

HOSPITALITY  
WITH  
A SYSTEM



Management software for managing hotel chains  
and hotel groups from a central database

**PROTEL MPE (MULTI PROPERTY EDITION)**

**PROTEL HQ (HEADQUARTER)**

Product information

# PROTEL MPE AND HQ

## PROTEL MPE UND PROTEL HQ: THE PREMIUM SOLUTIONS FOR MANAGING MULTIPLE HOTELS

### GOOD TO KNOW ...

Also with protel expansion modules you will benefit from central features:

#### **protel Banquet**

All rooms and events in the Banquet plan at a glance.

#### **protel Sales & Marketing**

You will have direct access to the information stored in the central database from anywhere in the system, translating into more efficient planning and management of sales and marketing activities.

### **The Multi Property Edition with centralized real-time data access**

As a central property management system, protel MPE can transform even a global hotel chain into a single unit. All connected hotels access the same guest information from a central database. Data and functions are available in real time at every property. And you can reap the enormous benefits of having clean data stocks and lean business processes. The protel Multi Property Edition offers reservation, marketing and reporting in one package so you can monitor and control all your activities, revenues and reports across your entire organization.

### **The Headquarter solution with controlled data exchange**

The protel HQ property management software is the perfect choice for hotels who have low-bandwidth data lines and thus need to limit the data volume they share with their headquarters and other hotels. All connected hotels run their own databases and transmit all the data needed at headquarters to the central database over the internet. Data can be updated once a day or even once a minute, if you wish.

Do you want to learn about some of the main features and functionalities of protel MPE und HQ?

## OUR PRODUCT HIGHLIGHTS

- ▶ CRS (Central Reservation System)
- ▶ Central Guest Profile
- ▶ Central Sales Enquiry
- ▶ Central Direct Marketing Tools
- ▶ Central Reporting



## CRS (Central Reservation System)

With the active room type plan, you can closely track your occupancy situation, including available rooms, overbookings, allocations, options, waiting lists, percentage occupancy, et cetera. Simply drag and click to reserve your guests' preferred room types. Even reserving groups across different types and time periods will become child's play.

## FEATURES IN PROTEL MPE:

- Central Rate Management
- Receivable Control
- Allocation Management
- Reservation Overview
- Consignment Invoice
- Master Data Maintenance

## FURTHER MAIN FEATURES:

- Deposit and accounts receivable management, reminders
- Season- and allocation management
- Integration of many Microsoft programs available (route planner "Map-Point", Excel, Word, Visio)

Room type plan: 01/10/08-18/10/08		01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
October	48 We	Th	Fr	Sa	Su	41 Mo	Tu	We	Th	Fr	Sa	Su	42 Mo	Tu	We	
2008	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	
Event	01															
Event	02															
Event	03															
Louis Palace, 14183 Berlin Countryside resort																
SU	1	4	4	4	1	1	1	4	4	4	4	4	4	4	4	4
PRTB	1	2	2	2	10	10	10	10	10	10	10	10	10	10	10	10
STFAM	1	12	0	3	3	3	3	3	3	3	3	12	12	12	12	12
NSFAM	1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
STTB	1	27	4	4	4	11	27	27	27	27	27	27	27	27	27	27
HSTB	1	19	0	0	0	0	0	0	0	0	0	19	19	19	19	19
STDB	1	18	13	0	5	5	5	18	18	18	18	18	18	18	18	18
HSDB	1	18	1	1	3	3	3	3	1	1	1	16	16	16	16	16
STSB	1	8	0	0	8	8	8	8	8	8	8	8	8	8	8	8
Total available	114	30	20	46	46	47	63	77	77	77	120	120	120	120	120	
Allocations	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Option	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Provisional	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Waiting list	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Confirmed	0	92	102	62	62	75	59	45	45	45	2	2	2	2	2	
Occup.	7	75	34	67	67	61	48	37	37	37	2	2	2	2	2	
OutOfOrder	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Physically available	114	30	20	46	46	47	63	77	77	77	120	120	120	120	120	
Richard's Hotel, ASP0 26J London City Center																
PRDB	1	21	0	1	1	22	22	0	22	22	22	22	22	22	22	22
SU	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
PRTB	1	25	25	0	0	25	0	25	25	25	25	25	25	25	25	25
STTB	1	0	41	42	0	42	42	0	42	42	42	42	42	42	42	42
STDB	1	3	4	7	7	88	90	0	90	90	90	90	90	90	90	90
STTP	1	2	2	2	2	8	8	0	8	8	8	8	8	8	8	8
STSB	1	3	3	0	0	3	3	1	3	3	3	3	3	3	3	3
Total available	54	75	52	10	10	182	183	28	98	188	188	189	189	189	189	
Allocations	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Option	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Provisional	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Waiting list	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Confirmed	135	114	137	129	2	26	181	93	1	1	0	0	0	0	0	
Occup.	71	80	72	68	1	14	85	49	1	1	0	0	0	0	0	
OutOfOrder	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Physically available	54	75	52	10	10	182	183	28	98	188	188	189	189	189	189	
Victoria Hotel Amsterdam, LG 1012 Amsterdam City Center																
PRDB	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
PRTB	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
STFAM	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
STTB	1	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26
Total available	234	171	138	118	293	278	157	239	331	331	375	375	375	375	375	

