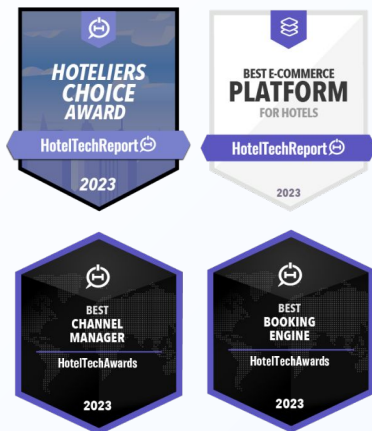




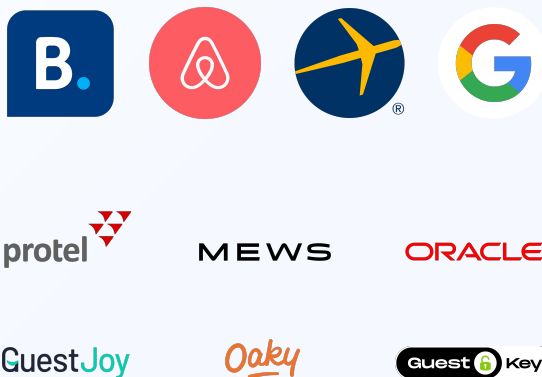
# SiteMinder Solutions- Groups & Chains

# Introducing SiteMinder

## Award-winning industry leader



## Largest ecosystem



**34,000**

hotel customers

**1,500**

partner ecosystem

**100m**

hotel bookings annually

**USD35bn**

hotel revenue annually

**150**

countries

**15 years**

industry leader

**24/7**

global support

## Offices across the globe

Sydney (HQ) | Bangkok | Manila | London | Galway | Berlin | Dallas

# The world's leading hotel commerce platform



# The world's leading hotel commerce platform

## Sell



OTAs | GDS | Metasearch

## Market



Booking engine | Website builder |  
Marketing partners

## Manage



Insights | Payments  
Property Management Systems

## Grow



Hotel App Store | Expert partners |  
Support & learning



# Managing distribution across multiple properties is complex and challenging.



## At the mercy of fragile channel connections?

- Unreliable channel connections.
- Chasing travellers across multiple, disconnected systems.
- Issues snowballing because the help isn't available.



## Victim of travel volatility?









- Locked into inflexible, limited distribution strategy.
- Difficulty reporting across multiple systems.
- Costly and complex to explore new technologies.
- Too slow and challenging to enter new markets.



## Grappling with inefficient, disconnected tech?

- Overloaded team with manual, duplicate work.
- Outdated product experiences driving down productivity.
- Wasting time figuring things out without guidance and support.
- Staff shortages & volatility.

## Managing distribution across multiple properties is **complex and challenging**.

-  Unreliable channel connections.
-  Grappling with multiple, disconnected tech.
-  Inflexible, limited distribution strategy.
-  Too costly to explore new revenue strategies.
-  Difficulty reporting across multiple systems.
-  Too slow and challenging to enter new markets.
-  Customer support isn't easily available.
-  Staff shortages & volatility.

# Unlock your hotel group or chain's full potential with SiteMinder.

Real-time distribution check across your entire portfolio

Best Available Rate ▾ Next

| Room type | Room rate        | PMS | Channel 1 | Channel 2 |
|-----------|------------------|-----|-----------|-----------|
| Standard  | Stay 2 & Save -  | +   | ✓         | ✓         |
| Queen     | Stay 2 & Savr    | +   | ✓         | ✓         |
| Standard  | Advanced P       | +   | ✓         | ✓         |
| Family    | Advanced         | +   | ✓         | ✓         |
| Queen     | Best Availabl    | +   | ✓         | ⚠         |
| Family    | Best Available k | +   | ✓         | ⚠         |

Map to PMS

Channel mapping disabled

## More peace of mind.

- PCI L1, PII, PSD2, SCA & GDPR compliant.
- Guaranteed >99.95% uptime.
- Real-time Health checks across your entire portfolio.
- Enhanced functionality for high volume OTAs.

Distribute across 450+ booking channels

- City Escape | 42 properties
- Summer Special | 86 properties
- Winter Holiday | 62 properties
- Holiday Special | 102 properties

Indirect channels

Direct channels

Corporate channels

## More revenue growth.

- Group-wide campaigns across the largest distribution network.
- Choose the right channels with customised reporting.
- Yield rules to increase profitability.
- Plug & play apps to unlock new revenue and upsell avenues.

Connect & map rates to 400+ PMS/CRS/RMS all in one place

Rate plans Add rate plan

City F- +1es ⚠ 4 rates not mapped to PMS. View

Summer Special | 62 properties

Hotel A | 2 room types

Seaview Room Overrides

Superior Room

Hotel B | 2 room types

## More efficiencies.

- Rate management across multiple properties at scale, all within minutes.
- Bring new properties to market, faster, without overloading your team.
- Dedicated onboarding, training & 24/7 global support.

