



RedSky IT has launched Entirety, their latest Windows business tool, offering greater flexibility for handling both single and multi-property operations – with its open platform and superior functionality it has already taken the market by storm.

Entirety has been designed to fulfil the requirements of any size of hotel organization, from a single operation to chains of all size, with the scope for further growth. Entirety provides a unified approach offering the unparalleled ability to control inventory in one location. With total integration from head office to property level, its single image architecture allows staff to always have access to real-time chain information on rate, availability, hotel information and reservations, regardless of where they are within your organization.

Entirety is a comprehensive, easy to use and easy to train Windows software package that offers unrivalled functionality in terms of:

- Web representation
- Sales and marketing
- Rate optimization
- Package construction
- Sales and Catering
- Deposit management
- End of day processing

Entirety is focused on providing increased revenue to the hospitality organization, added control and efficiency in operation and improved service to paying guests. The system produces detailed revenue and statistical analyses as an automatic by-product of the reservation and guest stay process.

Entirety additionally provides an invaluable database automatically built from leads, brochure requests, guests and Company and Travel Agency records.

Reservations can be made for individual or multiple rooms on one reservation. In a multi-property environment, Entirety allows bookings to be taken for any property within a chain of hotels, allowing for increased occupancy levels as a by-product of cross selling and forward stay reservations.

Group reservations can also be handled, providing extra functionality including multiple chase dates, central account billing and the ability to report and enquire on unsold group allocations.

According to an establishment's (or hotel group's) reporting needs, Entirety allows reservations to be correctly profiled according to:

- Marketing Area
- Reservation Source
- Booking Method
- Promotion Code
- Market Segmentation

These enable an organization to accurately track the sources of their business and confirm the effectiveness of promotional campaigns in terms of Revenue and Room Nights, producing historical and forecast statistics, broken down both gross and net of tax.

The flexibility of Entirety allows for period to date Revenue Reporting by the following fiscal periods:

- Weekly
- Monthly
- Annually
- User-defined periods

Entirety offers instant access to current and future information, providing management with up to date data on which to base future commercial decisions. In a multi-property environment, this includes real-time group-wide Company/Travel Agent, Guest and League Performance statistical reports, without the need for any separate consolidation.

The main capabilities of Entirety are as follows:

Guest History

Guest History records are automatically created at the initial (brochure) enquiry stage, detailing both forward reservation and past stay details - including folio details, room number and rate; allowing guests to be instantly recognised next time they enquire or stay giving greater guest satisfaction.

In a multi-property scenario, the Guest History record builds with both forward reservation and past stay details from all hotels within a chain; allowing guest recognition regardless of their point of contact within a hotel group.

Entirety allows for the viewing and printing of past folios, and the ability to produce profiled guest mail or e-shots based upon a comprehensive past stay/interest criterion.

Hotel	Arrived	Nights	Room	M Seg	Rate	Rate/Night
CLLN	02/23/2005	2	6	DISC	DISC	54.94
CLLN	03/02/2005	2	9	SOC RACK		139.90
CLLN	03/08/2005	2	9	SOC DISC		54.95
CLLN	03/22/2005	2	9	DISC DISC		54.95

Company and Travel Agent Database

Build a comprehensive Company and Travel agent database with the ability to track sales calls, create mail or e-shots and view and report on single site or group wide historical and future statistical performance.

Defaults can be added to Company and Travel Agent records ensuring that all reservations are quoted with the

correct negotiated rates and agreed payment/billing requirements are automatically applied.

Easy Follow-Up of Sales Leads

Sales leads can be recorded from the reservation - input screen, which can then be followed up and easily converted to an entry within the company database.

Powerful Allocations Features

Entirety offers flexible and easy to use methods for controlling allocations. It is also possible to sell by market segment allocation.

Packages Help Up-Sell

Inclusive packages can be set up against rates - providing customers with allowances for a particular day of their stay or set allowances throughout their stay.

In order to ensure accurate revenue assignment, Entirety can report on the take-up of package allowances, allowing for unused allowances to be correctly accounted for revenue reporting wise.

Room	Type	Class	27 Wed	28 Thu	29 Fri	30 Sat	01 Sun	02 Mon	03 Tue
1	K	NSSD	Owners Apt						
2	K	HDCP							
3	S	SMSD	Arthur Tom						
4	S	SMSD							
5	S	SMSD	Venazario						
6	S	SMSD							
7	S	SMSD	Turner						
8	S	SMSD							
9	S	SMSD							
10	S	SMSD				Hudson Wendy			
11	S	SMSD							
12	DD	NSSD	Arthur Chester						
14	TRJS	SMJ1	Antalek Mr Willi Cooper						
15	K	SMSD							

Accuracy Improves Revenue

When taking reservations, Entirety will prompt operators with the valid rates on offer for the room type and dates in question.

