



**ibsoftware**

# Seamless Distribution

## demand gateway

IBS' industry-leading Demand Gateway is the **supplier distribution platform** that enables hotel properties to effectively and efficiently manage demand. Demand Gateway allows you to customize your distribution reach and centralize operations, decrease costs and increase revenue.

Demand Gateway is the most advanced multi-channel distribution tool available for the hospitality industry. Our innovative **cloud-based** solution enables suppliers to electronically distribute enhanced dynamic content inclusive of availability, rates and inventory across multiple channels as well as receive confirmed bookings seamlessly and in real-time. We help you leverage a multitude of distribution channels through our platform thus increasing revenues for your portfolio of hotels. The Demand Gateway is designed to fully and easily **integrate** with most reservation and revenue management systems. Our flexible solutions portfolio provides robust integration to legacy as well as leading-edge reservation and revenue management systems to suit your needs. Its **scalable architecture** enhances merchandising capabilities so that you can offer your products and services in more innovative ways like flash sales, free night promotions, room upgrades or dynamic packaging.

### Demand

Real-time sales and distribution optimization platform designed to support various pricing, yield and promotional strategies.

### Aggregate

Seamless, real-time connectivity with PMS, CRS, RMS and other central systems.

### Distribute

Seamless, real-time connectivity with channel partners with varying technological capability, connectivity or commercial models.

### Navigate

Easy-to-use administrative features access a rules engine to dynamically control availability, rates, and inventory at the channel/property level.

**Highly capable:** Delivers advanced connectivity to major distribution channels with seamless flow of information

**Compliant:** Offers support for full XML 2 way integration & compliance with Open Travel & HTNG messaging

**Friendly:** Features user-friendly interfaces and customizable dashboards

**Scalable:** Maintains rate parity across distributors and support for multiple products

**Seamless:** Provides seamless direct control from CRS or PMS for real-time inventory distribution

**Robust:** Automatically throttles high volumes of shopping queries to match performance of supplier systems

**Predictive:** Includes planned capability for analyzing booking data and running forecast algorithms to predict real-time distribution strategies

## Metasearch and Social Media

In today's world, where metasearch is becoming an integral part of a supplier's distribution strategy, hotels are looking at continually reducing costs by driving more revenues via direct bookings. If you have invested in your own property website and are looking at driving more traffic, it would be worthwhile to invest in a distribution platform having affiliate partnerships with leading metasearch engines. The IBS Demand Gateway Distribution Platform will help you get more out of your metasearch connectivity campaigns and help reduce costs by automating most of the manual processes involved in metasearch inventory, rates and campaign management.

- Increase direct bookings to your property web site
- Send real time inventory & best rate information via demand gateway interfaces
- Increase brand awareness
- Lower distribution costs
- Leverage ancillary cross & up sell opportunities

Through rich partnerships with leading metasearch engines such as Google and TripAdvisor, the IBS Demand Gateway distribution platform helps travellers lessen their dependency on the OTAs and drive more direct bookings to their property website.

## Ancillary Products

As hotels strive for incremental revenue opportunities, you will undeniably need to be more flexible and pertinent, taking a more data-driven approach in anticipating your guest needs. Embracing distribution of ancillary products and offering guests relevant & tailored offerings, can go a long way in enhancing a hotel's bottom line sales. With the IBS Demand Gateway platform, you enjoy access to a wide array of ancillary products, enabling you to cross-sell and package your products, achieve a higher conversion rate and drive incremental revenue.

- **Configuration:** Provides flexibility to categorize services & control by dates - inventory & prices for services such as Early Check-in, Late Check-out, Fruit basket, Airport transfers etc.
- **Custom packaging:** Defines offers and packages specific to various online channels - Mobile, Social Media, Email Marketing/ Groups with customized pass keys
- **Offers management:** Categorizes Offers and Room types. Limits display of room type availability at the offer level where desired
- **Promotions:** Offers various types of promotions / discounts like percentage discounts, amount discounts, free nights etc. with strike through pricing
- **Customization:** Customizes up sell & cross sell opportunities for select offers and room types
- **Loyalty program management:** Supports partner programs & loyalty programs at the property level

## Virtual Payments

With our built in virtual payments solution, your distribution partners can enjoy the benefits of real-time seamless connectivity and booking combined with automated payment processing - all as a bundle in the Demand Gateway platform. Barriers to entry are eliminated, as no additional interface is required.

