and innovative business process design.

EzRMS™, designed for maximum ease of installation and user friendliness using the latest ASP and Internet technologies, gives you the opportunity to rapidly reap the rewards of professional use of Revenue Management techniques - leading quickly to increased turnover, higher profit margins and an excellent return of investment.

The key components of the EzRMS™ Core Module are:

Database Loading and Consolidation

EzRMS™ achieves the double objective of providing you with an in-depth view of both the historical and current demands of your Property and preparing and consolidating demand information for evaluation by the Modelling module.

Among all the data extracted, the following data is loaded and consolidated into the EzRMS™ database:

- Historical Occupancy,
- Historical Booking and Cancellation Patterns,
- Revenues
- Historical No-Shows, Walk-In's and Denials,
- Historical and Future Inventories,

- Pricing Structures, (Rate Grid),
- Current Bookings,
- Length of Stay information,
- Guest per Room information,
- Day of Week information,
- Market Segment information.

Modelling

The Demand Modelling module of EzRMS™ builds explanation models which describe the unconstrained demand (pattern, trend, characteristics, specifics) of your Property.

Such factors as Seasonality, Day of the Week, repetitive and unique Events, Strategies, Market Segments, Length of Stay, Guest per Room, Booking and Cancellation patterns, No-Shows and Walk-In's and Room / Extra Revenues are considered in the creation of these explanation models.

The explanation models calculated by this fully automated solution are found to be the ones which minimise the residuals observed when applying models to the above mentioned factors.

Demand Forecasting

The Demand Forecasting module of EzRMS™ combines the use of explanation models produced by the Modelling module with the recent and future history of demand and bookings for the forecasted period. The types of Forecasts proposed by this module are:

- History-Based Forecast which makes use of the historical demand and repetitive events explanation models,
- Booking Pattern-Based Forecast which applies the booking and cancellation explanation models to the current level of bookings for the future period.

These sets of forecasts are then combined internally on the basis of their level of uncertainty - which is automatically calculated by EzRMS™.

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Optimisation

The Optimisation module of EzRMS™ combines our expertise in hospitality with state-of-the-art and proprietary algorithms. The objective of the Optimisation module is to give the 'optimal' solution to the Revenue Management problem taking into consideration the following:

- Forecast of Demand (and its uncertainty) by Length of Stay and Guests per Room,
- Forecast of Materialisation and Cancellation of the Current Bookings (with their uncertainties),
- Estimated Room Revenue, extra Revenues by Length of Stay and Guests per Room for each Room sold in a given Rate Bucket,
- Capacity Constraints,
- Acceptance Strategies at the Property (Last Room Availability, Minimum and Maximum Limit constraints).

The output of this module consists of a set of comprehensive

recommendations which are provided per Source of Business/ Distribution channel.

Controls and Recommendations

Given the results of the Optimisation module, the Controls and Recommendation module of EzRMS™ will:

- Calculate the expected revenue growth of each of the detected recommendation changes and use this information as a basis for the level of decision priority for the hotel personnel,
- Translate, convert and adapt the Recommendations into Controls designed specifically to meet the requirements of either the Property Management System, Central Reservation Systems, Global Distribution Systems or Internet Distribution channels in which the inventory of the property is displayed. In particular, EzRMS™ supports the following types of Controls: Nested and Partitioned Booking Limits, Bid Prices and Gradients, Length of Stay Restrictions and Guests per Room Restrictions. All these Controls are the result of the same and unique Optimisation process.

EzRMS™ ADDITIONAL MODULES

Ez-REGION™

Ez-REGION™ is a Regional Management module providing the collation of multiple properties within a Region or unique geographical destination. Used in conjunction with the EzRMS™ Core Module, Ez-REGION™ is a powerful management support tool for both Revenue Management Directors and Regional Directors alike.

Objectives

The objective of the Ez-REGION™ Regional Management module is to provide Regional and Centralised Management teams with both statistical reporting (collated by a user defined cluster of hotel properties) and with consolidated forecast information for a pre-defined geographical location.

Ez-REGION™ provides the following functionalities:

- Provides the end user with the ability to dynamically define specific regions.
- Provides multi-currency conversion options to enable global reporting in a singular accounting unit.
- Provides single entity forecasting & optimisation for multiple properties.
- Unique 'single view' calendar allowing management focus on specific property hot-spots.
- Global access from any geographical location via password protected log-in.

