



In1 Solutions

HOSPITALITY TECHNOLOGY & MARKETING

PRODUCTS & SERVICES



IN1 SOLUTIONS PRODUCTS & SERVICES

In1 Solutions provide a range of products and services, which when combined with our booking engine technology, deliver real growth in online bookings. Our products and services include:

- Integrated Booking Engine Technology with one of the highest Look-to-Book Ratios and include;
 - Dynamic Rates Engine
 - Special Offers Engine
 - Events Engine
 - Gift Voucher Engine
 - Add-on Services Engine
 - Corporate Booking Engine

- Web Design Management and Hosting, which includes;
 - Responsive Websites
 - User-friendly Content Management Systems (CMS)
 - Integrated SEO product
 - Cloud Hosting - for speed and reliability

- Integrated Distribution Solutions for accommodation providers, which include;
 - Integrated GDS
 - Integrated Channel Management
 - Integrated PMS

- Online Marketing Solutions – key elements include;
 - Online Marketing plan
 - Content Marketing Strategy – to include Blogs, Landing Pages, Social Media up-dates...
 - SEO Strategy
 - PPC Strategy
 - Social Media Strategy – to include Facebook Booking Apps, Facebook Offers, Google+, Pinterest etc.
 - Mobile Marketing Strategy – includes mobile website, mobile booking engine and mobile marketing as part of PPC strategy
 - Reporting – a suite of automated and online reports, including customised reports and Ecommerce Google Analytics reports with AdWords integrated.
 - Dedicated Account Management & Client Meetings

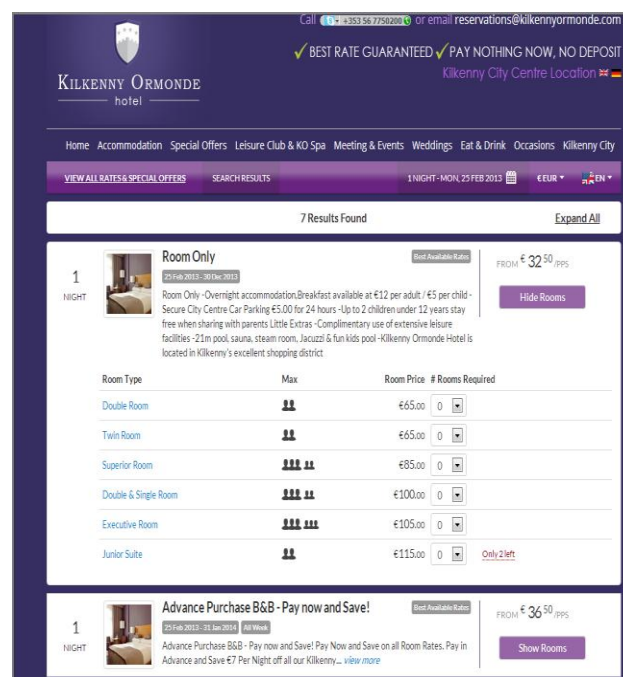
Any of the products & services on offer can be combined to create a custom solution to best suit the needs of your property.

BOOK IN1

Book In1 provides real-time booking systems for accommodation providers. Our booking engine technology delivers higher look-to-book ratios because it has been designed to reflect the needs of the property and the guest. It's simple for the property to sell rooms, special offers, vouchers or add-on services and it is easy for the guest to find the product or service to suit their needs. **Bookin1** is the ideal booking engine to include onto your website, allowing visitors to your site to book online with instant confirmation!

KEY FEATURES OF BOOK IN1

- Dynamic Rates – reduces the overhead of managing multiple offers and yet always have special deals available in a single search result
- Allows you to sell special offers, packages and gift vouchers online and supports pricing for adults, children and infants
- Allows you to sell add-on services
- Allows for discount bookings based on advance purchase, length of stay, and can collect deposit or full amount up-front
- Enabled for Promotional codes to incentivise bookings and also Hidden Offers
- Supports corporate or negotiated / private rates
- Multi-lingual and Multi Currency Booking Engines
- Lets you automatically trigger email alerts and reminders to guests before arrival and after departure
- Supports online cancellation by the guest and allows guest to choose confirmation of booking by SMS
- No up-front charges and free training and on-going support
- Detailed descriptions and photos
- Intuitive search functionality – allowing the customer to refine search results
- Fully Integrated Solutions for GDS, PMS and Channels
- Mobile Websites & Booking Engines



