

OTELLO

H O S P I T A L I T Y E R P

by AmonRa Software

OTELLO

About AmonRA Software

- ☐ Started in 1999
- ☐ Specialized on only Hospitality Software solutions
- ☐ Offices in Antalya, Istanbul, Ankara
- ☐ Global vision, international standards
- ☐ About 800 hotel installations



Technology Eco-system Partners

- ☐ GIATA - #1 as Hotel Content Provider
- ☐ Google - #1 in Internet Advertisement
- ☐ HolidayCheck - #1 in Europe Hotel Reviews
- ☐ TripAdvisor - #1 in Hotel Reviews
- ☐ Channelmanager.de - Leading CM in Europe

The Team

- ☐ A Professional Team consists of hospitality and technology experts
- ☐ Continuous trainings and development
- ☐ Usage of nearly all software tools we sale
- ☐ A perfect communication in Department and Company Level
- ☐ Quick Solutions with All-in-One Experts!



Support In All Aspects

- ☐ True 7/24 Support from Call Center
- ☐ Access with every possible ways (Phone, Internet, EMail, Chat, ...)
- ☐ Case Management, Request Management,
- ☐ Software Version Management
- ☐ Solution Oriented Philosophy!

The Otello Hospitality Suit

- ☐ A Complete Harmony Of Software with same interface, one DB, fully integrated modules
- ☐ Combination of all hospitality related technology
- ☐ Zero-Level Duplicate or Manual Work
- ☐ Inclusion of every bit of information
- ☐ Whenever you need your data, we deliver!

OTELLO

**Your business is at
your fingertips, anywhere.**

Every report, statistics and analysis that you get from **amonRA** is on the internet and all mobile devices (iPhone, Android, iPad, etc...), ready for access instantly.



OTELLO MODULE FUNCTIONS

Sales And Marketing

- Sales Call and linked Task Management
- Unlimited analysis and access to data
- Maximum performance and communication for sales force with mobile access
- Real time budget realization tracking
- Marketing with unlimited opportunities with embedded CRM and E-Commerce tools.

Guest Relations

- Access to all possible data for a guest from profile screen
- Questionnaires with different scoring, filled in all medium (PC, Kiosk, Web, Mobile, EMail)
- Complaints and requests with all aspects
- Guest recognition and data commitment anywhere (Sales, SPA, F&B, Entertainment)

E-Commerce

- Seamless interfaces for real time, rule based online availability, rate, reservations
- Guest data-driven, embedded, individualized e-mailing and campaign management
- Fully trackable reputation management
- All-In-One Tool Set including Early-Bird Statistics from market!

In-House Operation

- Call Center for technical services, complaints, requests
- Task management with mobility
- Periodical maintenance for all appliances
- Fully customised automatic alerts for technical and management stuff

Front Office and Room Management

- Easy FO operations with task based screens
- A perfect balance between flexibility and data security
- Instant access to all guest related data from daily screens
- Innovative visual Room Plan with unlimited customization

Event Management

- Customized data screens for different event types (Conference, Banquet, Wedding, etc.)
- Location, Stuff and Device calendars
- Individual or group event management
- Packaged or ad-doc sales for all kind of products and services
- Integrated inventory and cost management

**SPA Management**

- Easy access to all operations from calendar
- Full integration to Sales & Marketing, Front Office, Accounting, Inventory and Cost modules
- Fixed or flexible group Packages
- Walk-in, hotel and membership guests
- Mobile instant reservations

Mobility e-Guest

- Register card and guest data update
- Guest preferences and requests
- Room service orders
- Instant reservations for every facility
- Mobile e-Concierge
- Mobile intelligent communication for individuals, groups and events

Guest Loyalty - Memberships

- Guest centric operation and data flow
- Bonus gain from every kind of expenditure
- Bonus spend for every kind of facility
- Short-term or long term memberships
- Flexible and trackable discounts in accommodation and extras

P.O.S.

- Fully integrated with FO, CRM, Inventory and Cost modules
- Company, Group or Individual Discounts
- Multi-board, credit or all cash payment options
- PC, Touch Screen, PDA, Tablet or Smart Phone interface

Mobility In-House

- Unlimited and Embedded Mobile Reports & Analysis (BI)
- Mobile Task Management, Procurement, Sales Calls, Front Office
- Mobile P.O.S
- Mobile A La Carte Reservations

Inventory and Purchasing

- Flexible contract and budget integration.
- Automated internal or external requests
- Web based supplier processes
- Confirmation, request and budget warning messages (sms, email)
- Web or mobile device based purchasing management for administration



Cost Control Beyond F&B

- Highly customizable options for all-inclusive, city or business hotels
- Instant cost calculation for menu planning, events, banquet or a la carte.
- Cost and profit based automatic sale prices
- Fully customizable and automatic regular cost report (Saves days every month)

Finance in Control

- Information flow from all operation modules (budget, revenue, expenditures, accounting)
- Purchasing-like financial request processes
- Single screen with all required data
- Unlimited standard and custom analysis
- Interface capabilities for external parties (banks, headquarters, suppliers, ...)

Accounting

- Option for embedded own accounting or external accounting module (Interface to all accounting or enterprise ERP software)
- Optimized multi-branch, multi-company flexible options
- High level user and information security
- All required information in one single screen

User Experience

- Excellent balance between ease of use and unlimited customization
- PC, Web or mobile interfaces
- Module, group or user based menus
- Themes for personal tastes
- Single-click operations and shortcuts
- User, enterprise or system wide options

Budget in All Aspects

- Options for standard or custom budgets
- Departmental, collaborative budget preparation and tracking
- Embedded to inventory, purchasing and sales
- Periodical or operational budgets
- Instant realization check from web or mobile
- Target based alerts in e-mail-sms messages

Interface to Systems

- Revolutionary technology, unlimited possibilities
- %100 guaranty for interface to all software, electronic or web based systems
- Unlimited business logic options with embedded scripting technology

**Business Intelligence**

- Full combination and coordination of all reporting and charting technologies
- %100 guaranty for every report request
- Regular or auto-generated e-mail of reports
- System wide consistent reporting
- Web, Mobile or PC views
- No Excel, no other external tools

Business Intelligence (Reports and Analysis)

- Drill-down lists, pivot tables, charts
- Unlimited levels for pivot tables Drag-n-Drop
- User-Defined templates for single click analysis
- Every kind of top-n, variations, percentages
- Dynamic embedded charting, ad-hoc graphs
- Irregular data inclusion with scripting

BI - RaExcel

- All Excel-like functionality without Excel
- %100 automatic prepared Excel-like reports
- Conditional formatting with results
- Remote or local data for every Cell
- Data collection from external sources (web or other databases)
- 100% guaranty for any report!

BI - RaTweet

- Twitter-like messages for all transactions
- Customization for all administrative levels
- User-defined alerts for all operation
- SMS, EMail, Mobile or web interface
- Intelligent spying including data analysis
- Single click linked detail reports

Chain Management

- Centralized standards for distributed data
- 2-way data flow for all modules
- Side-by-side or cummulative consolidation in all reports and analysis

Custom Development and Beyond

- Dedicated team for continuous development
- No limits for industry requirements
- Fast-track development for possible needs
- Instant development with embedded scripting
- Mobile, Web, native software technologies
- Management for every bit of information
- Single software suite for enterprises

Let us whisper what's happening

With RaTweet, follow info messages and prompts about every single business affairs of any kind within the enterprise. Whether on screen, via internet or from your mobile phone.



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Video Channel



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