

Product information: protel SQL Front Office, Nov 2008

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protel SQL Front Office

The premium PMS solution for sophisticated hospitality

HOSPITALITY
WITH
A SYSTEM



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Premium reservation software for sophisticated hospitality: protel SQL Front Office

protel Front Office – keep your business running

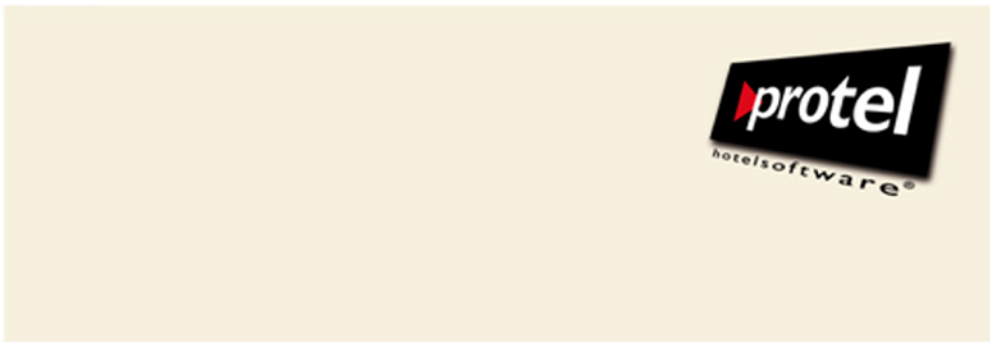
protel SQL Front Office gives you crucial advantages in your day-to-day business. Proactively manage your hotel's occupancy levels, raise efficiency and boost revenues and profits. Learn more about your guests, their stay and their preferences. With protel SQL Front Office, you will have all the important information and indicators logically arranged at your fingertips.

protel SQL Front Office is the foundation module in a larger, fully integrated product family. Together with the optional modules protel SQL Sales & Marketing and protel SQL Banquet, you can count on a mature, proven system – the reliable technological engine you need to run your hotel. Migrating data from your legacy PMS applications to protel SQL Front Office is made possible via our systems integration services, providing you a more convenient transition to protel SQL.

An exhaustive array of interfaces smoothly transfer data between protel SQL and other devices and systems installed at your hotel. Whether it is a POS or Back Office system, a PABX or Broadband link, a Pay TV, Electronic Door-lock or a GDS/ADS gateway, you can count on protel to deliver a seamless and robust interface.

Do you want to learn about some of the main features of our reservation software? Then follow us to the product highlights!

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- [Graphical Room Chart](#)
 - [Navigator](#)
 - [Profile Tracking](#)
 - [Reservation Assistant](#)
 - [Rate Management](#)
 - [Room Availability Overview](#)
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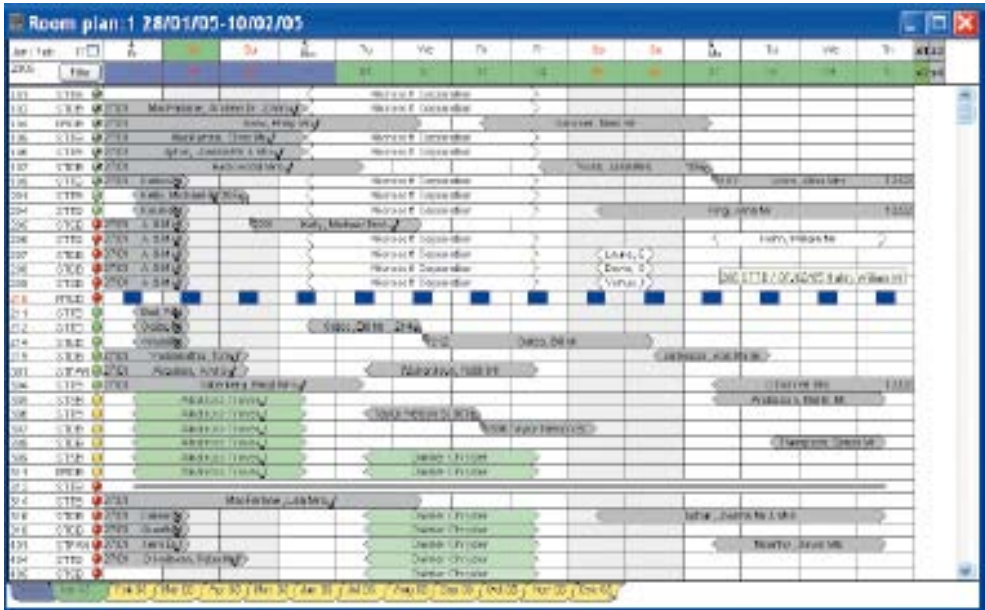


