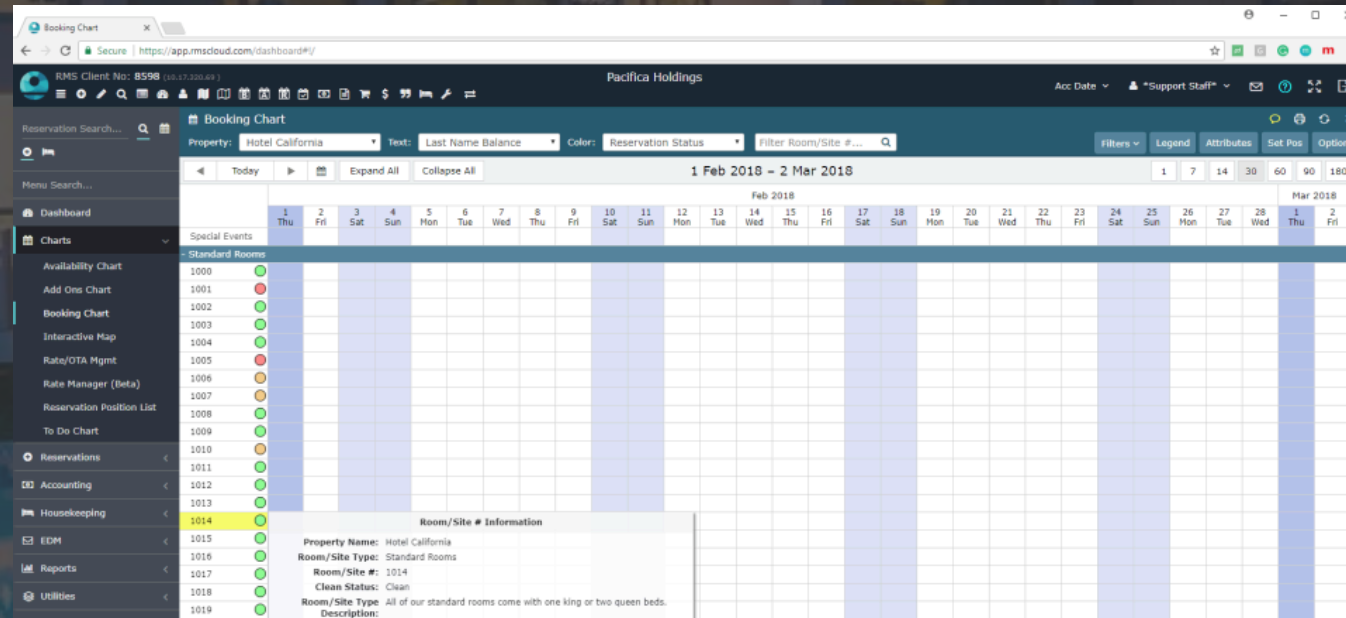# HotelTechReport

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

2019 Edition

Underwritten, in part by:

RMS

Buyers guide created in collaboration with RMS North America

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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 access to 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 & 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 immediate price changes that flow out immediately 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 the hotel's systems. Best-in-class providers provide a built-in channel manager with live 2-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 thereby eliminating an intermediary such as a CRS (that said, many All-in-1 HMS providers do also 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

Read reviews →

★★★★★

IT Manager from **Tanzania**

"Hotelogix is easy, affordable and covers a lot from front desk to POS. makes you run the business on the palm of your hand."

Read the full review on HotelTechReport

★★★★★

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 Owneer 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

★★★★★

Manager from **United Kingdom**

"Hosted service which provides us with all the functionality we need for our business. The training and support is second to none and our business has been listened to and acted upon as the Guestline PMS is further developed in partnership with Guestline's clients needs."

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 CHECKIN

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

Legacy systems with on-premise software that has to be installed on each computer with an onsite server to store data is a thing of the past. Clients want the flexibility to run their businesses, anywhere at any time of the day or night. By using a true cloud-based PMS system, clients save substantial money and time. Not to mention, most of the IT networking issues and concerns with on-premise are eliminated by moving to a cloud-based system.

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

Tools to set parameters to automatically increase or decrease rates, based on occupancy or date/time the booking is made.

RMS Prediction: In the future, an All-in-1 HMS will use built-in Business Intelligence to predict and change rates accordingly.

> **"**
>
> The benefit of an all-in-1 HMS is that it is entirely vertically integrated which has the benefit of not needing to get different companies to handle the booking engine, one for the channel manager, PMS, etc.

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 provide the client with continuous ways 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 maintanence, guest marketing and event management.

✓ Ease of transition/seamless

Changing PMS systems is 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 both systems. You want to be a partner in the process and not just a number.