Ez-REGION™ brings the ultimate level of Head Office access and system support/control.

Truly unique and available only from Easy (Ez) Revenue Management Solutions, Ez-REGION™ is the essential addition/enhancement to the EzRMS™ Internet Product Suite.

Ez-QUOTE™

Ez-QUOTE™ is a Decision Support module providing a mathematical approach to quantify the benefits resulting in the day-to-day acceptance of ad-hoc and/or repetitive Group requests. Used in conjunction with Ez-CONTRACT™ for long-term acceptance and EzRMS™ for short-term decisions, Ez-QUOTE™ is the ideal evaluation and negotiation assistant/tool for Reservation and Sales Departments.

Objectives

The objective of the Ez-QUOTE™ Decision Support module is to provide quantified recommendations for the acceptance of ad-hoc and/or repetitive Group requests.

Ez-QUOTE™ provides the following Decision Support:

- Evaluates the opportunity to accept or deny day-to-day Group requests,
- Proposes alternative periods of stay and sales conditions (price, volume) for the quoted Group,
- Provides the hotel personnel with a set of comprehensive reports allowing them to make the best decisions.

In this module, we apply the same Optimisation techniques as the one used in the EzRMS™ Core Module.

After the long-term Contracts have been accepted, Ez-QUOTE™ allows the Reservation and Sales Departments to continue the preparation of their inventory for short-term optimisation by moving the Group requests to adequate periods and by adjusting the sales conditions accordingly.

Group Acceptance

Through the Ez-QUOTE™ User Interface, the description of the requested group is entered into the system. Variables such as Period of Stay, Requested Volume per Date of Stay, Price and Extra Revenues/Profits and Cost (per Day, per Room, per Guest and per Stay) are considered. Complex requests with multiple periods of stay and with multiple price and volume conditions may also be quoted through Ez-QUOTE™.

Ez-QUOTE™ then recommends for the quoted Group the maximum number of rooms to be accepted at a given price and the minimum price to be accepted for a given group volume. The strategic importance of the Group for the property is taken into account as well as its specific Sales conditions. The recommended price is the result of a conversion of the net income into a final price per room.

The quantitative measurements of the expected performance are conducted on the 'basis' of the Unconstrained Forecast of demand and its uncertainty calculated by EzRMS™ and, after comparison of scenarios of demand with and without the requested group. The request may be quoted in both add (the request is new and is not already considered in the demand forecast) and replace (the request is part of a bucket with a demand already forecasted and, if accepted, will replace all or part of the demand for this bucket) scenarios. Day by day evaluation is shown to the user.

Alternatives

Ez-QUOTE™ systematically identifies the best alternative periods (move of the requested dates) for the requested Group to be accepted (with no change in price and volume conditions). These alternatives are proposed to the analyst even when the original stay could also be accepted.

Best alternatives are ranked by order of interest and their impact on revenue and net income for the property is shown to the user.

Ez-COMPETE™

It is no secret that the hospitality industry is becoming more and more price competitive. Hotel chains across the world are feeling margin pressure and a general lack of control over their sales and distribution channels, as discounters enter the market and distribution channels diversify. What's more, undisciplined and random pricing can rapidly lead to brand dilution and product commoditisation.

Ez-COMPETE™ is a Decision Support module providing a unique addition and enabling an automated, comprehensive, competitive insight into pricing behaviour throughout all online channels. Used in conjunction and fully integrated with the EzRMS™ Core Module, Ez-COMPETE™ allows you to control and price your inventory intelligently within all distribution channels at your disposal.

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OBJECTIVES

The objective of the Ez-COMPETE™ Competitor Analysis module is to receive data as often as you wish - listing Web (including GDS) rates for your own hotel / hotels, as well as those of your chosen competitors. You get the same rates directly from the Web systems that your customers are viewing, so you can:

- Track all online distribution channels consistently and systematically
- Check your positioning against regional competing offers
- Match competing offers to yours, based on specific attributes
- Monitor yield impact of different on-line revenue models
- Create a rule-based email-alert system for decision-support among your chain and properties

The Issue at Hand

You need to ensure the rates displayed throughout your distribution networks are in line with both internal policy and competing offers. You want to eliminate time-consuming rate checking, and pursue an automated mechanism for getting insight across the various channels you distribute your inventory through in order to:

- Protect the integrity of your brand
- Guard your margins against extensive discounting
- Increase yield through competitive pricing
- Provide more transparency on future revenue and earnings potential
- Highlight opportunities to focus on high yield/high margin channels
- Control the channels through which your offering is sold.

