THE ULTIMATE GUIDE TO
ALL-IN-1 HOTEL MANAGEMENT SOFTWARE

2019 Edition

Underwritten, in part by:

RMS
The Hospitality Cloud
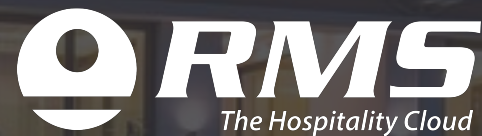
Buyers guide created in collaboration with RMS Hospitality Cloud

CONCEPTUALIZATION, DESIGN, DATA AND COPY EDITING:

Hotel Tech Report

CONTENT & RESEARCH

Erin Philips

Todd Sabo

HotelTechReport

TABLE OF CONTENTS

WHAT IS

ALL-IN-1 HOTEL MANAGEMENT SOFTWARE?

An All-in-1 Hotel Management System provides all operation necessities in one easy-to-use, cloud-based platform. This includes channel management, booking engine, guest portal, housekeeping, maintenance, event management, email marketing, text messaging, customized reporting, surveys, rate management, dynamic pricing, sales lead generation, point-of-sale, payment gateway, and more. A single login allows the user to access all seamlessly integrated features of the all-in-one hotel management system for one or multiple properties based on security profile credentials. A cloud-based HMS system can be used across all platforms and browsers.

WHAT ARE THE BENEFITS OF AN ALL-IN-1 HMS?

1

INCREASE ADR

Cross-utilization of key components of the HMS allows properties to track current and past guest behavior and target market upgrades, add-ons and packages through the reservation/booking process as well as through targeted marketing campaigns. Past occupancy trend reports can be utilized to apply dynamic pricing methodology to increase ADR for in-demand periods and shoulder nights. The ability to apply restriction-based pricing within your rate manager that integrates seamlessly to the built-in channel manager easily and efficiently increases ADR to higher occupancy periods.

2

INCREASE OCCUPANCY

In order to increase occupancy, your system must be able to quickly and agilely adapt to booking trends. A true All-in-1 HMS provides pace reporting variances so that the property can identify areas of low occupancy and make price changes that immediately flow out to all channels, along with quickly sending targeted email marketing campaigns to entice more customers during the slower periods. The ability to quickly create packages to increase occupancy and interest in targeted dates is equally important.

3

SAVE TIME & MONEY

All-In-1 HMS providers bundle various tools and services into one solution to help unify systems, saving staff time and providing more visibility throughout hotel operations. Best-in-class providers offer a built-in channel manager with live, two-way direct connections to all major OTA's and GDS's. This saves properties time and money by eliminating the middleman. Room inventory is live across corresponding OTA/GDS, with no need for an intermediary such as a CRS. That being said, many All-In-1 HMS providers do connect with top-rated CRS platforms as well.

THE INSIDE SCOOP

Cut through the noise and find out what real hoteliers are saying by reading in-depth reviews.

VERIFIED USER REVIEWS

★★★★☆

RMS
The Hospitality Cloud

Owner from **United States**

"We outgrew our old PMS, and found RMS to be the perfect replacement. As our property grew from one to two and now three properties, RMS has been able to handle everything we throw at it."

Read the full review on HotelTechReport

★★★★☆

Clock

Hotel Manager from **Spain**

Great customer service and great to have it all in one (eg. booking system, engine...etc). Clock All-in-1 HMS has so many useful features.

Read the full review on HotelTechReport

★★★★★

Hotel Owner from **Czechia**

"The look is simple, but it can do everything. Drag and drop reservations from room to room. Edit pricing in seconds. Need client info for a checkout? It's in front of your eyes in seconds. There's no waiting for anything to load. It's there. And software rollouts happen seamlessly."

Read the full review on HotelTechReport

★★★★★

RMS
The Hospitality Cloud

House Manager from **United States**

"[What we like most is] the ability to customize the product to fit our not-for-profit, technical support -- so many options and the human beings are very, very helpful and the triggered form letters are really saving us time."

Read the full review on HotelTechReport

TREND WATCH

Read predictions from domain experts and learn about the state of the category.

WHAT'S NEW AND INTERESTING IN THE SPACE?