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After launching our 4 hotel websites in September 2010 with in1solutions booking engine, we have seen a phenomenal increase in bookings into our properties. Each hotel's revenues have increased greatly with The Clifftside Hotel having the biggest increase of 75%. With In1solutions booking engine we have been able to offer the customer much more with all the flexibility and services that the system allows us and the customer. In1solutions have also been able to accommodate all our personal requests in order that the booking engine has been tailor-made to our very specific needs. The In1 team have been constantly working closely with us to keep our websites and web events up to date with today's pace. They are always extremely helpful in assisting us with demanding changes and very accommodating with last minute requests with immediate effect. Oceana Hotels have a very successful online marketing strategy with a great presence and we are thankful to in1solutions for their contribution to this.

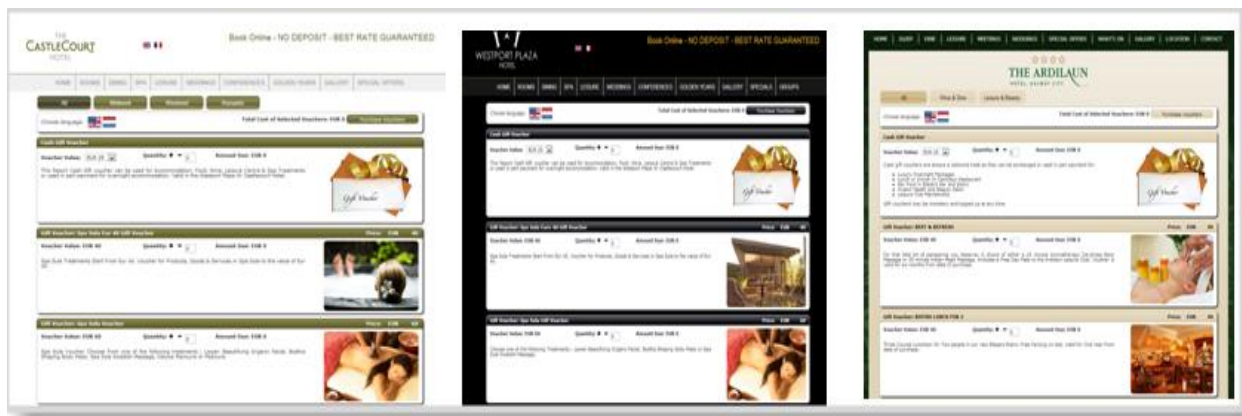
Debbie Shilton-Hewett, Oceana Hotels, UK ”

BOOK IN1 – Gift Voucher Engine

Voucher In1 is the hotel gift voucher booking engine from In1 Solutions. You can decide to offer cash vouchers only or also include vouchers for offers, spa treatments, dinner in the restaurant etc. Guests buy vouchers online and the details are delivered to you immediately. You simply post the voucher to the client by an agreed deadline.

Hotels can also choose to offer an instant electronic gift voucher. In1 will automatically send an E-Gift Voucher to the client and details will be stored in the In1 management console where they can be checked on presentation of the voucher. The E-Gift Voucher is branded with your identity and the purchaser can opt to include comments for the recipient if required.

- Sell cash gift vouchers in multiple denominations
- Sell gift vouchers for weekend breaks or short stays
- Feature gift voucher title and description
- Feature photograph specifically related to gift voucher
- Display is supported by “Theme Roller” to match your website
- Vouchers can be categorised e.g. Cash, Spa, Short Breaks, Golf etc
- Voucher can be sent by post or e-mail
- Link directly to In1 Special Offers engine
- Electronic vouchers supported by online redemption process
- Secure payment gateway for credit card payments
- Online reports and accounting