Customising your data

Utilising Ez-COMPETE™ is as simple as using the rest of the EzRMS™ Internet Product Suite – it really is **Easy!** Simply choose from the following metrics to create a customised report to match your channel management requirements.

- The Competitors you want to track
- The Travel Web Sites (including GDS) you want to monitor
- The Brand Web Sites you want to monitor
- The Region or City Code you want to track

Report Management

View all reports by Site, by Hotel or by Date. Each report can also be configured around your EzRMS™ or Yield / Channel Management strategies and analysed by:

- Rate Type / Category
- Yield Category
- Advance Booking Horizon
- Daily Selling Rates
- Rate Variance
- Room Type / Category
- Future Forecast Horizon
- Multiple Night Stay
- Lowest Available Rates

Ez-CONTRACT™

Ez-CONTRACT™ is a Decision Support module providing a mathematical approach to quantify the benefits of existing and potential contracts signed by the property. By giving to the Sales Department of the property comprehensive sets of statistics and recommendations, Ez-CONTRACT™ is the essential asset for long-term and strategic contract evaluation and negotiation.

OBJECTIVES

The objective of the Ez-CONTRACT™ Decision Support module is to measure the performance of a category of customers, known as 'Contracts.'

Ez-CONTRACT™ provides the following Decision Support:

- Analyses the historical performance of existing Contracts,
- Proposes revisions to the terms and conditions of the existing Contracts for future periods,
- Evaluates the opportunity to sign new Contracts for future periods.

In this module, we apply the same Optimisation techniques as the one used in the EzRMS™ Core Module.

Ez-CONTRACT™ provides the Sales Department with possible alternative terms and conditions for the Contracts, and thus allows the property to prepare the inventory for short-term optimisation by moving the contracted business to adequate periods and to adjust the sales conditions accordingly. As a consequence, the property will more easily respect the availability guarantees given to its clients as the Contracted business will have been specifically chosen to fill this availability period.

Contract Historical Performance

For existing Contracts, Ez-CONTRACT™ analyses the behaviour of the client and isolates the performance by Date, by Day of the Week and by Season.

These quantitative measurements of the performance are conducted on the 'basis' of the Unconstrained Historical Demand, historical uncertainty of demand rebuilt by EzRMS™ and afterwards, comparison of scenarios of demand with and without the studied contracted demand.

The strategic importance of the client for the property is taken into account as well as its specific sales conditions.

Contract Future Performance

For revision of existing Contracts, Ez-CONTRACT™ projects (by Date, by Day of the Week and by Season) the historical behaviour of the client to the future period with consideration of the new price and volume conditions.

For opportunity evaluation of new Contracts, Ez-CONTRACT™ utilises the assumed behaviour (by Date, by Day of the Week and by Season) of the potential client entered manually into the Ez-CONTRACT™ module by the Sales team.

The quantitative measurements of the expected performances are conducted on the 'basis' of the Unconstrained Forecast of demand and its uncertainty is calculated by EzRMS™, and after comparison of scenarios of demand with and without the studied contracted demand. The contract may be quoted in both 'add a new contract' (the contract is new and is not already considered in the demand forecast), and 'replace the existing contract' (the contract is part of a bucket with a demand already forecasted and, if accepted, will replace all or part of the demand for this bucket) scenarios.

The strategic importance of the client for the property is taken into account as well as its specific sales conditions.

Ez-BUDGET™

Ez-BUDGET™ is a Decision Support and Simulation module providing a mathematical approach to prepare and evaluate the different scenarios possible with the Sales Budget of the individual property. By using elements of the Sales Budget of the property and by giving back to the Sales personnel Statistics and Recommendations, Ez-BUDGET™ is a unique asset for the co-ordination of the Revenue/Yield Management and the Sales teams.

