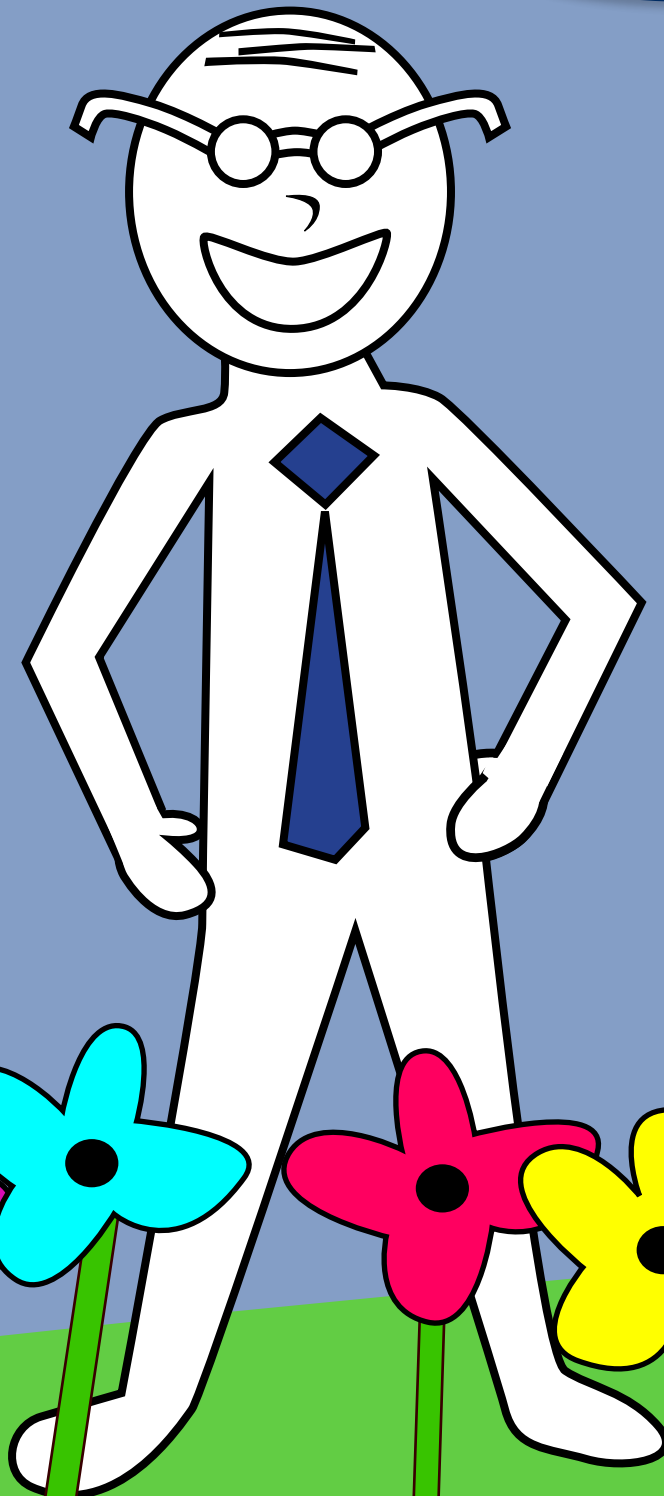


**Libra**  
OnDemand

CRM Meets Hospitality



## CRM MEETS HOSPITALITY...IN THE CLOUD

Libra OnDemand leverages the power of the world's most popular on demand platform ([salesforce.com](http://salesforce.com)) to provide a comprehensive suite of applications created specifically for the hospitality industry. Designed to drive sales and increase revenues for the world's premier hospitality organizations, Libra OnDemand is a Software-as-a-Service (SaaS) application that is easy to use and requires zero upfront investment.

**\$125**  
per User,  
per Month

- CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
- SALES FORCE AUTOMATION (SFA)
- LOYALTY & REWARDS MANAGEMENT
- REPORTING & DATA ANALYTICS
- INTEGRATION & CENTRALIZATION TOOLS



### Know Your Customer

Libra OnDemand account and contact data synchronizes with your property management system (PMS), providing you with an integrated solution to manage your company history, travel agency history, sales masters, guest history and booker profiles.