✓ Accounting and compliance

Make sure the HMS can mold to your operational methods. Many new PMS systems require users to change their accounting methods, rates, and business rules to fit the capabilities of their 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 user interface should utilize the latest browser technology and deliver a feature-rich graphical user interface with multiple, customizable dashboard views in order 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 channel manager you select has connectivity to your core channels and additional strategic channels is critical.
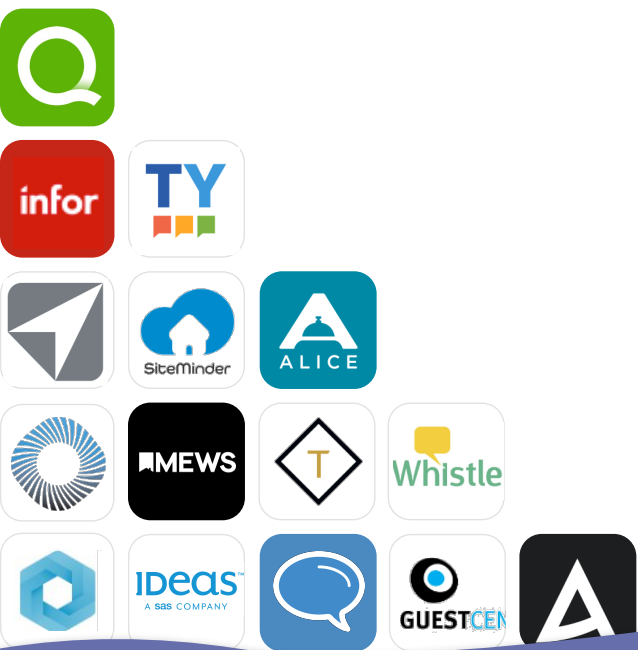
WHO'S WHO...

See which players are trending in the market and launch
Hotel Tech Report compare 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 - Upsell items to

— FEATURED —

All-in-1 Hotel Management Software

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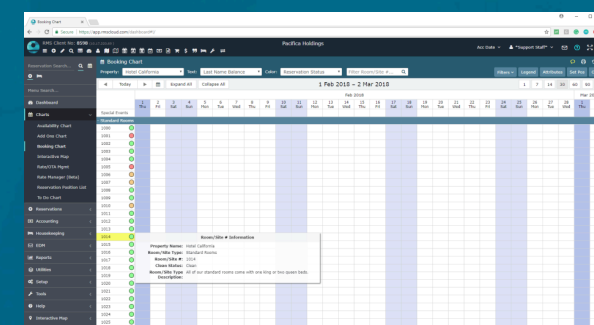
Want to compare products side-by-side with screenshots, reviews, features and more?

Launch comparison tool

★★★★★

RMS testimonial

""A modern/user-friendly interface which makes for easy end of month procedure for our resort. Great support system. RMS allocates the room immediately upon dropping the reservation into the system and updates the channels to advise of the booking (no double bookings)"…"

Manager

Noosa (Australia) Resort

LOOKING FOR AN ALL-IN-1 HMS PROVIDER?

Learn more about RMS >

RMS is a leading supplier of property management systems to resorts, hotels, motels, condominiums, universities and colleges, RV parks and campgrounds, shopping centers and the military, with more than 6,000 clients in 30 countries. Today, RMS clients are using our software to make important business decisions vital to their growth and profitability.

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 at the forefront of clients and their customer concerns. 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.

