

# *protel PMS, CRM solutions for hotel management*



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Representative & support offices in Adria region :



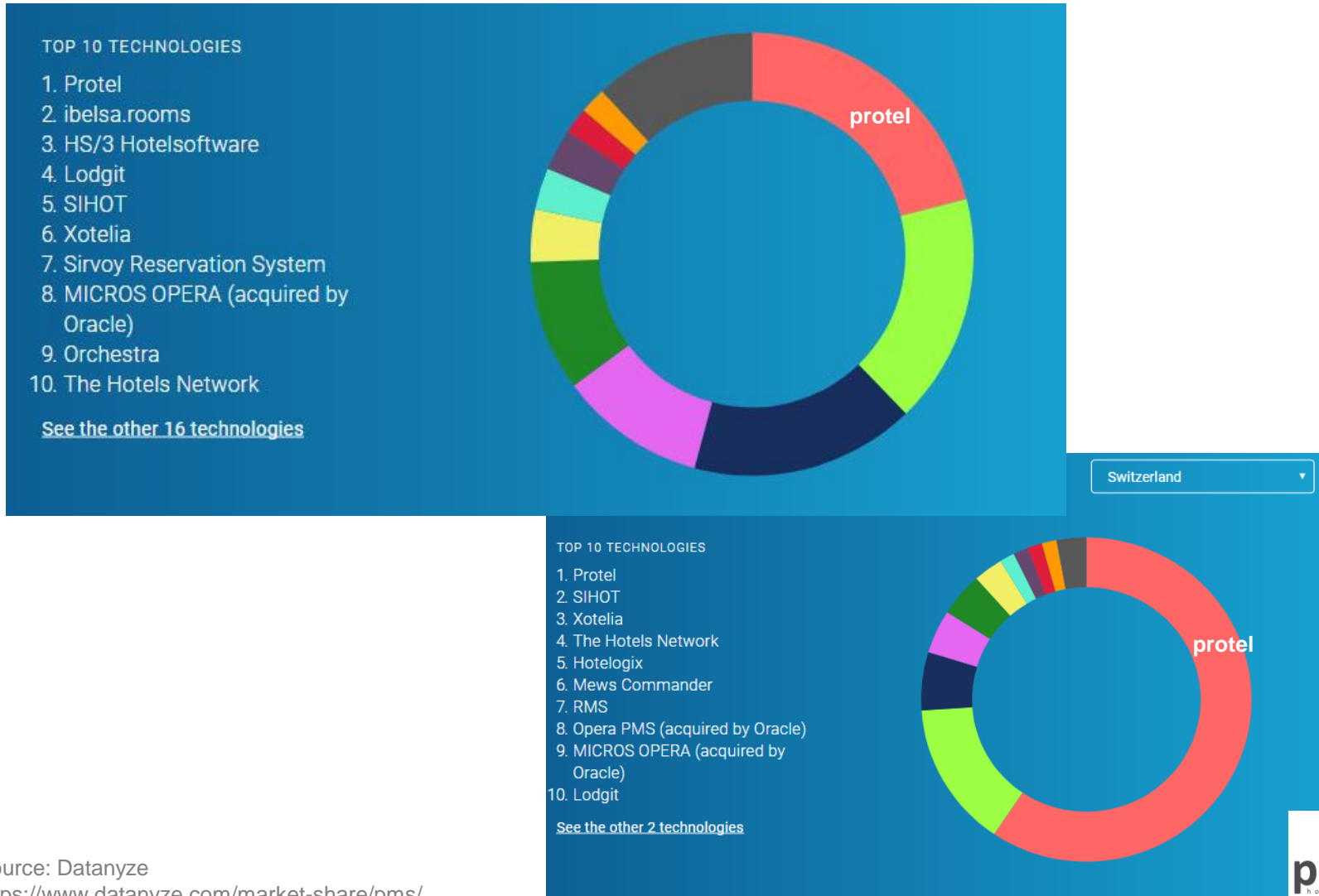
# *Protel PMS, leader in customer satisfaction in Europe*