# Unlock your hotel group or chain's full potential with SiteMinder.

## More peace of mind with the most robust tech.

- Built for scale, generating 100m+ reservations per year.
- PCI L1, PII, PSD2, SCA & GDPR compliant.
- Guaranteed minimum 99.95% uptime.
- Real-time Health Checks across your portfolio to highlight configuration issues, distribution bottlenecks and reservation processing challenges.
- Enhanced functionality for high volume OTAs.

Real-time distribution check across your entire portfolio

Best Available Rate ▾ Next

| Room type | Room rate             | PMS | Channel 1 | Channel 2 |
|-----------|-----------------------|-----|-----------|-----------|
| Standard  | Stay 2 Save - 10% off | +   | ✓         | ✓         |
| Queen     | Stay 2 Save - 10% off | +   | ✓         | ✓         |
| Standard  | Advanced Purchase     | +   | ✓         | ✓         |
| Family    | Advanced Purchase     | +   | ✓         | ✓         |
| Queen     | Best Available Rate   | ✓   | ✓         | ✓         |
| Family    | Best Available Rate   | ✓   | ✓         | ✓         |

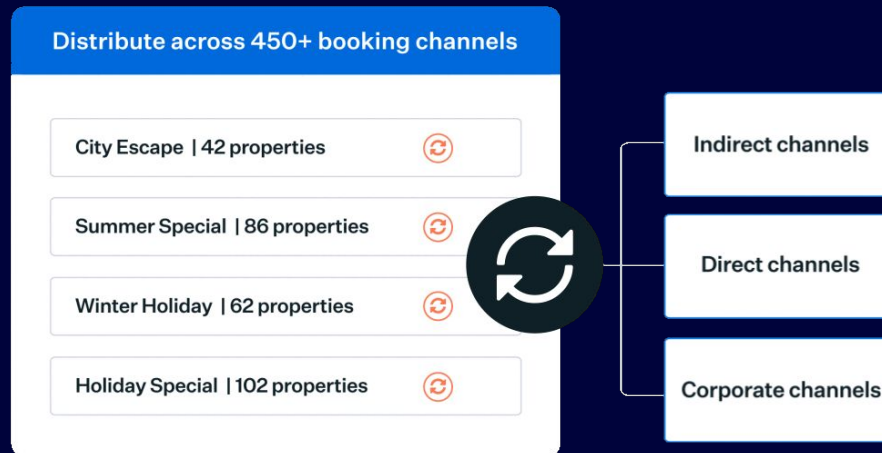
Map to PMS



# Unlock your hotel group or chain's full potential with SiteMinder.

## More revenue growth with the largest ecosystem.

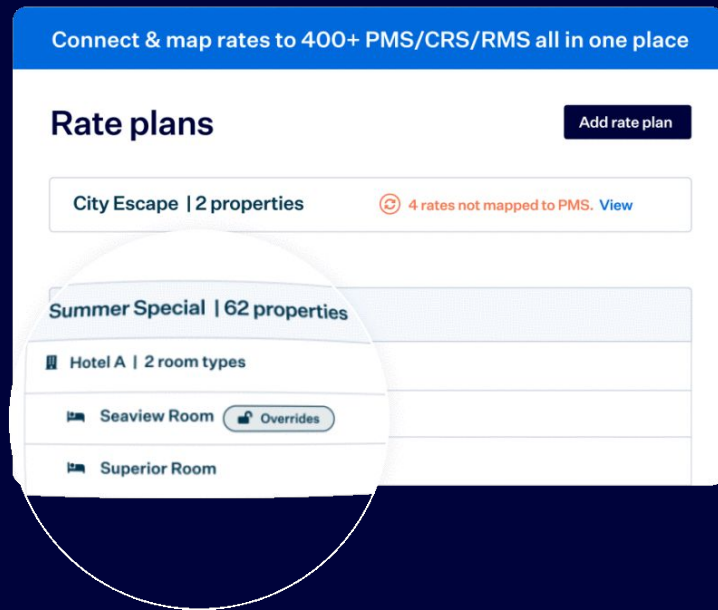
- Execute group-wide campaigns across the world's largest distribution network of 450+ channels, GDS, Meta, Tour operators.
- Identify the right channels with customised reporting.
- Deploy yield rules to increase profitability.
- Plug & play apps to unlock new revenue avenues without the tech headache.



# Unlock your hotel group or chain's full potential with SiteMinder.

## Greater efficiencies & more simplicity, with leading design & service.

- Create and configure rates across multiple properties, brands and clusters at scale, all within minutes.
- Implement changes simply, and adapt quickly to changing market conditions.
- Bring new properties to market, faster, without overloading your team.
- Get dedicated onboarding and training.
- Get help when you need it with 24/7 global support.



# Premium Services

Servicing & support designed to meet your teams' needs.

## Optimisation & training.

Ensuring your team is always getting the best use out of our products with training & refresher sessions.

## Dedicated team based in your region.

Our global team of Premium Services Consultants are a team of technical experts, focusing only on Key Accounts.