MOBILE CHECK-IN

Guests want the flexibility to be able to check into hotels at their leisure. RMS's Guest Portal allows customers to check in, make payments, add/change/upgrade existing reservations, view past reservations, update their guest profile and check out without visiting the front desk.
RMS Prediction: Check-in, upgrades, and add-ons will all be prompted via Home/Voice Assistants.

FULLY CLOUD-BASED PMS

Clients want the flexibility to run their businesses anywhere and at any time of the day or night, and a cloud-based PMS offers that 24/7 accessibility. Most of the IT networking issues and concerns with on-premise software are also eliminated by moving to a cloud-based system. By using a true cloud-based PMS system, clients can save substantial time and money.
RMS Prediction: The combination of cloud-based HMS systems and more user-friendly, open API's; provide the possible future development of quick, client-based customization of specific components of an HMS system, in real time.

DYNAMIC PRICING

To maximize revenue, hotels need tools that set parameters to automatically increase or decrease rates based on occupancy and date/time the booking is made.
RMS Prediction: In the future, an All-In-1 HMS will use built-in Business Intelligence to predict booking trends and change rates accordingly.

"

The benefit of an All-In-1 HMS is that it is entirely vertically integrated. There is no need for different providers to handle the booking engine, channel manager, PMS, etc. Everything is included and accessible through one system and one provider.

BUYING ADVICE AND RECOMMENDATIONS

Critical
Features

Top Rated Providers
& Comparisons

Key
Integrations

Questions to
Ask Vendors

WHAT ARE THE MOST IMPORTANT FEATURES TO CONSIDER?

✓ Scalability & modules

An All-In-1 HMS should grow with your business.It should be easy to onboard and offer continuous ways to grow your business with additional built-in features as well as connections to trending integration partners. All-In-1 HMS providers often offer a suite of add-on modules to grow with your property and meet your specific needs. The core modules are PMS, channel manager and booking engine. Additional modules include: housekeeping, staff communication, POS, asset maintenance, guest marketing and event management.

✓ Ease of transition/seamlessness

Changing PMS systems can be a time-consuming and daunting task. It is important to partner with a company that provides training that meets your hotel's individual needs while maintaining data integrity between your old and new systems. You want to be a partner in the process, not just another number.

✓ Accounting and compliance

Make sure the HMS can mold to your operational processes. Many new PMS systems require users to change their accounting methods, rates and business rules to fit the capabilities of that particular system. Make sure to find a vendor who has experience in your geographic region so they are familiar with best practices.

✓ Intuitive and modern interface

An All-In-1 HMS should utilize the latest browser technology and deliver a feature-rich graphical user interface with multiple, customizable dashboard views. Users should be able to easily see key metrics such as ADR, OCC, REVPAR, REVPOR, etc. This helps save time and reduce complexity in day-to-day operations and reduces training time for new staff.

✓ Channel manager connectivity & reach

A channel manager can help increase a hotel's potential market and identify new demand. Ensuring that the HMS you select has a built-in channel manager with connectivity to your core channels and additional strategic channels is critical.
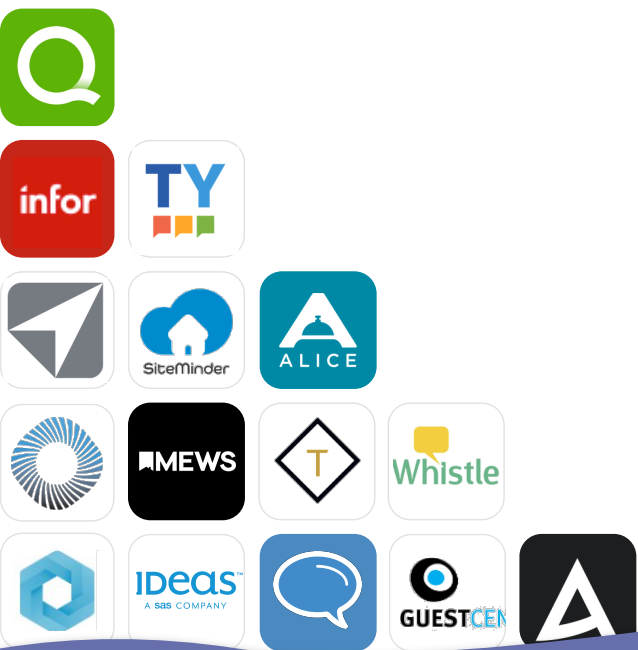
WHO'S WHO...