Website Design & Management

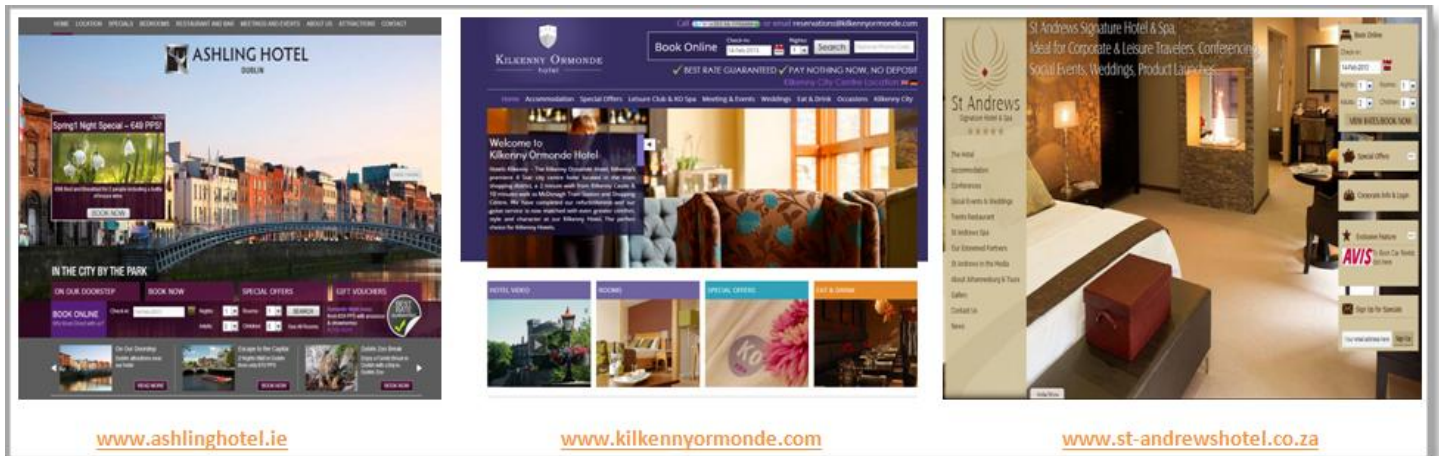
Our web design services include the conceptualisation and development of web designs with effective content management systems (CMS). We make sure a client's site reflects their branding with unique, one-off website designs created specifically for their target markets. Your hotel website is your online corporate identity and has the potential to be at the forefront of your marketing strategy.

Each project is unique and the prices adapt to suit the particular requirements of the client. More details on prices available on request – support@in1solutions.com.

We also provide fully secure and managed hosting with or without emails as required. In addition In1 Solutions are leading the way in offering fully supported cloud hosting for all our clients, providing leading edge technology, phenomenal response times and security.

Hosting:

In1 Solutions are leading the way in offering fully supported cloud hosting for all our clients, providing leading edge technology, phenomenal response times and security. With the speed and reliability provided by cloud hosting, hotel websites will be more responsive, strong impact sites with higher conversion rates.