- ❖ *protel* is German software solution for hotel management (PMS) more than 12.000 hotels in 80+ countries are using protel
- ❖ Adopted for local markets in Balcan countries
- ❖ Increasing market share in major EU countries
- ❖ Integrated with other IT systems : worldwide & local solutions such as ipTV, F&B, PBX, BMS, ERP, OTA & GDS booking chanel
- ❖ Independent market research of German market:  
protel = No.1 software for hotel management in category:
  - ✓ Customer satisfaction  
**97%** hotels, using protel, are (very) satisfied with it
  - ✓ *protel* has the **highest** score in functionality



# Protel PMS, market leader in Germany, Switzerland, EU?

## Datanyze: Top 10 Technologies: Hotel PMS market: Germany



# *Why is protel a reliable partner for you?*



- ❖ international team with 25+ years of experience in IT support for hospitality
- ❖ Extensive knowledge in hotel management
- ❖ supporting future IT trends in hospitality
- ❖ Local support and localisation

- ✓ Our primary goal is **satisfied customer** !
- ✓ Client base: over 150 hotels are using protel in Adriatic area

# Reference customers: protel PMS worldwide





# Protel references in Slovenia, Croatia, Serbia, ...

**AUSTRIA  
TREND**

10 hotels



tourist GREEN resort  
*Garden Village*  
BLED - SLOVENIA

Grand Hotel  
*Rogaska*

**LE**  
**LAMBERGH**  
CHÂTEAU & HOTEL

**NOX**  
HOTEL

*VANDER*  
URBANI  
RESORT

**hotel park**  
ljubljana ★★★

★★★  
**A**  
A HOTEL

**CUBO**  
HOTEL  
★★★★★



ANTIQ PALACE  
★★★★  
SERVICED APARTMENTS & RESIDENCES

**HP**  
**HOTEL PIRAN**  
since 1913  
★★★★

32 hotels  
**FALKENSTEINER**  
Hotels & Residences  
Welcome Home!