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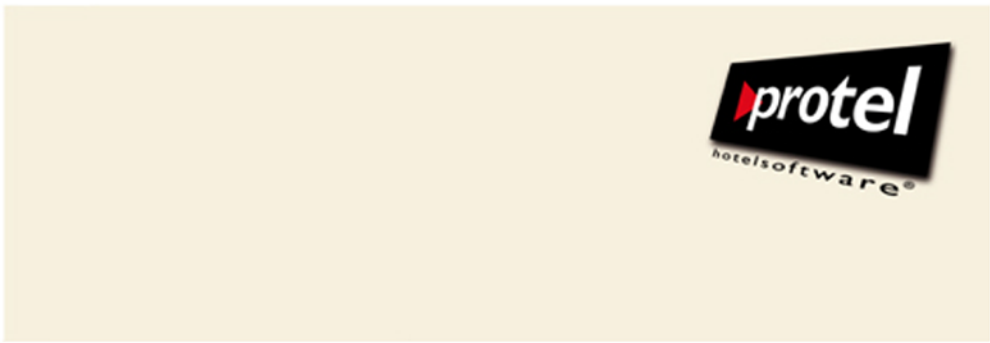
Graphical Room Chart

It's hard to define standards. But we managed it with the multifunctional room schedule. Staff need only one glance at this comprehensive, graphical room chart to support key operational decisions.

In a flash, you can reserve rooms for individual travellers or entire groups; change bookings; or move guests to different rooms. All the while, protel SQL automatically updates details such as room status, invoicing and availability.



All informations from one hand

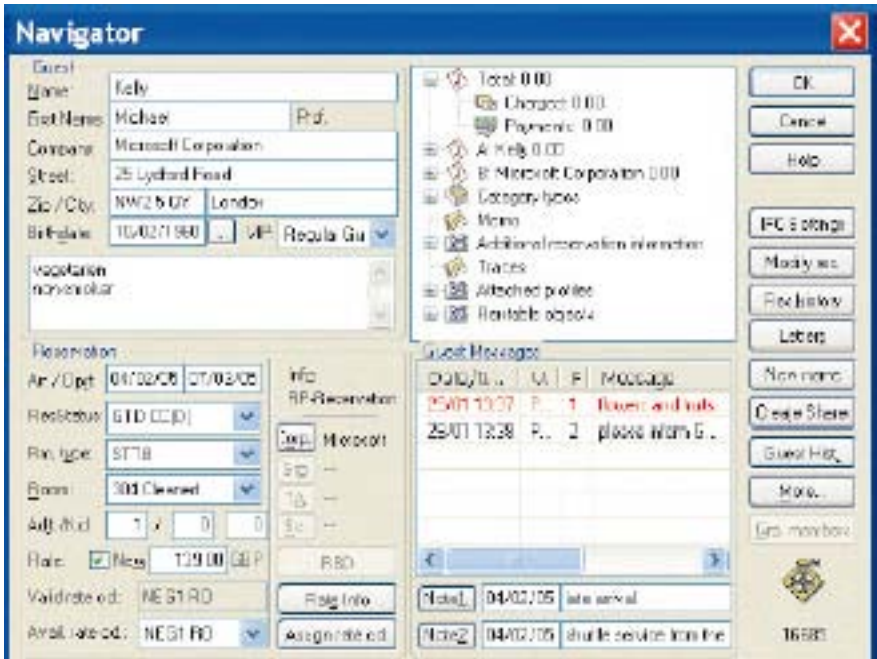


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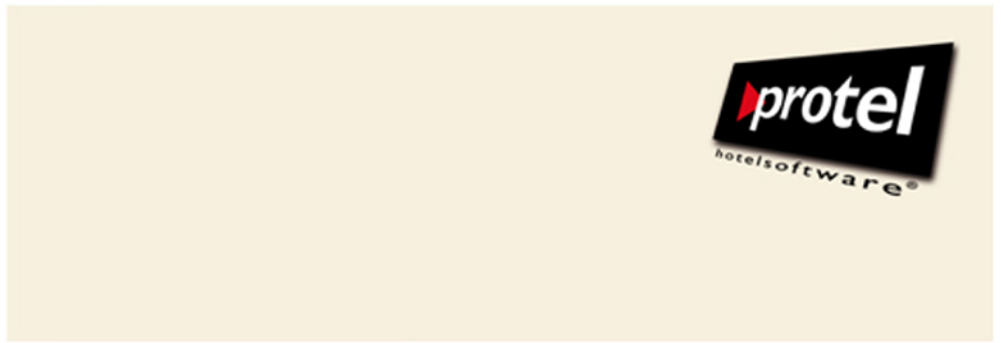
Navigator

Stay on top of guest service requests with the navigator. Providing effortless access to protel Front Office functions from a highly functional on-screen tool, the navigator provides your staff a rapid way to locate, drill-down and edit the guest information you need.