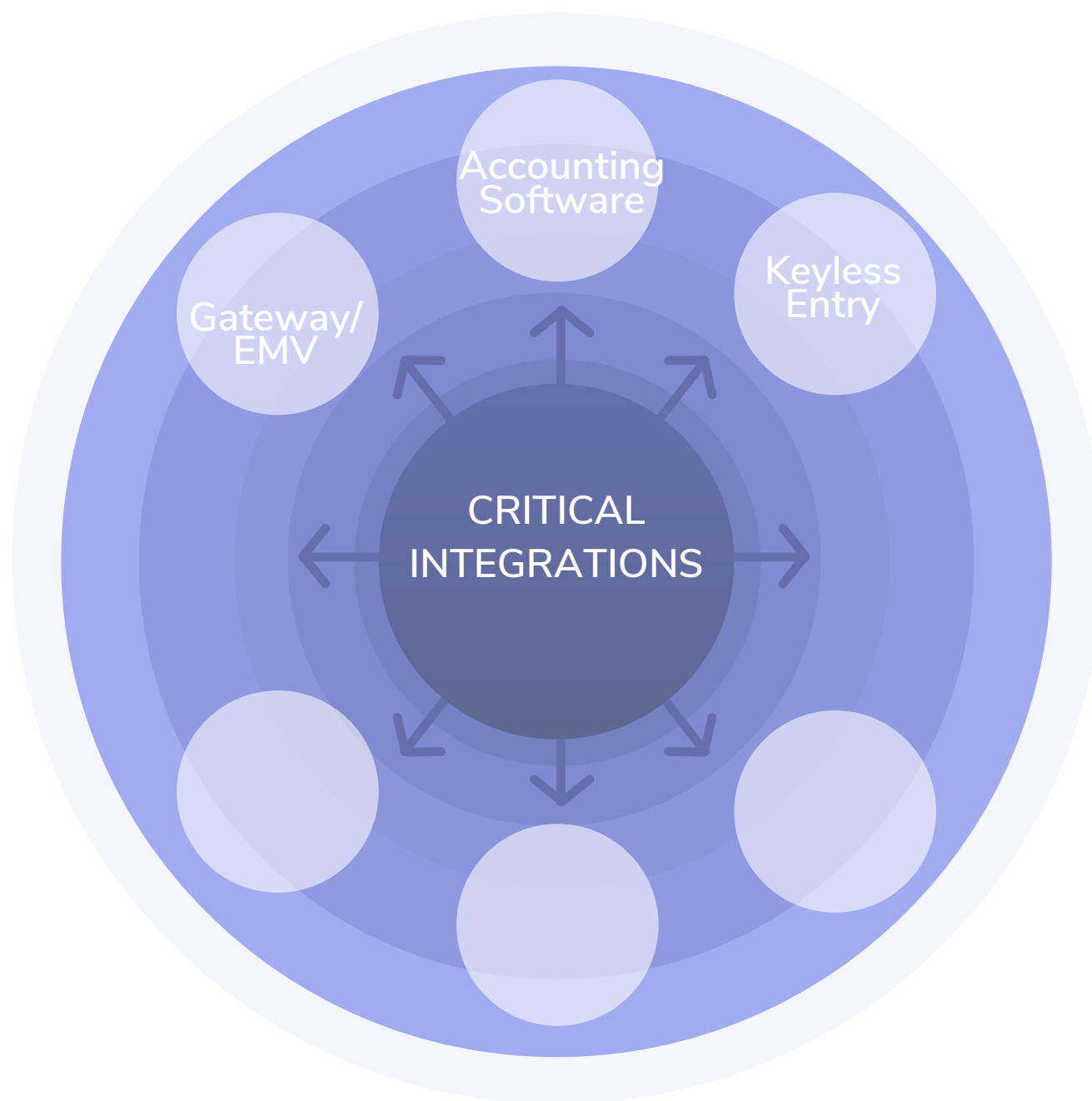Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.

View integrations →

Need an integration built for your hotel?

hapi

Connect with Hapi

Accounting Software

Keyless Entry

Gateway/ EMV

CRITICAL INTEGRATIONS

WHAT QUESTIONS
SHOULD A SMART
BUYER 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.

DO YOU 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? CAN I REACH THEM BY PHONE?

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 wee. This can be challenging for the demands of hotel operators 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 to include: 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?

The key to successful implementation of a new HMS is preparation and time allocation by both the property and the provider. An HMS that succeeds in quick and efficient onboarding of new properties is adept at sharing the full scope of the implementation project at the kickoff call and ensuring that key decision makers are available for each of the following calls and understands how their role is vital to the success of implementation. Importing data from the current system, setting up gateway connections, building out rooms, rates and third-party connections takes diligence. Working with a system that port in previous guest and reservation data aids in shortening the onboarding process as well as providing 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.

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-on's and packages that are suggested during the booking process, all help to increase the Average Daily Rate (ADR). By utilizing these components of your All-in-1 HMS a property can expect to see an annual increase of over $40,000.

2

REVPAR

Revenue Per Available Room not only ties into the ADR and Booking Conversions but is also increased by utilizing Pace and Occupancy/Revenue comparison reports in order to target slower dates with specials and increase base rates during times that are trending upward. The ability to track events and room pickup within your system also aid in this process. Utilizing an All-in-1 HMS that encompasses all revenue outlets in one system, gives you insight through detailed reporting modules in order to increase each nights revenue per room.

3

BOOKING CONVERSIONS

Hotel website conversions average 1.7% to 2.0% while successful hotels see about 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 direct. 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 areas that will increase your conversion ration.