10 hotels  
**ARCOTEL**  
HOTELS

**AQUARIUS**  
DUBROVNIK

**BOHINJ ECO HOTEL**

**MARITA**  
Premium  
Hotel & Casino & Spa

The Pucić  
Palace



DUBROVNIK

★★★★★  
**MIRAMAR**  
DAS ADRIA-RELAX-RESORT IN ABBAZIA

★★★★★  
**HOTEL KVARNER PALACE**  
DAS GRAND HOTEL DER KVARNER RIVIERA

**zepter**  
INTERNATIONAL  
LIVE BETTER • LIVE LONGER

**HOTEL EVROPA**  
since 1873  
★★★★★  
140  
LET / YEARS

4 hotels

**EMERALD**  
★★★★★  
HOTEL

**Best Western**  
**PREMIER**  
Hotel Astoria  
★★★★  
ZAGREB

★★★★★  
**JUMP INN HOTEL**

**SAINT TEN**  
HOTEL BELGRADE

★★★★★  
**Hotel Palisad**  
Zlatibor

**Best Western**  
**PREMIER**

**protel**  
hotel software



Mobile  
CRM tools



Online  
Bookings  
CRS



Front  
Office



SQL Server



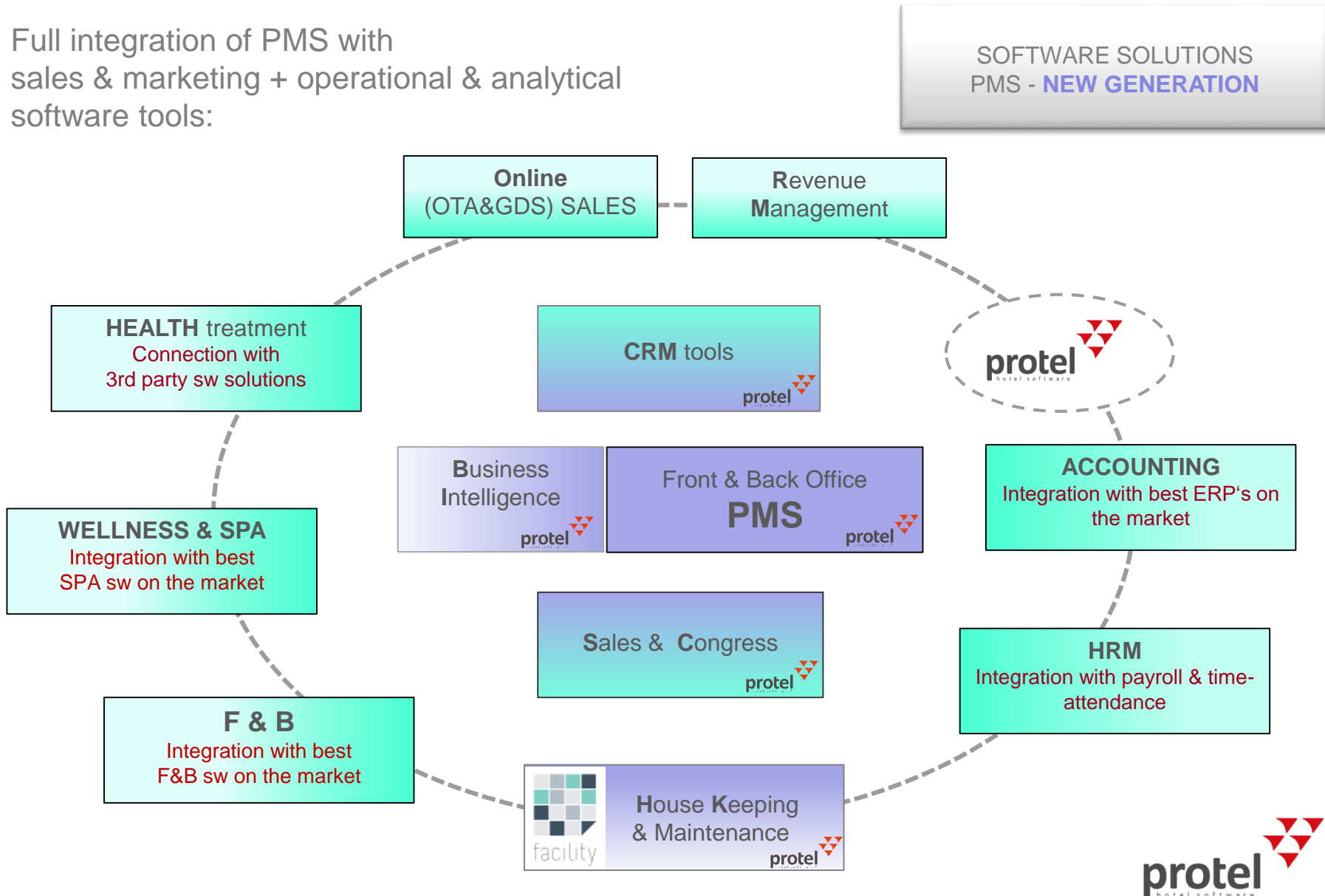