## Prioritised case management.

Automatic case prioritisation once an issue or request is logged with a fast-tracked escalation process.



## Project resources.

Assisted project management across your teams to roll out larger releases or updates.

## Technical expertise & consultancy.

Quick recovery and resolution with our expertise & knowledge in PMS & Channel connectivity.

## First contact fix approach.

3rd party vendor collaboration for 360 experience and first contact fix approach.

# Powering the world's most successful groups.

"As I handle different PMS' with different rate structures, SiteMinder helped me connect all of them, and create and approve our rate structures quicker. Now, if I want to apply a restriction for a specific day, it takes me no more than a minute and saves me plenty of time with no distractions."

## Hamak Hotels

"It's the reliability of their technology and the choice they provide that is so appealing. With the option of more than 400 distribution channels to distribute our inventory through, SiteMinder will be central to powering the growth of all edyn brands in coming years."

## edyn Group

"It used to take my team a good week to load everything that was needed to roll out a company-wide promotion. SiteMinder has saved us about two days, each time. We generally do three to four campaigns a year that are network-wide, but at the moment we're doing things a little bit differently and doing more. So, already, SiteMinder is saving my team around 16 days of work each year, which is incredible."

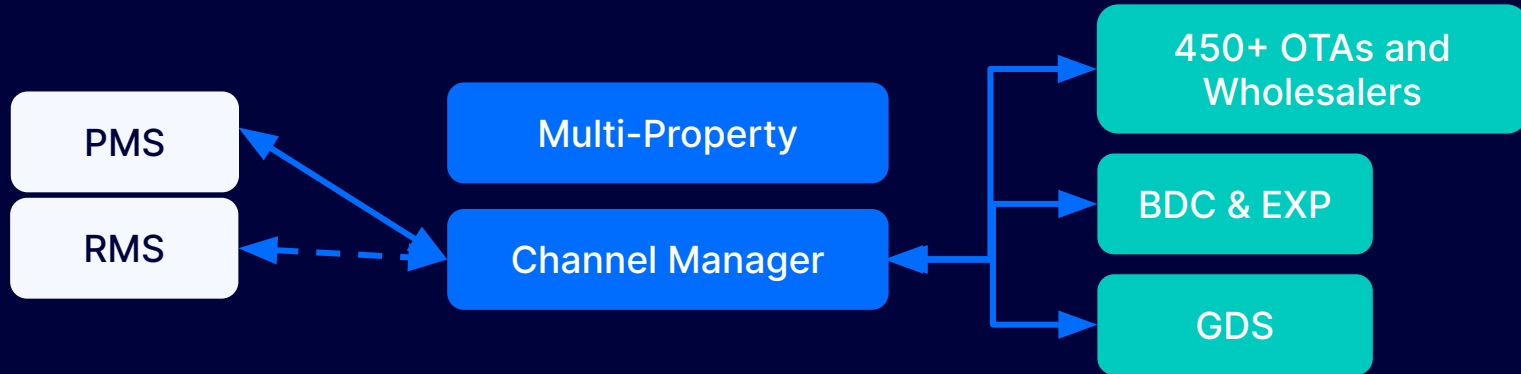
## TFE Hotels

"We've always used SiteMinder every time we open a new hotel. The simplicity of the platform is a big benefit, allowing us to multitask very easily and quickly."

## Cristal Hotels Group

# SiteMinder x *HotelGroup* Tech Stack Integration

## Scenario 1



## Testimonials

"We love working with SiteMinder because of the opportunity to further expand our global presence. SiteMinder's platform allows us to connect our hotel partners to a worldwide network in a dynamic way, which means the benefit of more reservations and revenue as well as enhanced options for our hotel clients across Best Day Travel Group's different lines of business."

### **Best Day Travel Group**

"Mexico is witnessing tourism demand increase every year, however, we see that the local hotel sector is largely not yet equipped with new technologies to benefit from that trend, especially small hotel businesses. Fortunately, we are seeing more and more hotels incorporate technology into their strategies, to access more markets and revenue streams, and Grupo Habita wanted to take that step in order to innovate. Our hotel staff now use SiteMinder's platform constantly and are delighted with the possibilities it offers."

### **Group Habita**

"Cuando tomamos la decisión de crear una página web con SiteMinder, sabíamos que era un paso importante para el negocio de nuestro hotel aunque no estábamos seguros de cuáles serían los resultados. Sin embargo, los números han demostrado que, efectivamente, funciona. La razón principal, aparte de que ahora tenemos unas webs increíbles construidas especialmente para los huéspedes de Boulevard Hotéis, es que esos viajeros pueden disfrutar de un sencillo proceso de reserva online con nosotros. Esas reservas directas son muy valiosas principalmente porque consiguen que no paguemos ninguna comisión y que seamos nosotros los que preparamos la experiencia del viajero, desde el principio hasta el final de su estancia. Desde que lanzamos la nueva web con SiteMinder, nuestras reservas han aumentado un 38%"

### **Boulevard Hotéis**