See which players are trending in the market and launch Hotel Tech Report's comparison tool to compare them side-by-side.

⭐ Featured provider

RMS
View profile >

RMS is a global software company producing and supporting Online Booking, Channel management and Front Office Systems to the world's hospitality industry. RMS has been at the forefront of development of property management and reservations systems for nearly 30

Hotelogix
View profile >

1. Property Management System - Hotelogix's property management system streamlines Front Desk, Point of Sale and Housekeeping operations seamlessly, letting you manage multiple tasks at once. 2. Online Distribution System - Connect to the world's biggest

Clock HMS
View profile >

At Clock Software, we do what we are best at – developing hospitality software. Our modern all-round hotel PMS in the cloud that lets you do your job the way you've always wanted outperforming your competitors through a single powerful system. We have been

Cloudbeds
View profile >

Cloudbeds combines six essential tools into one simple package that's easy-to-use and learn. Manage reservations with our beautiful drag-and-drop calendar, check guests in and out in seconds, and run reports all in one place. Automatically sync inventory with

Guestline
View profile >

SaaS Software Solutions for Hospitality, Property Management Systems, Distribution Management, PCI-DSS Compliance, EPoS Systems, Central Reservation Systems, and Conference & Banqueting Systems. Guestline are proud to be awarded Hotel Owner Ones

frontdeskAnywhere
View profile >

Property Management System Front desk operations - Rate & availability management - Unlimited users - Full reporting - Access anywhere!   Booking Engine Commission free & Mobile friendly - Designed for engagement - Boost direct revenue - Unsell items to

— FEATURED —

All-In-1 Hotel Management Software

RMS
The Hospitality Cloud

Want to compare products side-by-side with screenshots, reviews, features and more?

Launch comparison tool

★★★★★

RMS testimonial

"Compared to our last PMS, RMS has been a godsend. The application zips along and our front desk staff is very excited to have it in place prior to our busy season. The ease of doing group reservations and being able to manipulate existing reservations right from the booking chart are my favorite features."

Director of Operations

Dayton, Ohio
Resort

LOOKING FOR AN ALL-IN-1 HMS PROVIDER?

Learn more about RMS ›

RMS
The Hospitality Cloud

With more than 30 years of innovation and 6,000 properties in 30 countries, RMS provides customizable, cloud-based property management solutions for single and multi-property hotels and resorts. Fully equipped with a comprehensive suite of modules, RMS enables hospitality properties to increase revenue and streamline operations, allowing staff to spend more time attending to guests' needs.

STAY CONNECTED

- **Accounting Systems** — A seamless integration between an All-in-1 HMS and your chosen accounting system allows for full circle reporting on your business from all critical areas. It is important that the system you choose integrates with all the major accounting systems successfully.

- **Gateway / EMV** — Security and compliance are top concerns for clients and their guests. By integrating with a trusted Gateway partner that works with the All-in-1 HMS to properly tokenize your credit card data, you provide peace of mind to your investors and your guests and ensure that their credit card data is securely held within your system.