Conference  
&  
Banqueting



Sales &  
Marketing

# PMS solutions of NEW Generation

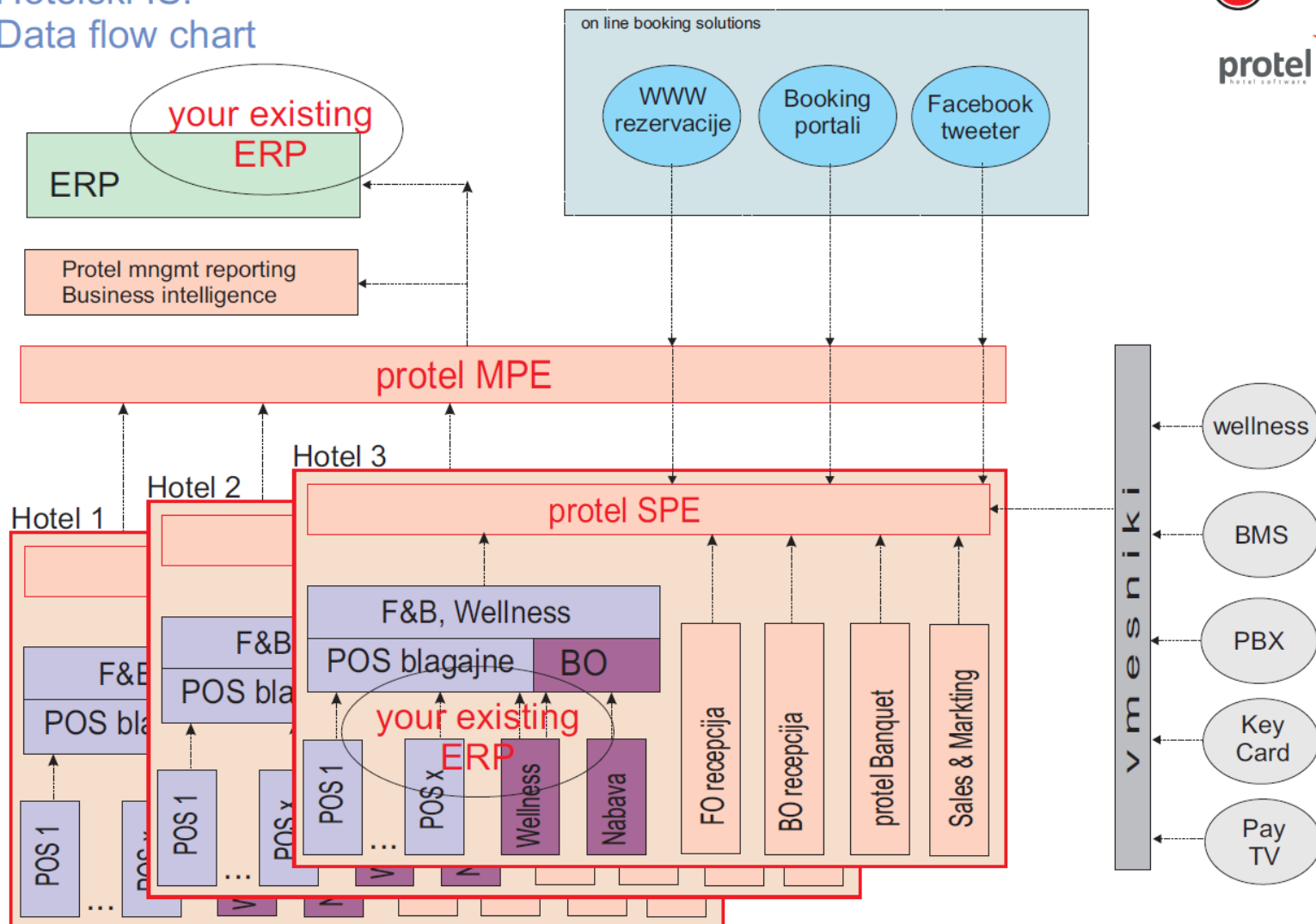
Full integration of PMS with sales & marketing + operational & analytical software tools:





# PMS solutions of NEW Generation

## Hotelski IS: Data flow chart



# *Protel Front Office – best operational tools for sales*

- ❖ **Rate code** management
  - ❖ Per room category
  - ❖ Per season, weekend
  - ❖ Per company, TA, special guest
- ❖ **Rate availability**
  - ❖ Length of stay / min.stay
  - ❖ Occupancy levels
  - ❖ Early / Late booking
  - ❖ Cancellation codes and conditions
- ❖ Working with **individual** reservations
- ❖ Working with **group** reservations, group master accounts
- ❖ Use of market/source/come/hear codes for marketing analysis



