

Customer Relationship Management (CRM) Entirety MPower: Business Intelligence at Your Fingertips

At RedSky IT, we MPOWER our hospitality customers with the ability to access crucial customer information whenever and however they need it.

Entirety MPower is the solution for the complex reporting and data analysis needs required by those within the hospitality industry. It provides hospitality professionals clear, quick and easy access to the data they need to compete in today's marketplace.

Entirety MPower delivers accurate site level and corporate information with the touch of a button. Compare and consolidate your properties by region, flag or any set of variables that you need to analyze.

Key Features of MPower Manager

Multi-PMS Boundaries

Entirety MPower crosses the multi-PMS boundary with the ability to work with any PMS that has the capability to export or produce a print file containing the desired information. It is the perfect tool for every hotel owner and management company.

Data Warehousing

Create a powerful data warehouse containing guest, marketing, occupancy and financial information retrieved from each property.

Data Entry

Through the use of the MPower Link application, data from various outlets and in different formats can be automatically imported into the database. Entirety MPower imports data from fixed length text files, delimited text files, print files and other data sources.

Reports

You will be able to provide customized reports including forecast, financial, and guest patterns, for the accounting department, sales department or any manager with a need to view the data. You can consolidate multiple hotel

information into departmental or regional reports. In addition, information from other packages (e.g. back office accounting packages) can be incorporated into your reports.

Search

With Entirety MPower, you can ask questions of the database using a simple drag and drop interface. These views allow you to sort, filter, compute values and export out the resulting data to an Excel spreadsheet or to files that can be used for mail merges in a number of word processing packages.

Night Audit

In the event that the Entirety MPower application is used locally at a property, staff can expedite night audit, period end processing and accounting audits by storing the information in a database rather than running lengthy reports. Reports can then be easily archived and accessed on demand..

Security

Entirety MPower utilizes SQL security to prevent unauthorized access to data. It provides application security to control who can run which reports and searches.

Data Access

Data can be retrieved through the use of the MPower Manager (to access reports and searches), through the MPower web module (which allows Internet searches and reports) or through any application that can utilize an ODBC connection to a SQL database.

Tools

Uses Microsoft SQL database with industry standard tools.