- **Mobile Room Keys/Kiosk** — In order to streamline and enhance the guest experience, integrating with a mobile key provider or kiosk key generator is critical. This integration not only saves time for the guest, but it also minimizes staffing costs at the front desk.
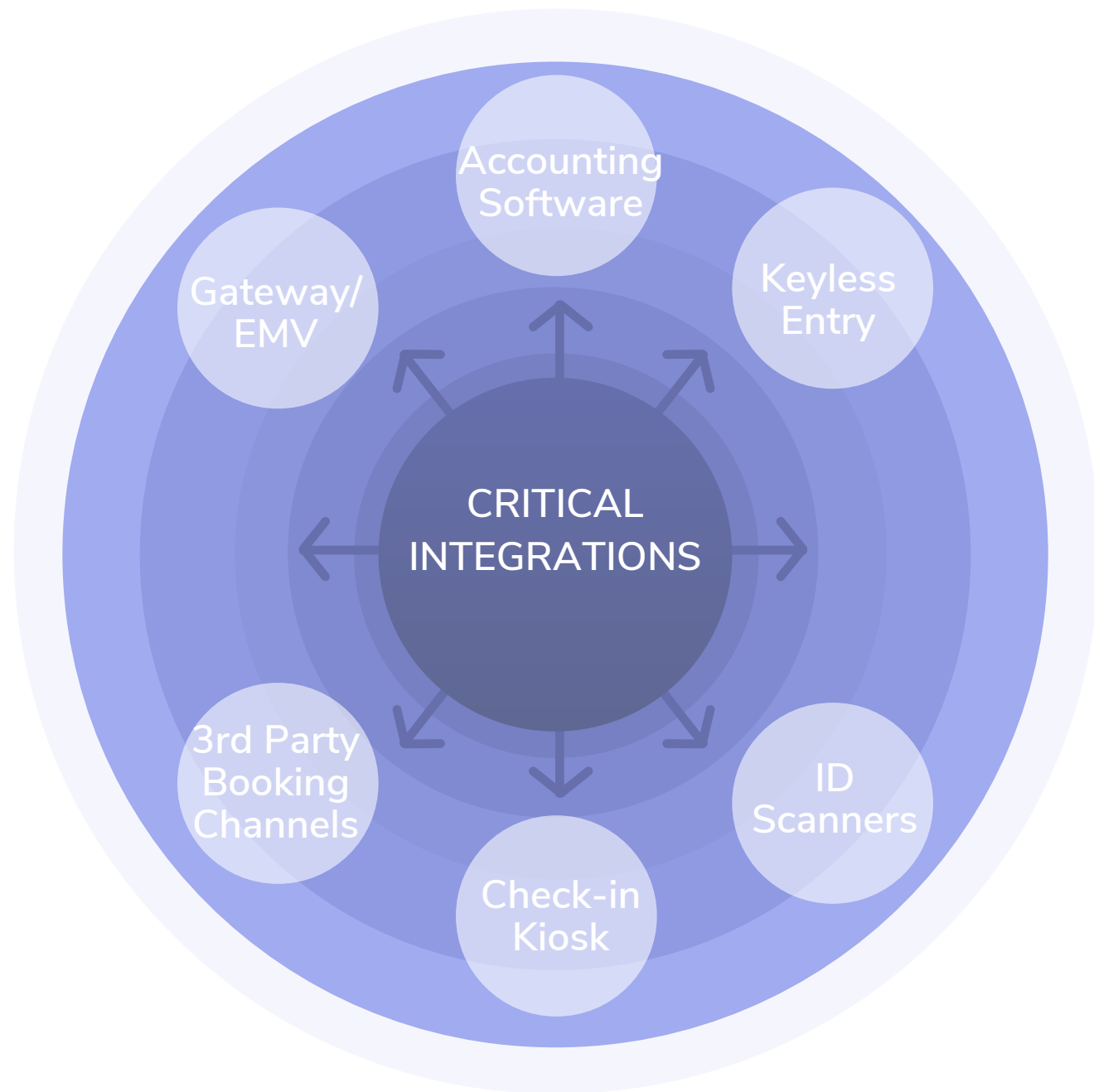
Without the right integrations, even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.

View integrations ❯

Need an integration built for your hotel?

Connect with Hapi

CRITICAL INTEGRATIONS

Accounting Software

Keyless Entry

Gateway/EMV

ID Scanners

3rd Party Booking Channels

Check-in Kiosk

WHAT QUESTIONS A SMART BUYER SHOULD ASK VENDORS

HOW WILL THE SYSTEM PAY FOR ITSELF?

An All-in-1 HMS should have built-in features that allow you to eliminate some of your extraneous systems such as Channel Manager, Integrated Marketing Platform, Dynamic Pricing, Guest Portal, etc.

DOES THE SYSTEM KEEP UP WITH THE LATEST COMPLIANCE STANDARDS?

It is important that the system you choose has a detailed understanding of the latest compliance measures such as EMV and GDPR. Global systems ensure that they are at the forefront of compliance trends that affect the property's domestic and foreign customers.

DOES THE SYSTEM CONNECT TO THE CHANNELS THAT MATTER TO MY BUSINESS?

A direct, two-way connection to key, third-party booking sites are instrumental in driving direct and indirect revenue to your property. Ensure that the system you choose is intent on keeping up with the booking platforms that reach your unique customer mix.

IF I HAVE A PROBLEM, HOW EASY IS IT TO REACH THE SUPPORT, TEAM?