# *Why is protel a “must-have” sales & marketing tool ?*

## ❖ Internet reservations

- ❖ BWI interface to BW CRS
- ❖ Web booking Engine
- ❖ 2way Link to IDS, GDS



## ❖ Guest correspondence via email, SMS, mobile dev.

- ❖ Protel Messenger / automated email/SMS sending
- ❖ Protel Voyager / mobile web portal for hotel guests
- ❖ Protel Maling Expert / marketing tool

## ❖ Excellent sales support & CRM tool

- ❖ Protel Sales & Marketing
- ❖ Integration to Revenue Management tools  
(Ideas, RateGain, RateManager, AvailPRO)

# *On-line internet reservation systems are reality*

## ❖ protel **WBE**

- ✓ Internet reservations on hotel own web site
- ✓ Best functionality, perfect integration with protel PMS



## ❖ **IDS** interface

- ✓ 2way communication
  - room availability, pricing
  - ← Guest reservation, guest data
- ✓ Connected directly to more than 50 OTA systems and via chanel managers to 300+ OTA's and GDS's

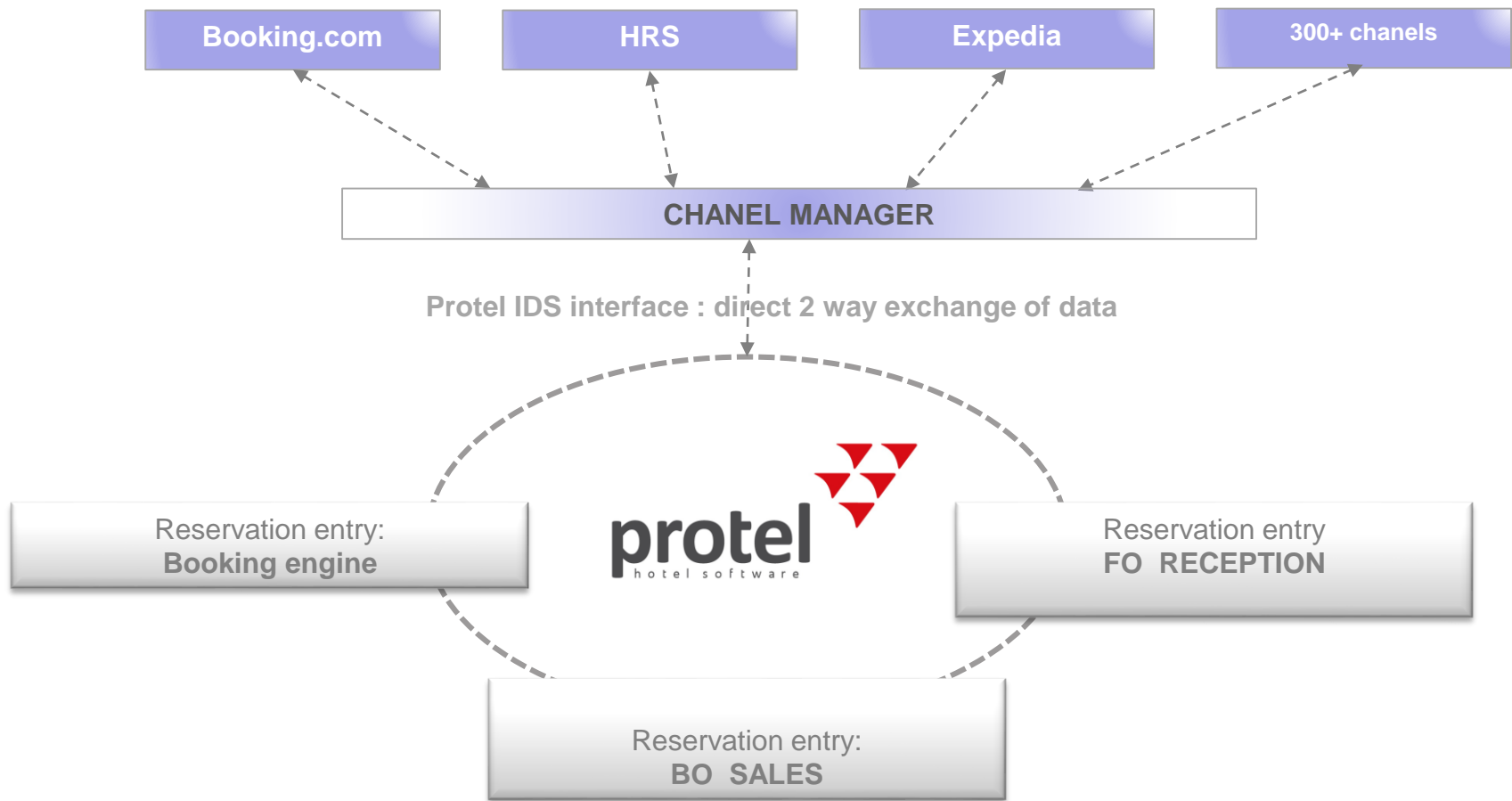
## ❖ Interface to **CRS** systems ( BW CRS Interface )