Simply drag and click to reserve all of your guests

# PROTEL MPE AND HQ

## Guest profile

Each guest is unique, and the customizable guest profile is the perfect place to record what makes them unique. In addition to their address, reservation and revenue details, you can also keep track of guests' personal preferences and requests. With each visit, you can get to know your guests better and have an ideal foundation for effective marketing.

► Your benefit: Via centralized data real-time access each guest file only exists once within a hotel chain or group. Thus, manual synchronization of information is no longer required.

The screenshot displays the Protel MPE software interface for a guest profile. The top menu bar includes tabs for Banquet History, Banquet Future, Photos, Additional Remarks, Nethotel, Cityhotel Demo, Additional Guest Info, Sales Production, VSP Info, and Traces History. Below the menu, there are several data entry fields and sections:

- Notes to restaurant:** A text area containing "White wine: Chardoney 2005".
- POS Rate code:** A dropdown menu currently set to "POS:2985".
- Remarks visible to all hotels:** A text area containing "Flowers: red roses".
- Remarks visible to active hotel only:** A text area containing "He knows the general manager".
- Room specific requests:** A tree view showing requests such as "AIR Air Conditioning", "KING King size bed", "N5 Non Smoking Room", and "SEAVIEW Seaview".
- Guest specific requests:** A tree view showing requests such as "FP Feather Pillow".
- Preferred rooms:** A tree view showing preferred rooms for different hotels, including "205 Richard's Hotel Richard's Hotel, ASPQ 2AJ London", "104 Louis Palace Louis Palace, 14193 Berlin", and "205 Victoria Hotel Amsterdam Victoria Hotel Amsterdam, LG 1012 Amsterdam".

The perfect customizable guest profile

## Sales Enquiry

When customers try to book a hotel room, they expect fast, attentive service. With the sales enquiry, your staff can help your guests professionally and offer optimum rates. Press one key anywhere in the system, and you can activate the wizard for full-featured support with the reservation process.

► Your benefit: For each day of the inquired period the individual daily rate is displayed. In order to provide information immediately protel reckons up and displays the average sum per night as well as the total sum. With just one mouse click you have the determined daily BAR (Best Available Rate) displayed.

An indispensable support for customer dialogues- whether personally or on the phone- and the ideal foundation for effective marketing. Not only for newcomers

## PROTEL ADD-ONS:

Mailing-Expert

Auto VIP

Active Desktop

Sales Production

SMS Confirmation

Business card scanner

Pivot table

Room planning with Microsoft Visio

Route planning with Microsoft MapPoint

Synchronization with Microsoft Outlook

Voucher management

Vacation Ownership Module

Automatic call identification

Press one key anywhere in the system to activate the wizard

# PROTEL MPE AND HQ

## GOOD TO KNOW ...

One application where rate management is absolutely essential is an internet booking engine that books rooms in real time.

protel Rate Management sets the rate directly for whichever rooms the guests book online. And the internet rates rise and fall with demand as occupancy levels change.

In addition to rate availability, protel Rate Management also administers specified corporate rates at various levels. Likewise, rate availability restrictions can be overridden by properly authorized users.

protel maintains a large selection of interfaces- for example to provide a link to professional Yield management systems. An overview of all interfaces you can find on our website.

## Rate Management

Room rates and availabilities are key criteria for your hotel's business success – and the most important information for guests who wish to make a reservation over the internet or the phone. Use the rate management tool to specify a particular pricing strategy for your staff and guests – for individual days, weeks or even an entire year. It identifies your hotel's current and expected occupancy, broken down by room category or individual room. This is the surest way to optimize your pricing.

Dynamic rate management is a great way to automatically optimize your average room rate. That's why protel Rate Management enables you to set up strategies for each rate code and day. In protel, you can assign rate codes at a fine degree of granularity – down to the individual day and room, if desired. protel will then automatically activate and deactivate rates depending on the strategy.