Many software providers are moving away from immediate support options such as 24/7 complimentary phone support. Most providers are asking their customers to log a service request and the response time can be 24-36 hours depending on the day of the week. Slow response times can make it challenging for hotel operators to meet business demands and can negatively affect the guest experience.

HOW DO I TRAIN MY STAFF ON THE NEW SYSTEM?

Staff turnover is relatively high in the hospitality industry. It is important to partner with a system that has multiple training options including self-paced learning, searchable help files, videos, etc.

WHAT TO EXPECT

Pricing & budgeting

Implementation timeline

Success metrics

Success stories and additional resources

PRICING GUIDANCE

What are the typical pricing models and ranges that I should budget for?

TYPE	Price range
Installation	$700-$1000/property
Training	$500-$1000/property
Monthly SaaS subscription	$5-$20/room/month

IMPLEMENTATION GUIDANCE

What does the typical implementation timeline and process look like to go live?

An HMS that succeeds in quick and efficient onboarding of new properties is adept at sharing the full scope of the implementation project on the kickoff call and communicating effectively with key decision makers. The provider should ensure that key decision makers are available for each of the following calls and that they understand how their role is vital to the success of the implementation. Importing data from the current system, setting up gateway connections, and building out rooms, rates and third-party connections takes diligence. Working with a system that can port in previous guest and reservation data will help shorten the onboarding process, as well as provide historical data for reporting purposes. Smaller properties can plan for a 3-week onboarding time frame, while larger properties with more complex integrations should plan for 4+ weeks of implementation.

Approximate implementation timeline: 3-4 weeks

SUCCESS METRICS

HOW DO I MEASURE SUCCESS?

1

ADR

Dynamic pricing based on occupancy/ time of booking, along with add-ons and packages that are suggested during the booking process, all help to increase the Average Daily Rate (ADR). By utilizing these components of an All-In-1 HMS, a property can expect to see an annual increase of over $40,000.

2

REVPAR

Revenue Per Available Room (REVPAR) can be increased by utilizing Pace and Occupancy/ Revenue comparison reports to target slower dates with specials and increase base rates during times where occupancy is trending upward. The ability to track events and room pickup within your system also helps with this process. Utilizing an All-In-1 HMS that encompasses all revenue outlets in one system gives you the necessary insight through detailed reporting modules to increase each night's revenue per room.

3

BOOKING CONVERSIONS

Hotel website conversions average 1.7% to 2.0%, while successful hotels see close to a 5% conversion via their booking engine. Using an All-In-1 HMS that has a solid booking engine can increase that conversion percentage and encourage guests to book directly. Availability calendars, review widgets for external sites such as TripAdvisor, timers to lock in rate quote and pop-ups that encourage guests to return to their booking are all ways to increase your conversion.

SUCCESS STORIES AND FURTHER READING

MASTER THE BOOKING GAME

Capture more hotel bookings with these 5 sure-fire tactics from RMS - The Hospitality Cloud.

INFOGRAPHIC: PMS PRIMARY SYSTEMS INTEGRATIONS

A property management system (PMS) serves as the heart and soul of your hotel. The PMS must connect to the primary systems needed to run hotel operations efficiently and effectively at the highest level.

HOW TO CHOOSE AN ALL-IN-ONE PMS SYSTEM FOR SMALL HOTELS

Without a property management system (PMS), your capacity to grow your small hotel will be severely hindered. Managing your bookings with Excel spreadsheets or reservation books may allow you to scrape by, but will make it almost impossible to scale your business.

E-BOOK: THE MOST IMPORTANT REPORTS TO RUN AT YOUR PROPERTY

There are hundreds of different reports your property could run every night. Review these three categories to figure out which ones are necessary for your business.
Scorecard: Hoteliers can use step-by-step quantitative assessment to determine their ideal PMS match with this newly released, easy-to-use scorecard and template.

SCORECARD: PMS SOFTWARE EVALUATION SCORECARD

Hoteliers can use step-by-step quantitative assessment to determine their ideal PMS match with newly released easy-to-use scorecard and template.

WEBINAR: WANT MORE FROM YOUR PMS?