- ✓ 2way connection
- ✓ Available for protel SPE & protel AIR - cloud system (2015)



# Integration of online sales & protel FO

Data flow of new reservations – coming into the PMS system; 2way management





# „protel guest journey“ – overview of protel CRM tools

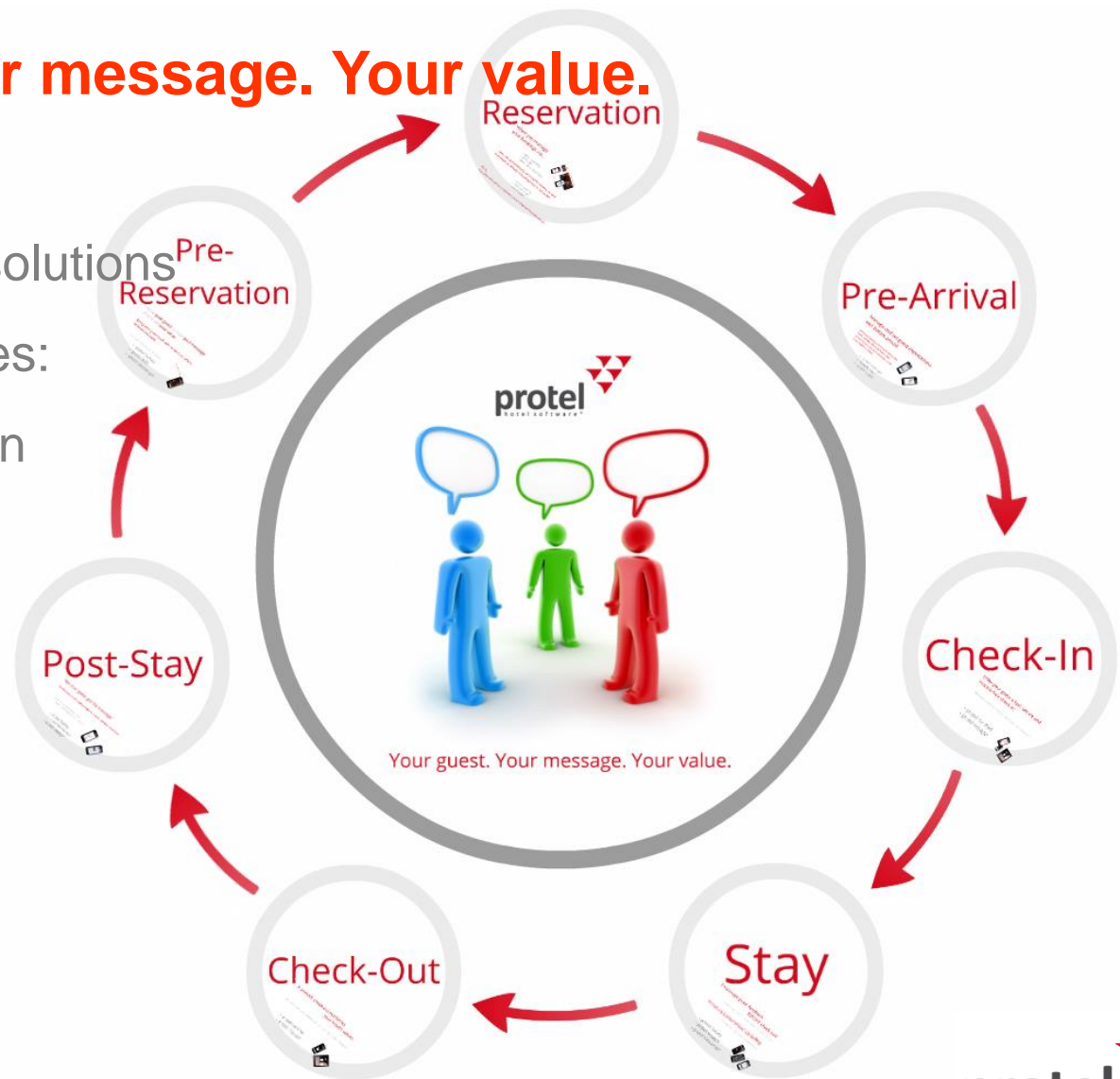
**Your guest. Your message. Your value.**

