



CM STUDIO .iBooking

FACTSHEET
TOURISM PRODUCTS
VALID FROM NOVEMBER 2024



With **CM STUDIO .iBooking**, booking on the Internet, whether on computer, tablet or smartphone, becomes a positive experience and increases the anticipation of your guests' stay.

For hotels and vacation apartments. Scalable, achieves high completion rates, is very easy to use and *commission-free*.

CM STUDIO .iBooking

PROFESSIONAL	EXECUTIVE	PREMIUM
up to 25 rooms	up to 100 rooms	up to 200 rooms

FUNCTIONS AND SCOPE OF SERVICES

BASIC FUNCTIONS OF THE BOOKING MANAGER

Dual-Responsives design & mobile SmartPhone app in the browser	✓	✓	✓
Complete integration of the IBE into the hotel website, visually, physically and logistically	✓	✓	✓
Hotel rooms, apartments and packages can be booked directly. 24 hours a day, 7 days a week, 365 days per year	✓	✓	✓
Direct availability check by the guest for rooms and/or apartments	✓	✓	✓
Price management for additional beds or additional adults	✓	✓	✓
Direct bookability of packages	✓	✓	✓
Rate plan manager (alternative and calculated additional rates)	✓	✓	✓
Integrated occupancy plan and price list manager for price and availability management without channel manager	✓	✓	✓
Integrated rule manager for data management from single day to season times	✓	✓	✓
Allocation plan with Quick-BookIn or CheckOut	✓	✓	✓
Multiple currencies can be freely defined by the hotelier	National currency	National currency + 1 currency	✓
Multilingualism for the booking I/F German / English / French / Spanish (additional languages on request)	German	German + 1 language	German + max. 3 languages
Multilingualism for the EXTRANET console German / English / French / Spanish / Italian / Russian	German	German + 1 language	German English French Spanish
Direct bookability of all-inclusive offers and packages	✗	✓	✓
Assistant for telephone bookings - entry by reservation team	✓	✓	✓
Integration of AI-based translation software from the 2nd** quarter of 2025	✗	✓	✓

***) Please note that the translations are created by AI-based translation software and no guarantee for 100% correct translations can be given.

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Automatic e-mail notification to the hotel about bookings or cancellations	✓	✓	✓
Automatic e-mail notification to the guest about completed bookings or cancellations	✓	✓	✓
E-mail administration editor for free configuration of system messages to hotel and guests	✓	✓	✓
Online cancellation possible for the guest	✓	✓	✓
One-Step-Booking from different room / apartment categories	✓	✓	✓
Efficient management of incoming room/vacation apartment bookings (cancel/confirm/delete/rebook)	✓	✓	✓
Booking archive for the transactions made a booking is automatically transferred to the booking archive on check-out day	✓	✓	✓

CATEGORY MANAGER FOR ROOM AND VACATION APARTMENTS

Definition of the occupancy variables Standard, minimum and maximum occupancy as well as child and additional occupancies can be defined freely and individually for each category	✓	✓	✓
Language dependent designations and text descriptions	German	German + 1 language	German + max. 3 languages
Categorisation freely definable (Standard, Superior, Deluxe etc.)	✓	✓	✓
Differentiation according to room or vacation apartment type Pricing based on number of guests or with room/apartment all-inclusive	✓	✓	✓
Definition of child prices flexible in up to 4 age groups	✓	✓	✓
Photo and video gallery to illustrate the rooms/apartments, price rates and additional services	✓	✓	✓
Linking of included services such as WLAN, parking space, etc.	✓	✓	✓

PAYMENT PROCESSING

by deposit of credit card data (max. 5 days)	✓	✓	✓
by storage of credit card data in PCI-certified channel manager or PMS (e.g. Hotel-Spider / RECONLINE / Vertical Booking / ect.)	✓	✓	✓
per bank transfer / prepayment	✓	✓	✓
by CC direct payment (payment service provider STRIPE, Nexi previously CONCARDIS, WORLDLINE PREVIOUSLY SIX PAYMENT SERVICES)	✗	✓	✓

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eCONCIERGE » YOUR ONLINE-SHOP FOR ALL ADDITIONAL SERVICES OF YOUR HOTEL

Sale of additional services such as SPA, wellness, theater and exhibition tickets, guided tours etc.	✓	✓	✓
Services are provided flexibly via different calculation methods	✓	✓	✓
Promotion codes for regular guest room rates and special marketing offers	✗	✗	✓
Services can be deposited as compulsory bookings (visitor's tax, bed tax etc.)	✓	✓	✓

MODULES

CM Studio .iBooking with functions described previously	✓	✓	✓
CM Studio .iBooking DC - Data client with interface to various Channel Managers	€ 20,00 per month	✓	✓
CM Studio .iBooking CS - Connectivity Switch to Channel managers*, PMS software**, META portals: TripAdvisor and Trivago	✗	✓	✓
CM Studio .iBooking MR - Advanced multi-rate manager	✗	✗	✓
Rate plan manager for travel agencies and integrated registration process for agencies	✗	✗	✓
Optional: CM Studio .iQuote - the integrated request and quote manager to extend your booking platform	✗	✓	✓
Optional: CM Studio .eCommerce Manager - 10 Upsell store for the successful sale of tickets, additional services, etc.	✗	Extra charge	✓
Optional: Integration of price comparison tool in online booking (IBE) by product from third-party supplier	✗	✗	On request

*) Channelmanager.de, DIRS21, HOTELPARTNER, Hotel-Spider, Vertical Booking, SIHOT, MEWS

**) RECONLINE PMS, GUESTLINE, PROTEL, PROTEL AIR

INCLUDED SERVICES OFFERED BY THE MASCH CUSTOMER SERVICE:

These services are included with the purchase of the software license and are based on the scope of the license package.