Guest invoices, history profiles, reservations, special requests and messages can all be managed from the navigator. Because your time is precious, the navigator is only a mouse click away – no matter where you are in the system.



The navigator is only a mouse click away

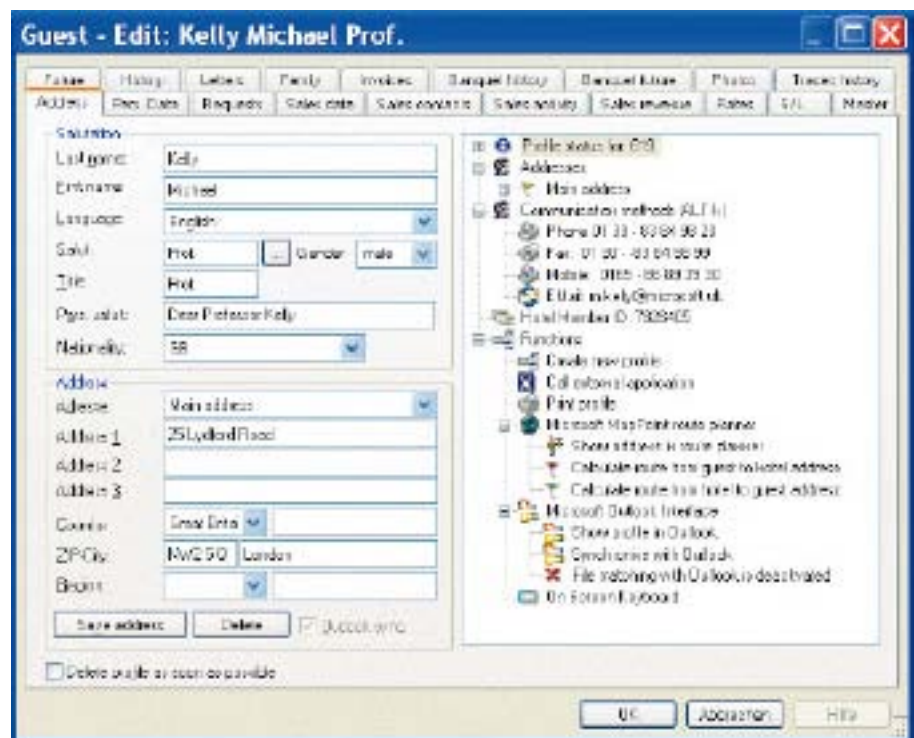


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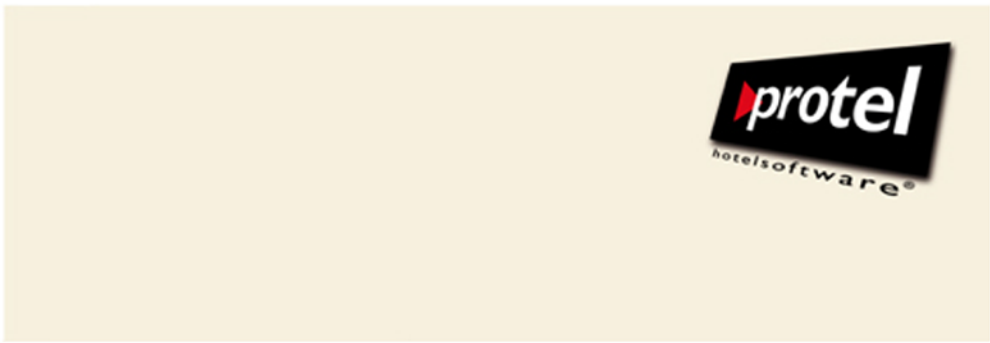
Profile Tracking

Every guest needs recognition. Every group and company needs relationship management. Every booking channel needs dynamic assessment and thoughtful control. With customizable profile tracking, you know both the lifetime value of your guests and the nature of their individual needs.

With every reservation, protel aggregates guest stay and booking source related statistics. With every visit, you can flesh out your guest profiles a little more, creating a perfect framework for effective direct marketing campaigns.