Incorporate mobile solutions  
for guest in all phases:

- ✓ Before reservation
- ✓ Before check-in
- ✓ In hotel
- ✓ After check-out
- ✓ After reservation

Protel **Messenger**

Protel **Voyager**



## **protel voyager** – solution for special guests

- ❖ web service connected to your protel SPE/MPE
- ❖ Suitable for all mobile devices / any resolution
- ❖ The good for hotel:
  - ✓ Offer to guest more than expected
  - ✓ Information about hotel news , offers
  - ✓ Increase sales possibility
- ❖ The good for guest:
  - ✓ Good impression about hotel
  - ✓ Information at fingertips
  - ✓ Update guest data himself
  - ✓ View special offers
  - ✓ Self check-in, out



**protel Messenger** – automated email/SMS sending  
to guests or employees

- ❖ Send the right message to the right guest at the right time
- ❖ Use **email** or **SMS**
- ❖ Set „triggers“ for messages, such as:
  - ❖ 2 days after departure / “thank you note”
  - ❖ 1 dan before arrival / “wellcome message”
  - ❖ Bithday message
- ❖ Set up the system directly from protel with no mistakes



## **protel mailing expert**

direct marketing activities from PMS

- ❖ integrated mailing system
- ❖ Selection of target -

guest selection on criteria:

„Select all guests who were our guests in the past 4 years for NY , spent more than 900€/person, are golf players, from England or Germany, ...“

- ❖ System is aware of mass mailing limitations and can send emails with time delays
- ❖ Create marketing campaigns & track activities



## **Sales & Marketing**

software module :