This enables your company to acquire deep knowledge of every account and contact, while facilitating collaboration and communication across your organization. Libra OnDemand gives you a complete 360° view of each customer, enabling you to build and maintain strong, lasting customer relationships.

Contact Detail				Edit	Delete	Clone	Request Update
Contact Owner	Libra Libra [Change]	Inactive	<input type="checkbox"/>				
Name	Gregg Hopkins	Phone	+1 407.412.9296 ext. 702				
Account Name	Libra OnDemand	Home Phone					
Contact Role	Guest History (GH)	Mobile	+1 407 399 7161				
Title	CEO	Other Phone					
Department		Email	ghopkins@libraondemand.com				
Reports To	[View Org Chart]	Fax					
Primary Contact	Y	Assistant					
		Asst. Phone					
		Picture					
Marketing Information							
VIP	V1	Lead Source	Partner				
Type	Frequent Guest (FG)	Languages	English				
Birthdate	7/16/2008						
Description							
Revenue Statistics - Guest History							
Reservations Currently In House	1	ADR	USD 313.25				
Future Reservations	1	Room Revenue	USD 1,253.00				
Actual Stays	2	F&B Revenue	USD 0.00				
Actual Nights	4	Banquet & Event Revenue	USD 0.00				
		Other Revenue	USD 238.12				
		Total Net Revenue	USD 1,491.12				



### Drive Sales

Coordinating customer-facing activities and events is a critical part of closing business and managing customer relationships. The sales activity management capabilities available within Libra OnDemand help keep your sales reps organized and working together so your customers receive the attention they deserve.

You can track tasks and activities, schedule joint meetings, assign tasks to other users and set up activity templates for frequently or automatically assigned tasks. Sales executives will have full information about their team's activities and the status of each pending sale. Libra OnDemand provides powerful tools to manage the entire sales process, analyze performance and forecast revenue.

The Events Management functionality allows you to stay organized and manage the entire event process from the initial customer inquiry and ordering service items to printing out the banquet event orders (BEOs) and departmental function sheets.

Graphical function maps provide you with a visual overview of meeting room availability and the scheduling of events on a daily, weekly or monthly basis. Function items can be flexibly configured to suit your pricing policy. Meeting space rental, catering services, audio-visual equipment and other charge items can be booked for each function and automatically posted to your PMS or accounting application.

Integration with the PMS allows group bookings and individual guest accounts to be associated with each event for consolidated billing and reporting.

# Reward Loyalty

Recognize and reward your frequent customers with your own innovative loyalty, frequent guest and membership rewards programs.

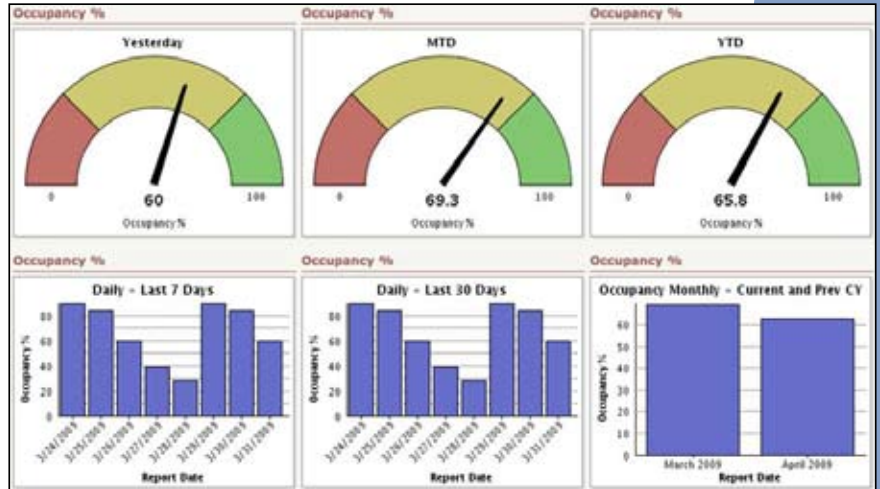
Points can be awarded based on revenue, number of stays or room nights and redeemed for vouchers, gift certificates, upgrades or free stays. The application can be flexibly configured to help you define the program that works best for your brand and provides you the edge over competition.