Installation & hosting of the website on MASCH CLOUD server (SSL-Hosting included)	✓	✓	✓
Integration of the booking layout into the hotel website	✓	✓	✓
Basic setup of the CM Studio .iBooking IBE including modules and services according to customer specifications including integration of existing image material on rooms, price rates and additional services as well as connection to existing channel managers if interface is certified	€ 499,00 one-time service fee	€ 999,00 one-time service fee	€ 1799,00 one-time service fee
Create and train on a Google Business hotel account setup	✗	✗	✓

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	up to 25 rooms	up to 100 rooms	up to 200 rooms
Software upgrade-maintenance and support 1 year for purchased licenses or full term for rental and subscription licenses	✓	✓	✓
Personal instruction as online training by the MASCH Customer Service	✗	✓	✓
Training documents and FAQ-documents for software operation https://customer-service.masch.com/de/tech-support/ https://akademie.masch.com	✓	✓	✓
On-site photo shooting by professional hotel photographer: ... for all room categories ... Reception and breakfast restaurant ... Restaurant and kitchen (if available) ... Wellness and SPA area (if available) ... Exterior view: building, garden etc. (depending on weather)	Billing at cost	Billing at cost	Billing at cost
On-site video shooting by professional videographer: ... for all room categories ... Reception and breakfast restaurant ... Restaurant and kitchen (if available) ... Wellness and SPA area (if available) ...Exterior view: building, garden etc. (depending on weather) ...Video aerial shots with drone possible	Billing at cost	Billing at cost	Billing at cost
Dedicated account manager for support and business strategy	✗	✗	✓

PROFESSIONAL	EXECUTIVE	EXECUTIVE	PREMIUM	PREMIUM
up to 25 rooms	up to 50 rooms	up to 100 rooms	up to 100 rooms	up to 200 rooms

LICENSE AND SUBSCRIPTION PRICES

MONTHLY RATE WITHOUT CHANNEL MANAGER SOFTWARE AND ADDITIONAL SERVICES

CM Studio .iBooking - Subscription with 1 year fixed term	€ 99,00	€ 199,00	€ 299,00	€ 349,00	€ 399,00
CM Studio .iBooking - Subscription with 2 years fixed term	€ 89,00	€ 175,00	€ 269,00	€ 299,00	€ 359,00
CM Studio .iBooking - Subscription with 3 years fixed term	€ 79,00	€ 159,00	€ 249,00	€ 289,00	€ 339,00
Optional: CM Studio .iQuote - the integrated inquiry and offer manager to extend your booking platform	€ 49,00 per month	✓	✓	✓	✓
Optional: CM Studio .eCommerce Manager 10 Upsell store for the successful sale of tickets, additional services, etc.	€ 49,00 per month	€ 49,00 per month	✓	✓	✓
Optional: CM Studio .PM the Property-Manager	€ 99,00 per month	€ 99,00 per month	€ 149,00 per month	€ 149,00 per month	€ 199,00 per month
Optional: Google Adword Setting up and maintaining your campaign manager	✗	✗	✗	On request	On request

CM STUDIO.iBooking



CM Studio .iBooking is the commission-free IBE for your online sales

CM Studio .iBooking will be fully fully integrated into your hotel website.

Visually, the booking solution becomes an integral part of your website.



Multilingualism

CM Studio .iBooking speaks the language of your guests - depending on the chosen package we offer you any language you consider important.

Do not send your guests to a foreign web portal - they might not find their way back to you!



Hotel rooms, apartments and package offers directly book-able for your guest

Don't pay commissions for completed bookings, because the guest is already at your door! CM Studio .iBooking is flexibly adjustable to every requirement of your business model.



Responsive and Mobile Ready

CM Studio .iBooking combines dual-responsive design with all the elements of a mobile app: optimized for smartphone, tablet and desktop. Ideal for your guests and for Google & Co.



Guest reviews

Integrate guest ratings - via your own rating manager, but also via third-party providers such as Customer-Alliance, TripAdvisor, etc.



Design: 100% flexible

We have designed CM Studio .iBooking to make your online booking look and feel like a perfect match for your brand and your existing website - fonts, colors, logos and much more.



Mobile online booking - an elementary component of your room sales

CM Studio .mobile booking is based on the Multi-Device and Responsive Design technology from MASCH Software Solutions and currently supports more than 600 different SmartPhone device models.



Data management made easy

With CM Studio .iBooking you can update your booking data such as prices and availability independently or via channel manager.

And if you need help, our support is only a mouse click away.



Control is better - and inclusive

CM Studio .iBooking offers complete control over your guests' personal information as the data is stored on your website. Check this fact with other IBE solutions and you will be amazed!



Hosting with you or in the MASCH CLOUD

Installation and hosting on the MASCH CLOUD servers offers a powerful and secure solution. The cloud server is specially designed for the requirements of the hotel industry and guarantees high availability and fast loading times.



Updates included

So that you can take care of your hotel, we take care of the updates of your online booking software.

CM Studio .iBooking is always delivered including the software maintenance and is therefore always up-to-date and always secure.



Extendable by channel managers and search engines

CM Studio .iBooking grows with you. With CM Studio .iBooking CS we offer you 'connectivity' via channel manager to the leading booking portals and interfaces to price comparison portals like TripAdvisor and Trivago.



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