



E-Hors (M) Sdn. Bhd.

(Company No.: 717092-P)

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MEDIA RELEASE

For Immediate Release

Integrated Hotel Management System with Dynamic Pricing

Hoteliers are constantly thinking of ways to improve their profit margin and cash flow, hoping that their hotels can survive this uncertain period. In order to do so, they are presented with a dilemma to cut hotel rates in hopes of a higher occupancy level or trying to maintain hotel rates and cut costs elsewhere but of course, risk lower occupancy levels.

Cutting hotel rates in hopes of higher occupancy levels is definitely not the way to go especially for the long term. Here is where good revenue management makes a lot of difference to a hotel's profit margin.

Dynamic Pricing is not a new thing to hoteliers and has long been implemented by hotels especially by larger hotel chains like Marriott and Hilton. Lately, this method of revenue management has been re-evaluated as a very viable option especially during this economic situation.

There are many different dynamic pricing systems out there which claim to optimize both occupancy and revenue. Making a selection of the right system for the hotel amongst dynamic pricing systems which claim to be the best can be a challenging task. The latest technology and methodologies have allowed E-HORS (Electronic Hotel Operations and Reservation System) to be a fully integrated hotel management system which has its own dynamic pricing system to drive sales, occupancy rate and also profitability of a hotel.

Experts can't emphasize enough the importance of monitoring market segment activities and occupancy levels daily of the hotel and also of the competition to have effective yield management. E-HORS dynamic pricing system allows revenue managers to alter room rates according to market segments, occupancies, accommodations and number of pax. On top of that, prices of extra beds and breakdown items like breakfast can be added into the system and users can view prices with or without the prices of extra beds and items. It is also very user friendly as it guides revenue managers, step by step through the process and works on a formula basis which will automatically apply to conditions selected or customized.

A dynamic pricing system needs to allow customizations to suit the different business models being used by hotels and hotel chains. The revenue management system will then reflect the individual value of the rooms, property or properties in a hotel chain according to the market



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segment activities, the period of time, the competition and the economy. As E-HORS is a multi property system, revenue management of different properties can be done in the same system and just with a click of a button. With this in place, human resources can be better utilized as centralized revenue management can be done for all properties in a hotel chain.

A yield management system is undeniably essential for a hotel's profitability or rather a hotel's survival during this depressed economy. However, it has to be integrated with the other information technology systems in the hotel in order to have successful yield management. Without system integration, data has to be entered into a few different systems and information might be incorrectly keyed in or each system may have incomplete information. According to Kimes, a professor of operations management at the Cornell University School of Hotel Administration, the lack of computer integration is one of the biggest obstacles facing successful yield management implementation.

E-HORS is a fully integrated system which means the dynamic pricing system is integrated with the front office module. Rates which have been set by the revenue manager will be reflected real time when a reservation is made at the front office or online. There is no need for manual input and human resources at the front office can be better utilized.

Another tool to assist revenue managers is E-HORS real time reports. All management reports are automatically generated by the system which ensures important business decisions can be made and the hotel's performance can be better analyzed. E-HORS customizes reports the way that the management wants it. Why compromise on basic reports when customized management reports can be essential decision making tools?

On top of these features in E-HORS which will help in managing a hotel's revenue, E-HORS is also an integrated hospitality system which covers all the needs of a hotel. E-HORS closes the gap of an important hospitality need for integrated hospitality systems. We believe that this complete solution is the key to higher efficiency, productivity and profitability of a hotel.

About E-HORS (Electronic Hotel Operations & Reservation System)

E-Hors is a technology provider dedicated to the hospitality industry. We are a one stop solution providing a state-of-the-art hospitality management system, **E-HORS** (Electronic Hotel Operations and Reservation System), facility management and hardware solutions to fulfill your hospitality needs. E-Hors has a strong presence in countries all over the world with offices in the regions of Asia, Europe and the Middle East. The company is expanding fast and plans to strengthen its position as a leader in Hotel Management Systems globally.

E-HORS is a real time, web based and a single integrated solution which covers all aspects of a hotel's management and operations. The innovative approaches that E-HORS is using have resulted in a long list of firsts, including the first hospitality system without a night audit! Please visit www.ehors.com or write to sales@ehors.com to realize the unique benefits that E-HORS can offer to increase your hotel's productivity, efficiency and profits.



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