OBJECTIVES

The main objective of the Ez-BUDGET™ Decision Support module is to estimate the daily Unconstrained Demand pattern, allowing the property to reach the objective given in the Monthly Budget.

Ez-BUDGET™ provides the following Decision Support:

- Proposes an estimate of the daily Unconstrained Demand allowing the users to realistically reach a Monthly Budget figure,
- Uses this estimate as a method in addition to the existing forecasting approaches of EzRMS™ (History Based and Booking Based), for daily forecasting procedures,
- Allows to build an unlimited number of Budget scenarios and to evaluate their impact on demand ("What if" analyses),
- Estimates yearly trend and allows to initialise the future Budget.

Ez-BUDGET™ also provides recommendations for improvements to the Pricing Structure (Rate Grid) in use at the property.

In this module, we apply the same Optimisation techniques as the one used in the EzRMS™ Core Module.

In many properties, the late initialisation of the Revenue Management Controls in the PMS/CRS leads to the lack of ability to obtain the maximum Additional Revenues possible by the use of Revenue Management techniques. Ez-BUDGET™ adds to these standard Revenue Management techniques a method capable of initialising the PMS/CRS Controls several years in advance.

Macro Forecasting

In addition to the forecasting approaches of EzRMS™ (History Based and Booking Based), Ez-BUDGET™ allows the users to produce a micro-forecast based on a global Budget scenario (or Macro-Forecast).

In the case that a Budget is defined in the PMS/CRS system, this information is automatically extracted and the Ez-BUDGET™ module is fed with this default budget scenario. On the other hand, when a specific Budget scenario is to be analysed, the Ez-BUDGET™ User Interface allows to easily input monthly Market Segment statistics for Occupied Rooms, number of Guests per Room, Room Revenues and Extra Revenues.

Then, Ez-BUDGET™ determines the Unconstrained Daily & Monthly Budgets allowing the module to calculate the input Budget. This utility makes use of the Historical Demand Patterns and the Special Events expected for the future.

Ez-BUDGET™ uses the EzRMS™ Optimisation module in order to calculate the Constrained Budget resulting from the Unconstrained Budget.

Comparisons between the different Budget scenarios may be visualised through the unique Ez-BUDGET™ User Interface.

In addition, Ez-BUDGET™ allows the user to initialise the future Budget of the Property. In such case, a global yearly and user validated Trend of the evolution of Unconstrained Demand at the property is calculated.

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Pricing

Ez-BUDGET™ contains a Pricing module, which provides the property with recommendations of improvements to the Pricing Structure (Rate Grid) in use.

The Pricing module determines the optimal price structure to be set given the price-demand elasticity curves and given the capacity constraints of the property. These price-demand elasticity formulas are internally calculated by Ez-BUDGET™.

In this module the EzRMS™ Optimisation module is used to calculate the Constrained Budget (Occupied Rooms and Total Revenue) resulting from the Unconstrained Budget.

Due to the subsequent optimisation, a decrease of the price of a low revenue demand Rate Bucket (which is to be rejected for all high demand dates) may have a very limited impact. Similarly, the increase of price of a high revenue Rate Bucket may result in a loss in demand and could be accompanied with a creation of demand on a lower Rate Bucket through a decrease of the price in that low revenue Rate Bucket.

Recommendations for change of price levels, with their impact on revenue are presented to the analyst through the Ez-BUDGET™ User Interface.

Ez-SIM™

Ez-SIM™ is a simulation package providing a mathematical approach to quantify the benefits of a Revenue & Yield Management Strategy - given the demand characteristics of an individual property. By giving the Revenue & Yield Management team a full set of simulation capabilities, Ez-SIM™ allows to optimise the additional revenue generated by any Revenue & Yield Management System.

In other words, Ez-SIM™ is the perfect Decision Support module to assist the property in the elaboration of the strategy and priorities in terms of use of a Revenue/Yield Management system.