SUCCESS STORIES AND FURTHER READING

MASTER THE BOOKING GAME

5 Sure-Fire Tactics to capture more hotel bookings from RMS North America.

INFOGRAPHIC: PMS PRIMARY SYSTEMS INTEGRATIONS

A property management system (PMS) serves as the heart and soul of your hotel. As such, the PMS needs to connect to primary systems that are imperative to have in order to run hotel operations at the highest level and as efficiently as possible.

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 seriously stifled. After all, managing your bookings with Excel spread sheets or reservation books may allow you to scrape by, but it definitely doesn't allow you to scale.

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

There are hundreds of different reports your property could run every night. When we think about the most important reports that are necessary to your business, we separate them into three categories.

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 answer the demand. Harnessing the power of the cloud means money once left on the table is money that can be reinvested into elevating staff productivity, the guest experience and 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
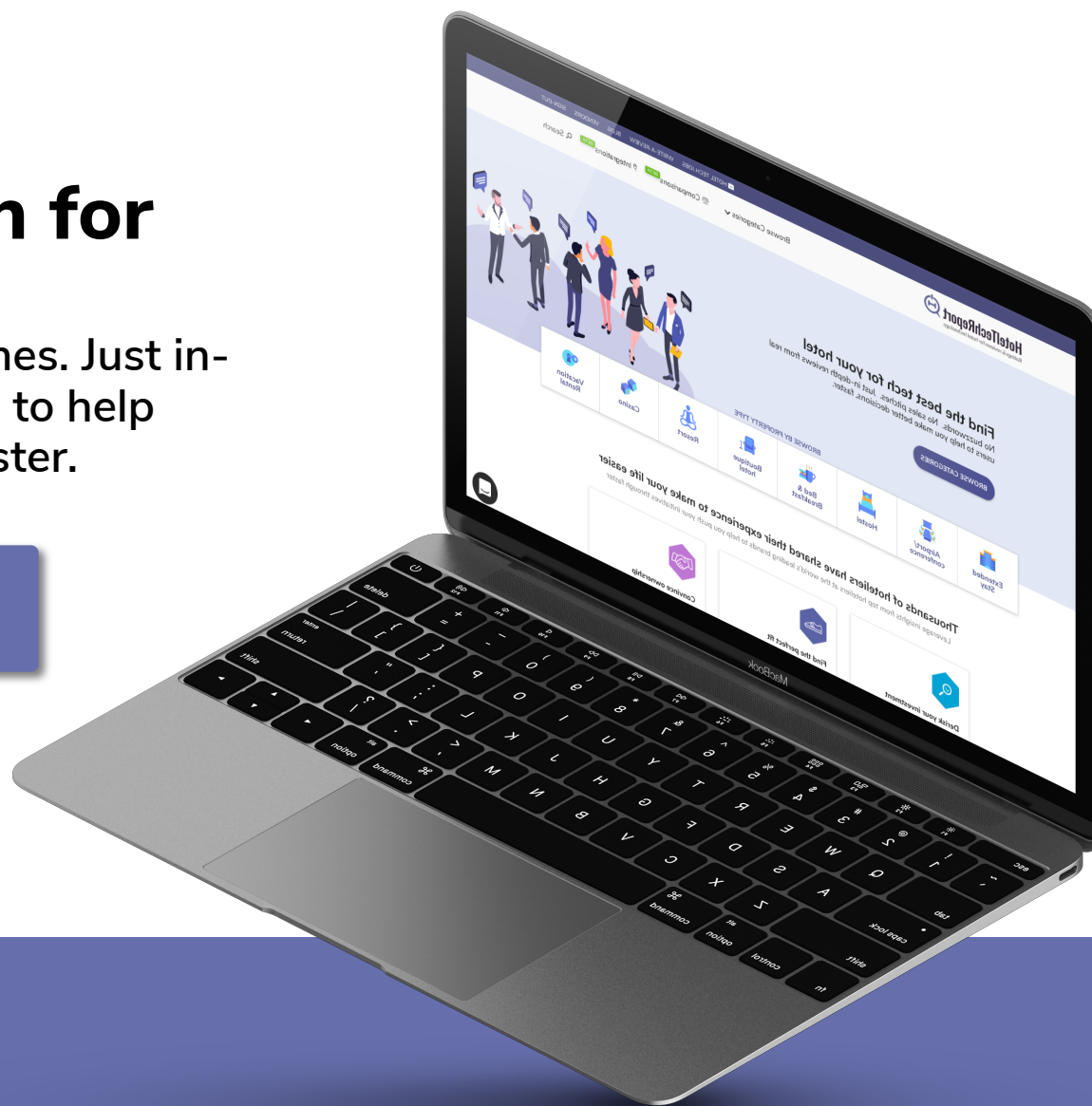
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