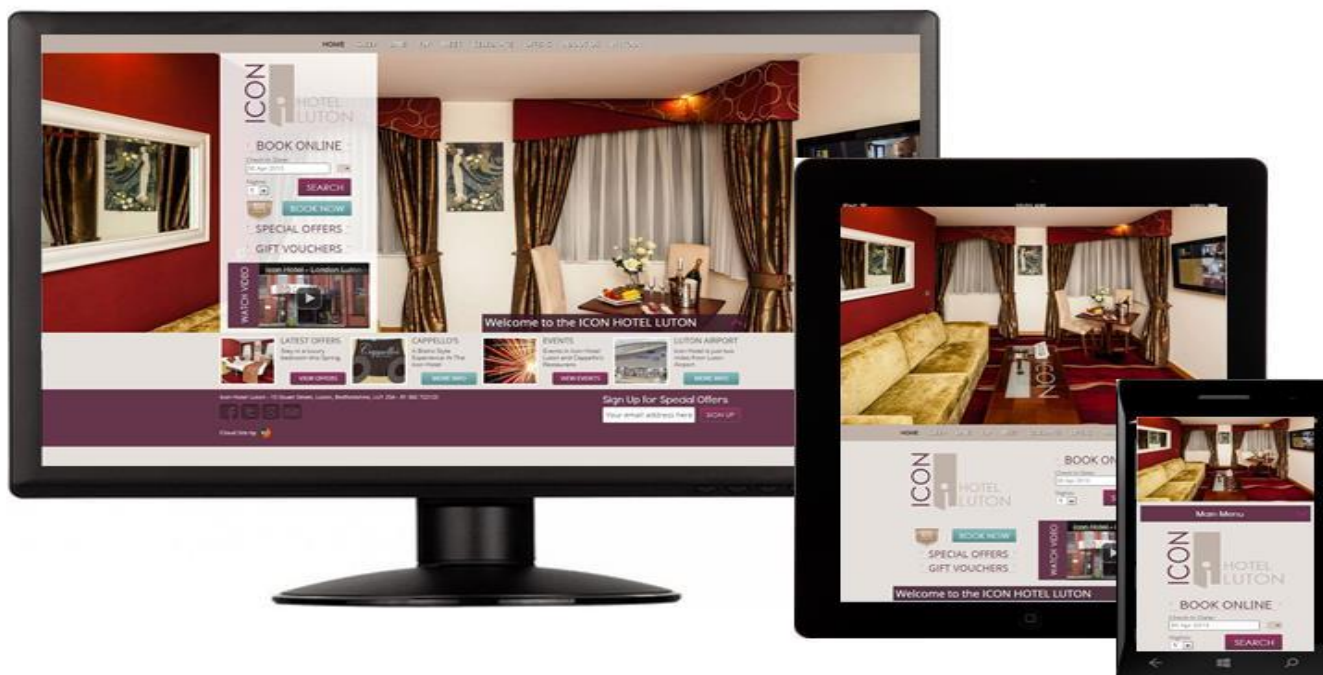
Responsive Websites

In1 Solutions offer fully responsive website design as part of their Design Services. Responsive websites are those designed to fully adapt to all devices and browser sizes, so that whether you view a site on a desktop, laptop, tablet or mobile the website will effectively resize for that device without the need for scroll bars.

With an increasing number of people accessing the internet from mobile and tablet devices it is important to ensure that a website works for these formats as well as it does on a desktop or laptop. The benefits of using Responsive Design is that you no longer have to manage content on your standard and mobile websites, and you are aware of exactly how your content will appear on each device and that important sections are always clearly on view. In essence site updates only have to be done once and you are aware of how your site will appear in each format

Depending on your website requirements, we can design and manage websites that will ensure an attractive and effective online presence, with creative website design, mobile websites or responsive sites, all supported with cloud hosting, user-friendly content management systems (CMS's) and proactive SEO strategies. Some examples of responsive site design include:

- www.iconhotelluton.com/
- www.ashlinghotel.ie
- <http://www.castlecourthotel.ie/>



Online Marketing Solutions

In1 Solutions provide a range of Digital Marketing Solutions to support our booking engine technology. They can be offered as a comprehensive and integrated solution, designed to meet goals and objectives for the property or they can be provided on an individual basis as required. They include – PPC, SEO, Email Marketing, Social Media – Facebook Booking Apps, Mobile websites and Mobile PPC and SEO, Customised Google Analytics Reporting with complete revenue tracking and goal and funnel based reporting. With all clients a comprehensive online marketing workshop is held to understand the client's business, marketing strategy and business objectives. Once we have a thorough knowledge of our client we provide a comprehensive E-marketing strategy with concept, strategy and design. Key elements include:

- Online Marketing plan
- Content Marketing Strategy:
 - Blogs
 - Landing Pages
 - Social Media up-dates
- SEO Strategy
- PPC Strategy
- Social Media Strategy:
 - Facebook Booking Apps,
 - Facebook Offers
 - Google+
 - Pinterest etc.
- Mobile Marketing Strategy:
 - Mobile website
 - Mobile booking engine
 - Mobile marketing as part of PPC strategy
- Reporting :
 - Automated daily, weekly or monthly reports
 - Suite of online reports
 - Customised reports
 - Ecommerce Google Analytics reports with AdWords integrated.
- Dedicated Account Management:
 - Dedicated Account Manager
 - Regular client meetings and reviews

Online Marketing Solutions designed to enhance your hotel brand online!