Savvy hoteliers want more from their PMS, and today's cloud-based solutions are meeting that demand. Harnessing the power of the cloud means that revenue once left on the table can now be realized and reinvested into boosting staff productivity, elevating the guest experience and increasing overall property sustainability and wealth.

Find the best tech for your hotel

No buzzwords. No sales pitches. Just in-depth reviews from real users to help you make better decisions, faster.

Go to HotelTechReport.com
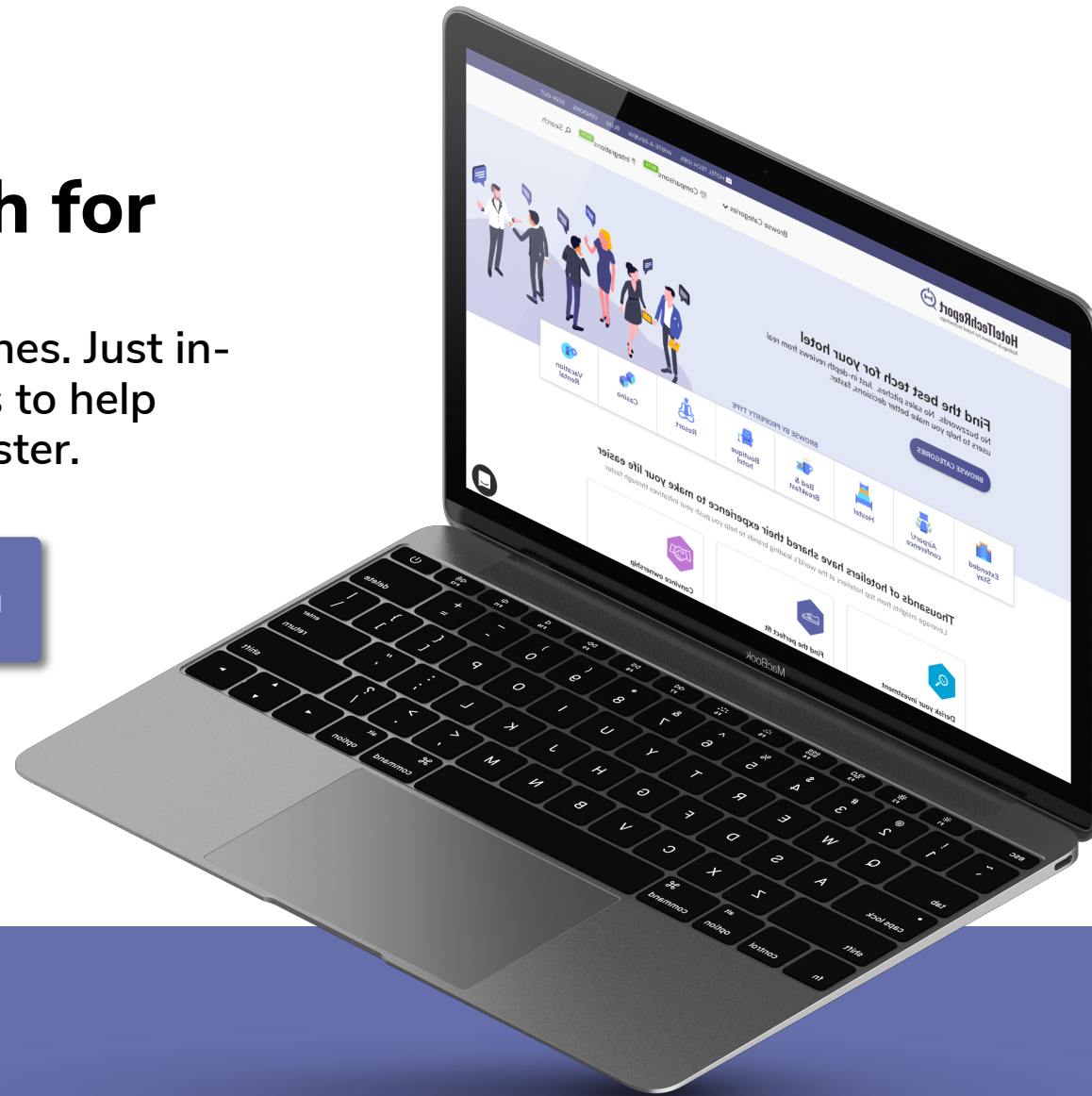
HotelTechReport

www.hoteltechreport.com