Find all profiles in a easy way

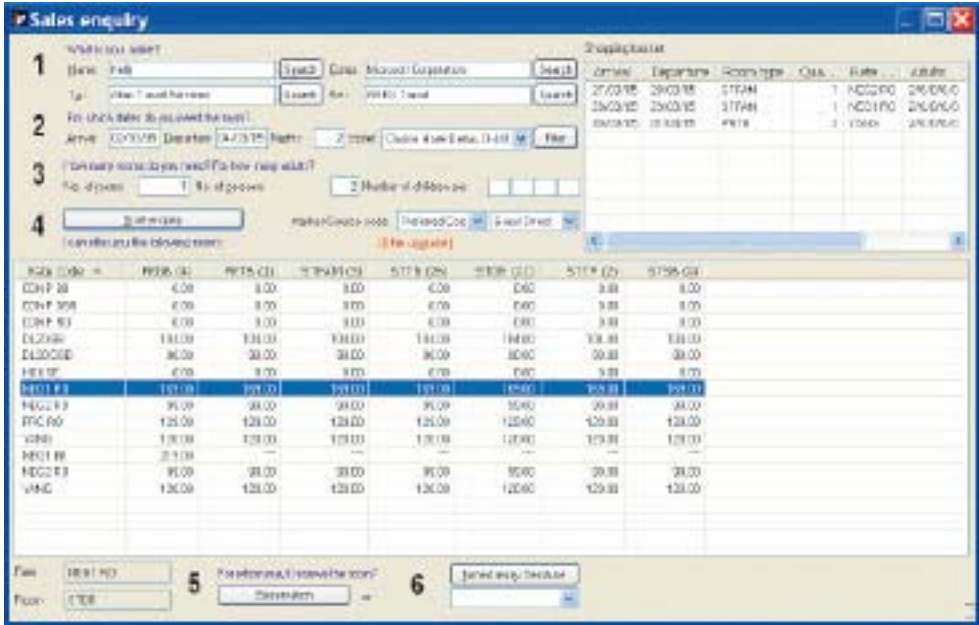


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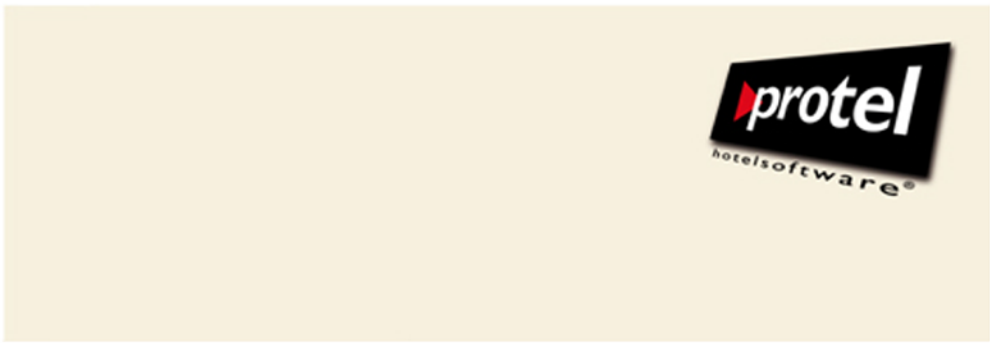
Reservation Assistant

Guests trying to book a hotel room expect fast, competent service. The reservation assistant enables your staff to advise guests professionally and offer them the best possible rate.

The assistant is only a keystroke away from any place in the system and guides you through every step of the reservation process.