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We have been working with In1 Solutions our online partner since 2003, and have found all of the team friendly, professional and efficient at all times over the years. They continue to improve the IMC at every opportunity with enhanced special offer engine, marketing reports, affiliate marketing, etc. They continue to work on our behalf to make our website productive with increased bookings year on year. Their core strength is their continual advances in their products whilst delivering a quality and personal service. I would have and already have no hesitation in recommending In1 Solutions to any potential company seeking online marketing expertise. **Maria Kelly, Ardilaun Hotel Galway**

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Pay-Per-Click Campaigns (PPC)

In1 Solutions have developed expertise in PPC management over the last number of years running targeted campaigns for both individual hotels and groups in a number of countries that have delivered significant return on investment and have also helped to defend the brand and grow direct bookings against increasing competition from OTA's.

PPC works well across a wide range of marketing objectives, as it can provide great exposure online – driving audience, increasing your marketing database and gaining new clients. PPC is a very cost-effective way of generating leads, conversions and sales. The PPC strategy would include:

- Extensive keyword research and analysis
- Dynamic ads relevant to keyword search
- Generate leads within the target Cost Per Acquisition (CPA).
- Optimise campaign to own brand terms, ensure top listing position for these.
- Identify conversion actions and optimize campaign to drive visitors to these areas.
- Build PPC campaign based on highest yielding phrases.
- Maintain target CPA.
- Ongoing industry and competitor research and implementation of results into site and campaign.
- Can be targeted at specific markets
- Above average Click –through-rates
- Valuable historical performance with Google
- Expanded ads with several dedicated landing pages, as well as sitelinks, differing ad text, extensions etc.
- Extensive Re-Marketing and customised ads with strong visual appeal and message to drive conversions
- Google Adwords Enhanced Campaigns – multi-device enabled
- Full disclosure on site performance and costs with integration of Campaign into Google Analytics

Search Marketing Solutions that ensures your hotel is well positioned to maximise growth online!

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From working with In1, we have seen a huge improvement in our bookings month on month compared to the previous years and we are delighted with our new website, it showcases the hotel extremely well. They are great to work with, listen to our needs and fulfill them. We have very productive PPC and SEO Campaigns which we are seeing great results from, maximising the level of direct bookings to the hotel and ensuring month on month growth in both revenue and bookings for the hotel. All in all a very friendly, professional and efficient team of people, who are always at the end of the phone or email to respond to our every query. I would have no hesitation in recommending In1 Solutions to any hotel.

Lynsey Burgess, Ashling Hotel Dublin

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Search Engine Optimisation (SEO)

Search Engine Optimisation is the key to commencing a successful Online Marketing Campaign. A strongly optimised website will harvest long-term results and deliver positive return on investment. **Our SEO Process:** Generally we have two phases for SEO comprising of an Initial and a Maintenance phase. The Initial phase involves in-depth analysis of current SEO performance and involves a consultation with the client so as to fully understand their expectations and goals for their website. Then the new or existing website is up-dated based on a defined strategy and initial monitoring of performance. The maintenance phase is an on-going evaluation of performance and re-adjusting of the campaign to ensure it delivers the targets agreed as part of the strategy.

Search engine algorithms change constantly and staying abreast of these changes keeps your site one step ahead of your competitors. We also don't just believe in increasing your traffic, we take the process one step further and analyse log and track the results on a monthly basis. Usability is key to our SEO campaigns and our personal goal is that you see the results not only from your increased traffic logs, but from increased leads and sales. That is where it counts after all!

Content Management – Now more than ever content marketing plays an important role in any online marketing strategy. As part of recent up-dates the focus is more on content relevancy, frequency, timing and sharing and the impact that this has on both the user experience and on search engine rankings. Changes to the Google algorithms for SEO have placed more emphasis on a number of factors such as site performance, trust worthiness and content. Some key elements to consider include:

- Evaluate the current content on your site and also review competitors or similar colleagues in the marketplace
- Define a content marketing strategy – evaluating your existing and target markets
- Ensure that you factor in sharing options for key areas
- Adapt the tone, timing and the message for different channels – Blog, main site, Twitter etc.
- Regularly review the content and the performance and adapt when necessary to ensure that your content is displayed and delivered in the correct format, with all the required sharing options and above all is relevant

In1 Solutions can devise, implement and maintain a Content Management Strategy which would include regular up-dates to website, blogs, social media and integration with an SEO strategy. The costs can vary depending on the frequency of up-dates to content and the number of platforms which require up-dating.