Sign up for a free, 30-day trial at:  
[www.libraondemand.com](http://www.libraondemand.com)

# Report Performance

All of the major key performance indicators (KPIs), such as occupancy %, ADR, revenue, RevPAC and RevPAR are analyzed across multiple categories. Data is grouped by market segment, source of business, room type, revenue type, tracking code or other parameters. Seamless integration with the PMS ensures that reports stay accurate and up to date.

With over 100 graphical dashboards, charts and reports that come standard with the application, Libra OnDemand's tools provide valuable information about your hotel's performance on a daily, monthly and yearly basis. Plus, if any additional views are required, you can easily customize any report or create your own.



# Streamline & Simplify

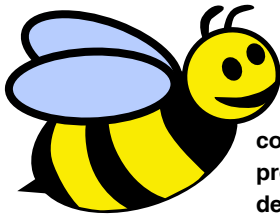
Built from the ground up as a multi-property solution, Libra OnDemand centralizes all guest and company information, giving you valuable account intelligence and powerful marketing tools. Integration with third party systems streamlines and simplifies your operations while enhancing the content and quality of your customer data.



Libra OnDemand's suite of Information Technology applications creates a complete bouquet for success. Libra OnDemand brings IT all together.

You can start using Libra OnDemand immediately. It is designed to be simple to use, easy to customize and quick to implement with zero infrastructure or upfront software investment. Our professional consulting team provides online user training, web based seminars, and customer support. Libra OnDemand even handles the heavy lifting of maintenance, upgrades, and seamless connectivity to other hospitality management systems.

ALL FOR \$125 PER USER, PER MONTH



## Customer Portal










The Libra OnDemand Customer Portal is an online consumer-facing application that offers stay-aware content and self-service options for hotel guests and customers. It is designed as a single or multi-property solution that can be accessed directly from your organization's website or set as the hotel's default landing page for in-room, high-speed Internet access. The Customer Portal can be customized to incorporate your property's web design and branding.

The Customer Portal integrates seamlessly with the Libra OnDemand Customer Relationship Management application. Guest information, stay preference updates and survey results are automatically reflected on your customer's profile, triggering pre-defined task assignments and workflow rules.

For properties using the Libra OnDemand Loyalty and Rewards Management features, the Customer

Portal provides the ability for loyalty program members to view and manage their membership data online, redeem reward points, purchase gift certificates and request room upgrades.

As an add-on feature to your Libra OnDemand subscription, the Customer Portal is offered at an additional charge, determined by the size of your customer database.

 <b>About Hotel</b> Read more information about our hotel.	 <b>Find Us</b> Got lost? Find our hotel on the map.	 <b>Weather</b> Check the latest weather forecast.
 <b>My Profile</b> Keep your personal information up to date.	 <b>My Preferences</b> Update your preferences and get better service.	 <b>My Stays</b> Get information about your stays.
 <b>My Rewards</b> Exchange points for rewards.	 <b>My Gadgets</b> Check gadgets provided by our partners.	 <b>My Requests</b> Monitor status of your requests.

## Database Email Marketing

Libra OnDemand Database Email Marketing services automate the entire email communications process with your customers. It provides the ability to send booking confirmations, pre-arrival and post-departure emails, and survey forms to hotel guests. Stay in touch with customers or attract new business by proactively marketing to your database through email marketing campaigns. Libra OnDemand works with leading email service providers to ensure superior deliverability and compliance, opt-out functionality and delivery tracking.

Your customers can subscribe to email offers directly through your website or the Libra OnDemand Customer Portal. You can also create campaign lists based on customer preferences and their profile data stored directly in Libra OnDemand.

Email campaign results, survey responses, delivery notifications, click-through information, bounces and unsubscribes are all automatically updated on the customer profile. The effectiveness of email campaigns and delivery results can then be easily tracked and measured using Libra OnDemand Reporting and Data Analytics.

As an add-on feature to your Libra OnDemand subscription, Database Email Marketing is offered at an additional charge, determined by the number of communications sent and creative content services required.

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