In addition to negotiated Company, Travel agent and Group Rates, Entirety allows for rates for different seasons with configurable constraints such as day of the week or number of night's stay.

Fast Reservations Reduce Call Time

From the moment a guest makes contact with a hotel, they cannot fail to be impressed.

Entirety provides an extremely efficient and effective method of handling enquiries and reservations, supporting both rapid reservations input while making a host of drill down availability and guest history information available to the operator.

Hotel	29 Fri	30 Sat	01 Sun	02 Mon	03 Tue	04 Wed	05 Thu	06 Fri
CLLN	54	54	54	54	54	54	54	54
CRLN	32	32	32	32	32	32	32	32
CRNY	31	38	42	42	42	42	42	42
CWAN	29	29	29	29	29	29	29	27

In a multi-property situation, operators are armed to handle enquiries and make bookings for anywhere within their group of hotels.

Comprehensive and Flexible Reporting

Entirety offers an extensive range of user definable standard reports in the following areas:

- Availability
- Reservations reports
- Groups reports
- End of Day (Revenue) reports
- In House Guest reports
- Posting and folio reports
- Housekeeping reports
- Marketing reports
- Statistical reports
- Deposit reports
- Commission reports
- Sales Ledger reports

In addition, on-screen reports can be quickly and easily exported into Excel at the touch of a button.

Entirety also offers organizations full access to their data, enabling the production of unique reports using SQL data from the Entirety ODBC database with third party solutions such as Excel or Crystal Reports.

Real Time On-line Internet Reservations

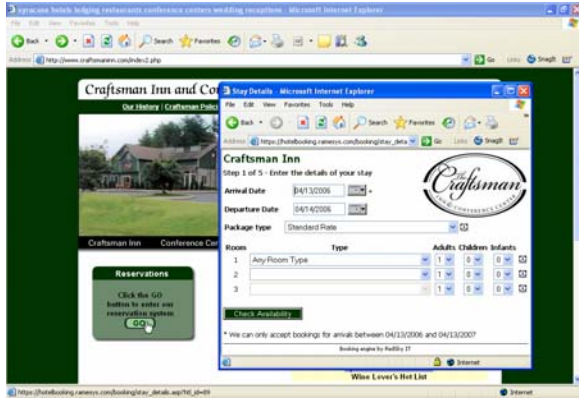
RedSky IT offers a real time, on-line reservations capability (e-Booking) which is fully integrated within Entirety.

This provides hotels with an added sales “channel”, operational 24 hours a day, 7 days a week, without additional staffing costs.

For safety and security reasons, availability is not shown directly to prospective Website visitors; requests made for a hotel, room type and rate (for a date range) are either accepted or refused based upon availability.

The benefits to your customers include:

- Instant answer to their availability enquiries
- Professional, instant automatic e-mail confirmation
- Saves them time
- The ability to book anytime, from anywhere with Internet access
- Access to your special offers and promotions



Thereby offering significant benefits to an organization:

- No Third Party commission fee
- No restriction to a manually controlled allocation of rooms to sell (via a Third Party website)
- Expanded target market, leading to increased occupancy levels
- Direct real-time bookings into Entirety with automatic confirmations
- Improved customer retention
- Ardent security measures to control your availability thus preventing overbooking, while offering security of the financial details of your guest.

Taking Deposits has Never been Easier or Better Controlled

Entirety comes with a separate Deposit Ledger. This unusual feature allows for a far more flexible approach to recording deposits than the traditional method of using a sales ledger, offering full transactional/audit and chase reporting.

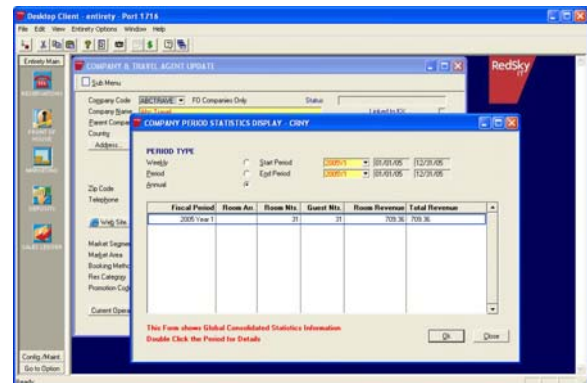
Deposits can be entered against not only individual reservations and groups, but also Companies and House Accounts, allowing for the recording of event deposits e.g. Christmas and New Year Lunch/Dinners, Functions etc.