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In1 Solutions have been superb. Their customer service is truly great and they always make sure we have face to face meetings fortnightly, being an e-mail or a call away in the meantime. There has been a 100% increase year over year in Revenue from bookings over February 2011 and February 2012, as we started to work together late 2010. Website visibility, and Google rankings overall, have also improved immensely and we are looking forward to completing our new website! I would personally not hesitate for a second to recommend their expertise!

Tony Murdzhiev, Cleveland Hotel London

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Mobile Websites

In1 Solutions can provide a Mobile Website (a mobile friendly version of your hotel website) with a mobile booking engine for your property. The mobile booking engine covers both room and special offer bookings.

Rather than paying money for a mobile phone app which has to be downloaded to a mobile device and may only work on certain applications, a Mobile Website is not restricted to particular devices:

- Mobile websites are designed specifically for a mobile device
- Fully branded offering with multiple pages including rooms, gallery, location etc.
- No increase in commission charge
- Can be installed as a bookmark or searched for on the web
- Can be found in Google using existing SEO
- Google detects a mobile browser so the mobile website is automatically downloaded
- Works across all operating systems
- With a Mobile Website you can promote the URL and web browsers can find you on Google. All content on the Mobile Websites can be managed and up-dated through the In1 Management Console (IMC).

We also offer Responsive web design, which provides a one off website solution that adapts for all browsers and device types.



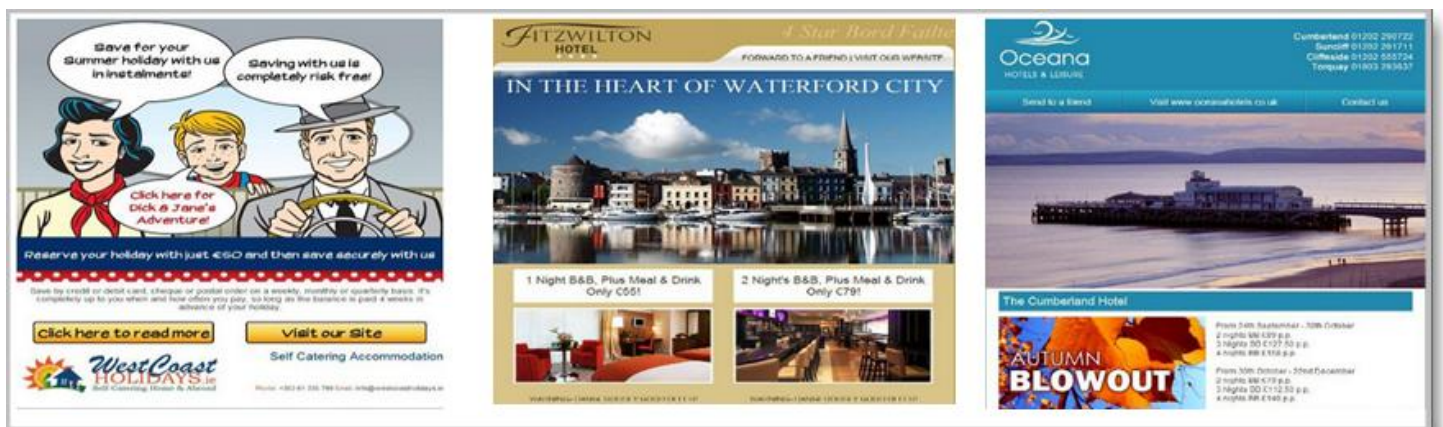
Email Marketing Solutions for Hotels

In1 Solutions can offer fully managed or self-managed Email Marketing solutions enabling clients to communicate effectively with their client base.

