



Inceptio Systems Ltd

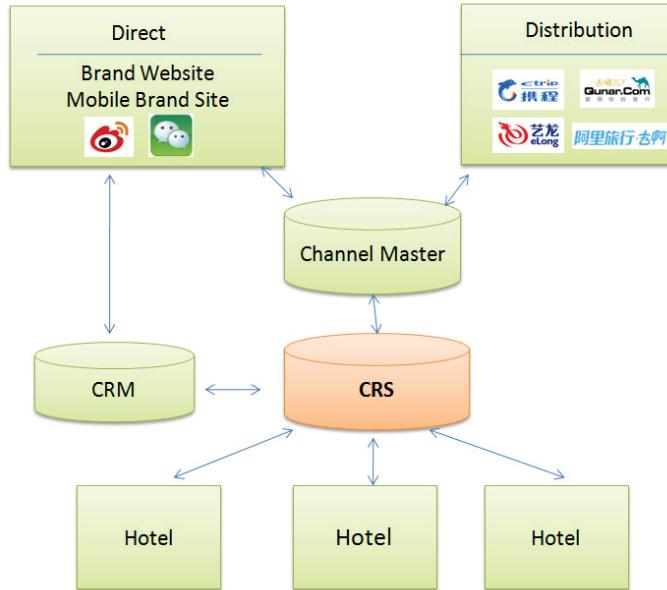
**Intimus CRS
Central Reservation System**

Product Information

Central Reservation System

Intimus CRS is a multi-management, multi-brand, multi-property web based booking engine, that can be accessed by member hotels, corporate customers, registered users and casual surfers. Based on various search criteria, guests are able to find available rooms in a property that closely matches their desired criteria and has rooms available.

How CRS works



The CRS hosting company will create a Central Reservation Website, powered by Intimus CRS. Site administrator will lay down standard codes that will be followed by the listed properties to enable a uniformity in selection criteria.

Each participating hotel will create a complete profile of the hotel, set information based on the uniform standards laid down and update their own room availability and rates based on own policies. They may also allow a direct access to their Intimus HMS software running in the property, to upload real time room availability and download reservations made by guests.

Guests can search for hotels based on a search criteria and select a hotel to make a reservation. While making the reservation, guest can enter all the details of the profile that are typically mandatory for reservation.

Once a booking is completed, it can be confirmed automatically or the hotel can have a policy of manually confirming bookings. Reservations can be directly downloaded into the hotel's own Intimus reservation module without having to re-enter the same and send a confirmation to the customer instantly.

A secure payment gateway can be established for accepting credit card payments for guarantee.

Central Reservation System

What are the advantages of a Central Reservation System?

CRS provides a win-win situation for all stakeholders

At the Group Management level

- A centralised system providing better control over marketing
- It gives the group better marketing tools and ability to directly communicate a uniform corporate image to customers
- Since the customers are visiting your own web site directly, it automatically means Improved customer loyalty

At the Individual property level, it provides the hotel with

- an ability to control availability and pricing for improved yield management
- an additional channel for increasing sales
- savings on agency commissions since you are avoiding paying huge fees to other on-line booking agencies.

At the customer level, it provides the customer with

- Easy-to-search criteria, comparisons
- Instant confirmations

Central Reservation System

Proposed Features

Intimus CRS will be enhanced with the following features in the upcoming versions:

- Ability to issue loyalty cards, make special offers, create marketing campaigns – at group as well as hotel level.
- Search criteria will include special offers as well as ability to redeem loyalty points.
- Create Group / Hotel level rate contracts with corporates / travel agents so that they can access and book rooms at corporate rates.
- Corporate / Travel Agency users will have an ability to log in and make a booking, using their corporate contracted rates
- Individual registered users can create their profile that will be stored on the CRS website and the individual guests can transfer their profile to the reservation. This will help reducing duplication of efforts while making a reservation. They can also use their Loyalty cards to obtain loyalty points or redeem loyalty points based on hotel policies.

Central Reservation System

About Inceptio Systems

Inceptio Systems is a leading Software Publisher, Independent Software System Integration and IT Management Consultants in the with development centre in UAE. Inceptio Systems have own offices in Oman

Mission Statement

Empower decision makers with accurate & timely information using robust solutions, cutting edge technology, at affordable cost, backed up by expert support.

Informed Decision Making is our mantra. Thorough understanding of user requirements, practical solutions, implementing best practices, process innovations, latest technology and expert support, enable us to deliver the information to the users.

Our product range includes

Intimus : Hospitality Management Solutions
Imperium : Manufacturing ERP
Imarat : Construction Management System
Invest : Investment Management System

Inceptio Systems has nearly 30 years experience in the implementation & support of these software programs. Support, which is an ongoing process in the life cycle of any software, is one of the key focus areas and it has a policy of 24 X 7 support for all its customers. We, at Inceptio Systems, believe that our success in retaining our customer base and expansion has been possible only by providing Total Customer Satisfaction through our support quality.

As a part of our corporate policy, we are committed to provide our customers with '**Best Value Products and Services**'.

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