Objectives

The objective of the Ez-SIM™ Decision Support module is to measure the impact on revenue of the Controls implemented in the PMS/CRS system on the basis of the recommendations provided by any Revenue & Yield Management System. The level of Additional Revenue generated by a Revenue Management System will depend on:

- the characteristics of demand at the Property (Pick-Up and Cancellation patterns, Demand and No-Show patterns, Rate Buckets, Day of Week, Period, Length of Stay, Rates, Guests per Room,...),
- the accuracy of the Forecasts,
- the types of Controls used in the PMS/CRS system (Bid Price, Booking Limits, Stay Controls, ...),

- the update frequency of the above mentioned Forecasts and Controls,
- the Revenue Management Strategy of the competition.

Ez-SIM™ provides the following Decision Support:

- Analyses the financial impact of Forecasting discrepancy/accuracy,
- Analyses the financial impact of the Forecasting and control horizon,
- Analyses the financial impact of the mode of control in use in your Revenue Management System and in your PMS/CRS systems. Among the possible controls, Ez-SIM™ analyses Bid Price control, Nesting and Partitioning controls, Stay controls (Min/Max, Open/Close, ...), Guest per Room control etc.
- Analyses the financial impact of the update frequency of the selected control or set of controls,
- Analyses the financial impact of the Revenue & Yield Management Strategy of the competitors through the use of the Customer Choice Models.

In this module, we apply the same Optimisation techniques as the one used in the EzRMS™ Core Module.

Depending on characteristics of demand at the property, Ez-SIM™ will then contribute to define the type of Controls to be implemented in the PMS/CRS systems and will help to determine the update frequency of both the Forecast in the RMS and the controls in the PMS/CRS.

Description

First, Ez-SIM™ generates the stream of Unconstrained Demand (Type of Request, Date of Request/Cancellation, Length of Stay, Rate Bucket and Guests per Room) for the studied period. This stream of demand is generated with no pre-defined assumption in terms of who will book first (among low rates, high rates, etc..) during the day).

Then, depending on the applied controls and on capacity constraints, Ez-SIM™ accepts or denies the bookings of the stream.

After a pre-defined period of time (several days, one day) or a pre-defined number of booking requests (several bookings, one booking), Ez-SIM™ re-forecasts demand and re-optimises in order to recalculate the new controls to be applied. The stream of the next period is then submitted to these new controls till the next re-optimisation.

Finally, this simulation is performed for all pre-selected scenarios of control and Ez-SIM™ compares them among themselves and to the 'perfect control' and 'no control' scenarios.

The Ez-SIM™ interface allows the user to follow the evolution of the Bookings, of the Controls and of the Forecasts made for each of the selected strategies at each date in advance of arrival.

Why choose EzRMS™?

- Increased revenue by maximising occupancy and protecting rates when necessary
- Typical minimum net revenue increase of between 4-7% from year one with very little outlay
 - Accurate statistical reports both future, current and historical
 - Detailed demand forecasting information to help with sales and marketing initiatives
 - Competitor analysis on both the internet and GDS to help react to market influences
- Group analysis to help evaluate the impact group reservations have on occupancy and therefore revenue
 - Series analysis which assess the impact a tour series contract will have on your property
- Access to reports and real time information on a group wide basis for Head Office personnel

“From the initial sales presentation through the implementation, training and the on-going support that we have received from EasyRMS, we knew that we had made the right decision in selecting this company for our Revenue Management needs.

“I have complete trust in this system and in the EasyRMS team, they have always been available to answer my questions and truly have a clear understanding of the responsibilities, goals and needs of the role of a Revenue Manager.”

The Inn at Harvard & The Harvard Square Hotel

“EzRMS™ allows us to manage efficiently and quickly our PMS and GDS systems accurately via the automated Upload interfaces that we have in place.

“Le Hotel Bristol was really impressed with the EasyRMS team and ASP deployment of their system, additionally, EzRMS™ is very easy to use and understandable by all the staff within the hotel - we are delighted that EzRMS™ is helping us to move into a more competitive rate position within the Parisian market place.”

Le Hotel Bristol, Paris

“EzRMS has been an excellent revenue producing tool for us - we are far more accurate in handling our Availability, Rate Restrictions and Length of Stay controls now. We use it daily to upload Sales Controls into our Brilliant PMS which saves us a great deal of time, but the best part of the system is the accuracy of its Forecasting Modules in terms of Room Nights, Room Revenue and Total Revenues.

“I would highly recommend the product!”
Express By Holiday Inn Hammersmith



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