



ihospitality GATEWAY

Seamless Distribution

IBS' industry-leading **iHospitality Gateway** is the **supplier distribution platform** that enables hotel properties to efficiently and effectively manage demand.

iHospitality Gateway's flexibility allows you to implement your hotels distribution strategy while centralizing operations, thus decreasing costs while also driving RevPAR.

iHospitality Gateway is the most advanced multi-channel distribution tool available for the hospitality industry. Our innovative **cloud-based** Source Connector enables hotels suppliers to electronically distribute enhanced dynamic content inclusive of availability, rates and inventory across multiple channels simultaneously ensuring parity. Confirmed bookings are reported directly to the PMS or CRS seamlessly and in real-time. Our Control Center will help you enable your sales strategy across a multitude of distribution channels and segments increasing transactions across your entire portfolio of hotels.

The **iHospitality Gateway** directly integrates with any supply system including (PMS) Property Management, (CRS) Central Reservation System and/or (RMS) Revenue Management Systems. The platform's cloud-based **scalable architecture** coupled with enhanced merchandising capabilities provides unlimited support of products and services. Innovative promotional and packaging functionality allows provides compelling offers across your B2B and B2C partner network.

Demand

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

Aggregate

Our Source Connector provides 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

The Control Center features easy-to-use access to 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: Source Connector offers support for full XML 2-way integration & compliance with Open Travel & HTNG messaging

Friendly: Control Center features user-friendly interfaces and customizable dashboards

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

Seamless: Source Connector 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 **iHospitality 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 **iHospitality 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 **iHospitality Gateway** distribution platform helps travelers 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 **iHospitality Gateway**, 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 bookings combined with automated payment processing - all as a bundle in the **iHospitality Gateway**. Barriers to entry are eliminated, as no additional interface is required.



Redefining the Future of Travel through Technology Innovation

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