In1 provide a branded e-marketing solution which allows you to send well designed ezines that are tracked and monitored for effectiveness to your database. The system also allows you to integrate your ezine communications with your Facebook and Twitter campaigns. We provide template ezines which can be re-used as required or one-off designs. The cost of send is very competitive. We can provide training and access to the system to enable you to manage the campaigns yourself or for an additional fee we can fully manage these campaigns for you.

- As with our websites, our ezine designs work from a design brief and client consultation, to ensure that they meet expectations.
- In addition to user-friendly reporting available within the ezine distribution system, we can also ensure that the ezines are effectively tracked and included in your Google Analytics reports.
- We can also support your email communications as part of your overall online marketing strategy, by ensuring that there is a unique website landing pages for each campaign, promotional sections on the home page of the website etc.
- The campaign can be further promoted with our email marketing messages which can be designed to match the campaign and included on all of your company's outgoing emails.
- A client can choose from designed templates that can be re-used or one-off designs

We are happy to offer a fully managed service and can forward a quote based on your specific requirements.



Integrated Channel Management

Our integrated channel manager enables you to manage all of your online availability from one interface and ensure last available room sale with no risk of overbooking!

In1 Solutions offers a fully integrated channel management solution, which enables you to manage all rates and availability on all channels you work with through our central management console (IMC). Clients can update their various third party channels and website online booking engine from one single point. Gone are the days of logging into multiple platforms to manage your rates and availability, with In1 Solutions Channel you only have to work with one platform resulting in time savings and an increase in bookings.

In1 Solutions provides easy to use channel management technology developed for properties of all sizes to generate more online bookings. Our channel management tool is suited to all accommodation providers from hotels to Guest Houses to manage their online room distributions.

- Hundreds of international third party websites available.
- Updates revised allocation and rates. Effective way to manage Rate Parity across multiple sites.
- Maintain inventory close in or far out.
- Each extranet rule is built in, so that you adhere to each site's capabilities and restrictions.
- Bookings from each channel are synched into the In1 console

In1 Solutions provides all the above services in a real-time environment with all connected channels. Our channels include hundreds of the main OTA's.



Global Distribution Systems

In1 Solutions, in association with HotelREZ, offers you connectivity to all major Global Distribution Systems (GDS) and 1000+ International Portal websites. Your property will be fully represented on the four GDSs – Galileo, Amadeus, Sabre and Worldspan and Internet Distribution (IDS) sites such as Expedia, Lastminute and Priceline.

Your property will be linked to over 350,000 travel agents and distributors worldwide, providing access to all four major GDS systems and over 1000 international portal websites. This offer allows you to reach an even wider global market and ensures ease of management and reduced time and overhead.

We put a strong focus on the initial setup of each property and how it appears in the GDS ensuring that your property is fully and accurately represented and bookable! You will benefit from HotelREZ's Global Preferred Partnerships with Travel Management Companies and additional marketing opportunities. We are confident that we have concluded an agreement with a partner that we know will deliver the best opportunity of maximizing bookings.

IN SUMMARY

- Link to all GDSs worldwide and international travel websites
- Availability and rates automatically linked to IMC – fully integrated solution
- Confirmed bookings delivered straight into the IMC (or PMS if integrated with our booking engine)
- Instant email notification sent to you and guest for confirmed bookings. Optional SMS notification is also available.
- You have control to apply percentage increases to your rates for GDS and International portal website bookings
- Automated payments – reduces the accounting overhead
- We deal with the Travel Agent – you don't have to
- 1 year contract



Property Management Systems (PMS) Integrations

In1 Solutions provide full integrations to a number of property management systems. The full integration covers the 3 main elements, delivering rates and availability out of the PMS to a hotel's own website and delivering bookings from a hotel website into their PMS. Having a fully integrated solution can drive improvements in overall efficiency and effectiveness in the management of a property online.

Some of the Property Management Systems we offer full integrations to include:

- Micros Fidelio Opera
- Infor Softbrands
- Portfolio
- Clarity
- Hotsoft
- eRes
- THS
- Medallion
- HMS
- Hotellinx

Our PMS integration can be combined with our integrated booking engines, integrated channel management solutions and GDS solution to provide the "All In1" Solution that enables maximum efficiencies and effectiveness in the management of a property online, ensuring that growth targets for online revenue are realised.



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