Operators are prompted to ask a guest for a deposit at the point of booking, and no longer have to rely on their memory of hotel policy.

Labour and Cost Saving

Entirety offers various time and cost saving capabilities such as:

- Use of drill down options to access further information with regards availability breakdowns, existing allocations, the status of reservations, and guest, company and travel agency records.
- The ability (in a multi-property environment) to check availability enquiries and book for anywhere within the chain, allowing for cross selling and forward reservations.
- Easy copying of existing reservations.
- Comprehensive chase reporting (on reservations, groups, deposits etc)
- Creation of mail-merge files for effective sales and marketing campaigns
- In a multi-property situation real-time access to group-wide Guest, Company/Travel Agent and League Performance statistical information, without the need to specially consolidate data from a number of hotels
- Export of Entirety on-screen data directly into Excel
- Reduced capital and ongoing IT investment through the introduction of centralized systems



Automatic Archive Saves Resources

An option for Entirety reports to be sent directly to archive, is available. These files can then be transferred quickly to disk - allowing for a library of data to be stored.

The information can then be accessed quickly if reports need to be recalled at a later date.

Customer Service

Entirety assists an organization in providing the best levels of service, through the provision of:

- Quicker bookings
- Speedy and professional e-mail confirmations
- Instant guest recognition – they are “known” either locally at a single hotel or across a chain of hotels, regardless of where they have enquired or stayed
- Production of pre-completed registration cards
- Rapid check-in options
- Accurate and easily understood split folios
- Staff are automatically reminded of their “guest” requirements
- Delivery of guest messages on check-in (automatically prompted by Entirety)
- Quicker checkout
- In room checkout (in association with an In Room TV solution)
- In a multi-property scenario, the handling of their forward booking enquiries, regardless of location or dates

Date	T	L	TOTAL	K	DD	Q	S	TRJS
04/29/05 Fr	2N	31	10	11	1	6	2	
04/30/05 Sat	2N	38	12	14	1	6	3	
05/01/05 Sun	2N	42	12	15	1	6	6	
05/02/05 Mon	2N	42	12	15	1	6	6	
05/03/05 Tue	2N	42	12	15	1	6	6	
05/04/05 Wed	2N	42	12	15	1	6	6	
05/05/05 Thu	2N	42	12	15	1	6	6	
05/06/05 Fr	2N	42	12	15	1	6	6	
05/07/05 Sat	2N	42	12	15	1	6	6	
05/08/05 Sun	2N	42	12	15	1	6	6	
05/09/05 Mon	2N	42	12	15	1	6	6	
05/10/05 Tue	2N	42	12	15	1	6	6	
05/11/05 Wed	2N	42	12	15	1	6	6	
05/12/05 Thu	2N	42	12	15	1	6	6	

Increased Revenue and Improved Savings from In-House Third Party Systems

Entirety offers interfaces to a wealth of different specialist

Third Party solutions:

- In Room TV
- Telephones
- Mini-bars
- Fax
- Point of Sale (POS)
- Door-locks
- Energy Management

- Credit Card Authorization

Entirety allows for increased revenues and improved control within an organization and time saving when compared to situations where charges are manually raised to guest folios.

Revenue Handling and Reporting

All charges raised through Entirety (manually or automatically) are assigned to folios (for Guests, Rooms, Companies, Groups and In-House Events).

All transactions are fully audit trailed, with Entirety offering a very comprehensive range of posting, audit and End of Day reports.

Aside from the production of individual guest and group folios, Entirety allows for the handling of multiple folios per guest, folios per room occupant (in the event of sharers) and a single folio for multiple rooms (in the event of a family booking).

There is no limit to the number of folios available per guest, allowing for very specific split billing requirements.

Entirety does not require the running of a traditional night audit function to move forward the business day, this is setup to happen automatically at a pre-defined time e.g. 4am.

In addition, Entirety offers the capability for “previous day postings” and payments, plus the facility for days to be effectively audited before being “closed”.

Time Saving Debt Collection

Entirety comes with a comprehensive sales ledger for the effective management and collection of debt.

In a multi-site environment this can be taken a stage further through the operation of a central sales ledger, allowing an organization the benefits of:

- Real-time view of chain-wide aged debtors position
- Production of one single statement per company
- A more professional image to your ledger customers
- The ability to place one call to chase a total outstanding balance
- Cost reductions at unit/hotel level

Minimum Specification

File Server – Pentium 4, 1.7Ghz, 256Mb, 40G IDE, Windows 2000 Server, Pervasive SQL.

PC – Celeron 1.7Ghz Windows 2000/XP Professional 128Mb, 10/100 LAN CAT5 only, 40G Hard Disk

Cabling – CAT5