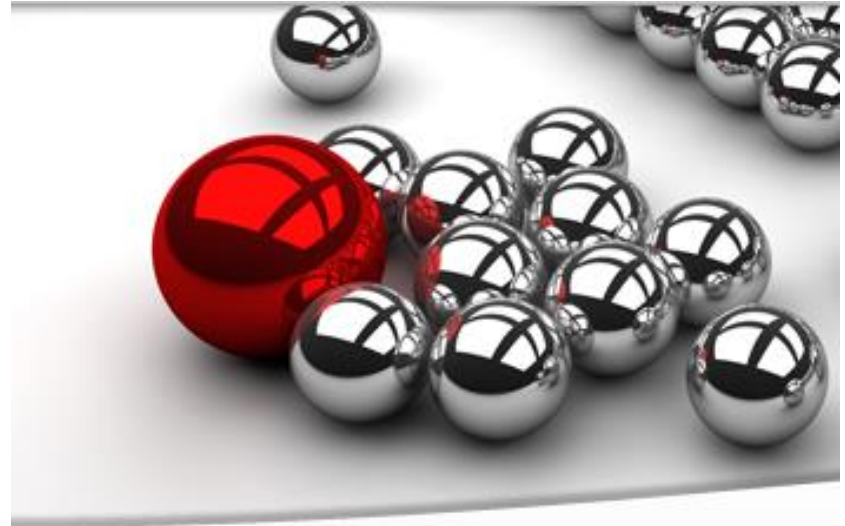
plan

track

follow-up

analyse sales activities

- ✓ per guest
- ✓ per sales employees





## **Conference & Banqueting**

software module :

plan

track

follow

charge

analyse

**conference and banquet activities**

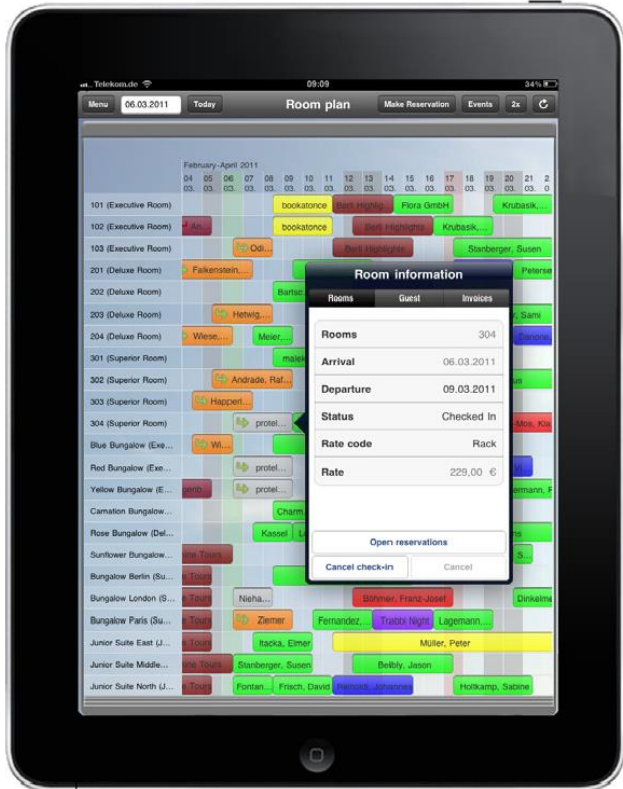
as integral part of your PMS operations



## protel for ipad / protel for Android

Works as "native iOS"/ "Android" app,

connected to your protel database ; Works in hotel or on the way !



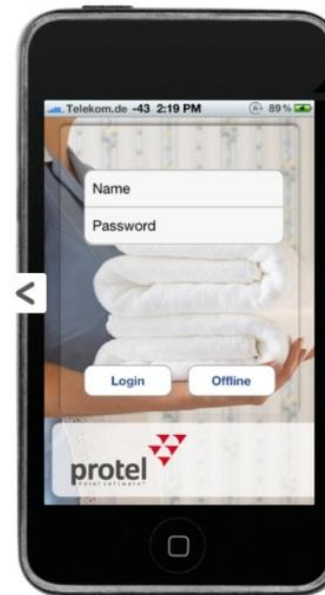
- ❖ reservations, guest correspondence
- ❖ Room plan, room type plan
- ❖ Check availability and pricing
- ❖ View guest data
- ❖ Online reporting on the way
- ❖ Online – guest checkin

## protel **Housekeeping**

Works as "native iOS"/ "Android" app, connected to your protel database

### Best companion of housekeeping staff

- ❖ Room cleaning plan per employee
- ❖ See all info of a room & guest
- ❖ Change status of room instantly
- ❖ Enter maintenance work order
- ❖ Enter lost & found objects
- ❖ Attach photo of room detail



Our Mission is to answer every day to this question :

*What can we do  
together with you  
to improve your operating results ?*



Representative & support offices in Croatia, Slovenia, Serbia :