The screenshot shows the 'Rate Availability' window in a software application. At the top, there are controls for 'Display' (set to '11'), 'Months' (set to '2009'), and 'View details' (checked). The 'Hotel' dropdown is set to 'Richard's Hotel - Richa...'. A search box on the right shows a list of hotels: 'All hotels', 'Louis Palace - Louis Palace, 14193 Berlin (3)', 'Richard's Hotel - Richard's Hotel ASPD 2AL London (2)', and 'Victoria Hotel Amsterdam - Victoria Hotel Amsterdam, LG 1012 Amsterdam (14)'. The main area is a grid with columns for 'Rate code', 'Yield Le...', 'RT', 'Rob...', and a grid of dates from 19 to 20. The 'Rate code' column lists various codes such as 'Feelwel [YANG]', 'LCR1 [anker]', 'IBM [IBM]', 'GOLF [Golf]', 'Right pric [External]', 'Wellness d [WELL DREAM]', 'Rack2 [Rack2]', 'RACK [RACK]', 'Sulcus 4 [Solplan]', 'WBE [WBE]', 'Test [Test1]', 'A... ZERO [Zero]', 'A... ZERO [Admin]', 'A... ZERO [C # B]', and 'A... ZERO [ZERO]'. The 'RT' column contains codes like 'STOB.ST...', 'PRTR.F.', 'SU', 'STTB', and 'PRTB'. The 'Rob...' column has values like '1', 'x0', and 'POS'. At the bottom, there are 'Strategy Options' (From: 02/11/09, To: 02/11/09, Action: xP1 Maximum sell of P1) and 'MPE Options' (Set strategy for the following hotels: Richard's Hotel). Buttons for 'OK', 'Cancel', 'Set', and 'Publish to GDS' are visible.

Use the rate management tool to specify a particular pricing strategy

## Reporting

protel Front Office's integrated reporting function provides for more insights into your business. Not only does it track key performance indicators on reservations, revenues, occupancy and average rates, but it also supports complex analytics such as period-specific analyses of market segments. Effortlessly import your data into Microsoft Excel for further manipulation as needed. Do you need to check up on your business while on the road? No problem! With nothing more than a web browser and an internet connection, you can retrieve your hotel's data – any time, any place. The Microsoft SQL database provides the best guarantee that you can get the most out of your data with external analytical tools. Built-in business intelligence functions allow you to translate actionable information into informed action.

Choice Hotels									
Report date:		11.03.2009							
Fiscal year start:		01.01.2009							
Fiscal year end:		31.12.2009							
	total			City DO			Carlton DO		
	current year	last year	changes	current year	last year	changes	current year	last year	changes
adults	360	1.121	32,1 %	36	245	14,7 %	85	147	57,8 %
child 1	0	0	0,0 %	0	0	0,0 %	0	0	0,0 %
child 2	0	0	0,0 %	0	0	0,0 %	0	0	0,0 %
child 3	0	0	0,0 %	0	0	0,0 %	0	0	0,0 %
child 4	0	0	0,0 %	0	0	0,0 %	0	0	0,0 %
children	0	0	0,0 %	0	0	0,0 %	0	0	0,0 %
guests in house	360	1.121	32,1 %	36	245	14,7 %	85	147	57,8 %
rooms occupied	257	712	36,1 %	26	197	13,2 %	77	139	55,4 %
rooms sold	257	712	36,1 %	26	197	13,2 %	77	139	55,4 %
rooms free	26.791	27.057	99,0 %	13.015	13.159	98,9 %	4.132	4.192	98,6 %
rooms to let	27.048	27.769	97,4 %	13.041	13.356	97,6 %	4.209	4.331	97,2 %
rooms out of order	0	63	0,0 %	0	63	0,0 %	0	0	0,0 %
rooms day let	4	7	400,0 %	0	7	0,0 %	0	0	0,0 %
rooms occupancy	1,0	2,6	37,1 %	0,0	1,0	0,0 %	1,0	3,0	33,3 %
beds occupancy	0,9	2,7	33,0 %	0,0	1,0	0,0 %	1,0	2,0	50,0 %
rooms complimentary	0	0	0,0 %	0	0	0,0 %	0	0	0,0 %
rooms noshow	0	2	0,0 %	0	2	0,0 %	0	0	0,0 %
rooms double for single	0	0	0,0 %	0	0	0,0 %	0	0	0,0 %
revenue total	44.315,13	144.261,34	30,7 %	4.033,61	29.681,51	13,6 %	9.642,86	18.180,67	53,0 %
revenue total per sold room	172,43	202,61	85,1 %	155,14	150,67	103,0 %	125,23	130,80	95,7 %

Import your data into Microsoft Excel for further manipulation as needed

# PROTEL MPE AND HQ

## PROTEL PRODUCT LINES:

### **protel smart**

For the reservation software protel smart we've tailored our internationally proven premium software solution to the needs of small and mid-market hospitality providers. It's an attractive package with great pricing, ease of use and functionality. It enables you to benefit from many proven features of protel SPE.

### **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.

## FURTHER EXPANSION MODULES:

### **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!

### **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 (SPE, HQ or MPE). From no-obligation inquiries to firm reservations, your guests will always see the latest information.

**Your notes:**



# PROTEL MPE AND HQ

**Your notes:**

**Your notes:**

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WITH  
A SYSTEM



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