From any place in the system available

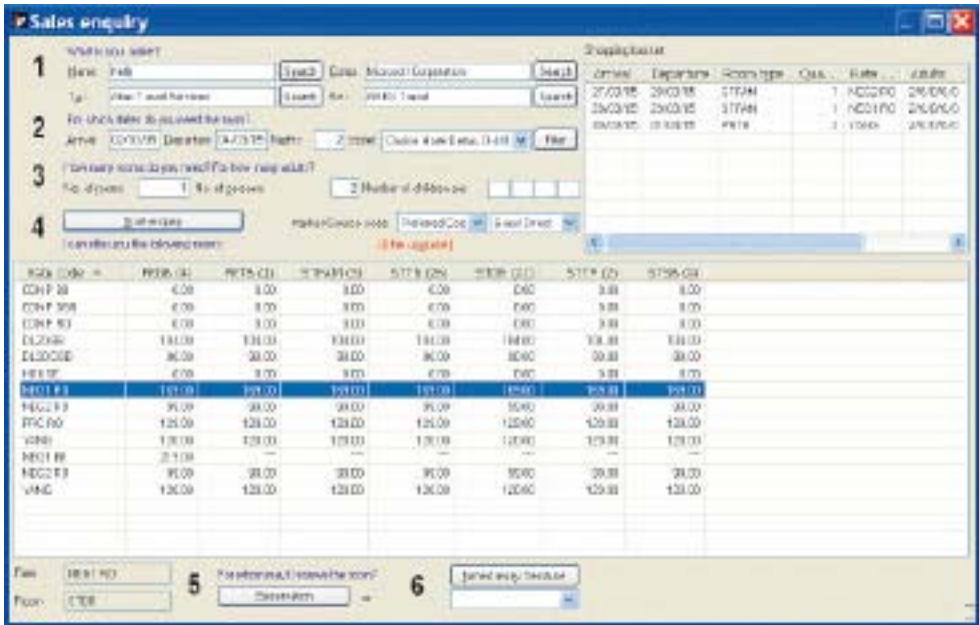


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Rate Management

Increasing business yield hinges on smarter management of room inventories and daily rates. With protel SQL's rate management engine, voice bookings, web-reservations as well as other electronic booking channels, are presented with a defined pricing strategy for days, weeks or an entire year.

This powerful, yet easy-to-use tool factors in the current and forecast occupancy rates broken down by category. All booking sources interact with a controlled view of your available room and rate combinations. protel rate management helps you achieve the highest possible average daily rate.



Easy to use, all important information in one view

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Mailing Assistant

Let your guests know that you're thinking about them. Invite them back or send them offers and news by post, fax or e-mail. With the mailing assistant, you can select and target certain guest groups in particular post codes, age groups or VIP codes. At the same time, the system detects and eliminates duplicate guest records. An optionally integrated interface easily exchanges data with Microsoft Outlook.

Web Booking Engine

The optional web booking engine (WBE) empowers your guests to make online reservations quickly and conveniently. It gives them the latest information on availabilities and VIP room rates at any time or any place in the world. Room reservations and arrangements are booked immediately and directly in Front Office – at the rates specified in the pricing strategy you sketched out in the rate management tool.

Reporting

protel SQL Front Office's integrated reporting tool provides deep insight into your business. Not only does it track key indicators on reservations, revenues, vacancies and average rates, but it also conducts complex analyses: period-by-period evaluations of market segments, budget performance analyses or differentiated forecasts. You can easily import the data to Microsoft Excel and work with it there. Maybe you want to check up on the hotel while on the road – no problem. With just an internet connection and a browser, you can track your business data at any time or place. The Microsoft SQL database also provides the perfect foundation for external analysis tools so you can evaluate as much data as possible. Together with the built-in business intelligence features, that enables you to transform information into results.

Additional features

- Deposit and receivables management, reminders
- Season and room block management
- Integration with many Microsoft programs (optional)
- (route planner "Map Point", Excel, Word, Visio)
- Integrated handheld service (e.g., HP iPAQ) (optional)
- And much more ...

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May we introduce you to...

... our Web Booking Engine as ideal complements to protel smart?

► **protel WBE 3.0**

With the protel Web Booking Engine (WBE), protel's online reservation system, you can put the power and convenience of online booking at your guests' fingertips. The Web Booking Engine retrieves pricing and availability information directly from the live protel system installed at your hotel (smart, SPE, HQ or MPE). From no-obligation inquiries to firm reservations, your guests will always see the latest information.

... further protel products?

► **protel MPE (Multi Property Edition), protel HQ (Headquarter)**

Both software products optimize the managing of information for hotel chains and hotel groups. It's an economically convincing and proven package solution for managing multiple hotels from a central database.

► **protel SPE (Single Property Edition)**

The protel Single Property Edition is our exclusive hotel management software for mid-market operators and large individual hotels. Check in, serve and check out your guests with the greatest of ease: protel SPE provides effortless processes and fast, reliable access to all crucial information.

► **protel Banquet**

protel Banquet helps you perfectly plan and host receptions, banquets and events of all kinds and sizes. With protel Banquet, you can keep track of your long-term occupancy levels and generate schedules and room plans quickly and effortlessly. And this also applies to the whole hotel chain.

► **protel Sales & Marketing**

You can't market to your customers if you don't know them well. That's why your success depends on targeted sales and marketing activities and comprehensive customer relationship management. protel Sales & Marketing gives you total visibility into what your guests need and want. Improve your bottom line with focused campaign management and attractive customer loyalty programs!

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Do we have what you're looking for? Let us know!
Nadine Wohlers and Nicole Kleinwächter from our
Sales team are waiting to hear from you and answer
all your questions.

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