PMS

Hotel Property Management System

Purpose, Buying, Modules, Functions, Interface, PMS Brands

S.No.	Topic	Hours	Weight age
01	**COMPUTER APPLICATION IN FRONT OFFICE OPERATION** A. Role of information technology in the hospitality industry B. Factors for need of a PMS in the hotel C. Factors for purchase of PMS by the hotel D. Introduction to Fidelio & Amadeus	02	5%

Organization of Business Data & MIS

Information Technology Revolution

IT has transformed the way companies store data, process and analyse data, and share information.

Computers are being used in all walks of life, including entertainment, social contact, online marketing, merchandizing, booking, reading reviews of products & services, virtual tours and training.

Robotics and artificial intelligence are adding an unthinkable level of automation, especially in dangerous and repetitive, tedious tasks.

Robot Butler

HIGH-TECH HOTEL WITH WORLD'S FIRST GUEST SERVICE ROBOTS

IT & Guest Expectations from Hotel

High speed internet, Wi-Fi hotspots, self check-in, music streaming, web series, e-Concierge, effortless online reservations…

Guests expect the same level of technological experience, that they are used to, in their homes and offices.

Personalized Wi-Fi

Now, many hotels are providing Wi-Fi CRM: a service that allows users to access the most useful information based on their local area.

Thanks to companies like Air Angel, many hotels now provide a personalised and relevant internet experience for their guests.

In-Room Entertainment

Rooms are now being fitted with with HD TVs, complete with Blu-ray movies and surround sound speaker systems, making for a perfect evening, spent relaxing in the hotel. Web connected media hubs, and docking stations now allow guests to personalise their experience, with video and music streaming from their very own smartphones, laptops or tablets.

Self-Check In

Automated check-in is rapidly becoming a 'must have' facility for hotels, allowing guests to check in manually, without having to wait at the reception desk, to receive their room key. Some hotels utilise self-serve touchscreen kiosks, whereas others use iPad check in services, both with the aim of providing a hassle-free arrival and departure process.

Replacing room keys with smartphone apps is also becoming a popular trend. Upon arrival, guests are provided with an iPhone, or sent a digital room key to their personal smartphone, which can then be used to unlock their room, using near field communication technology. The door is then locked automatically after departure, and check out can be completed by holding the phone next to a sensor. Not only does this significantly reduce waiting times, it can also increase security and save having to carry around a set of keys at all times.

Tech-savvy conference rooms

To cater for business travellers, hotel conference rooms are now utilising leading-edge gadgetry, including the latest audio visual technology, such as HD display screens and advanced projectors. For a touch of luxury, some conference rooms are now equipped with the latest touchscreen remote control devices for temperature control and lighting, to satisfy even the most tech-savvy user's needs. All this enables you to press on with hassle free presentations, meetings and video conferences. Thanks to pioneering technology, international business connectivity is easier than ever.

Tablet, iPhone and e-book loans

Forget desktops in the lobby, internet cafes or business centres, many of the most cutting-edge hotels around the world are now offering visitors free use of tablets, smartphones and e-books for the duration of their stay. No need to lug your personal laptop on holiday with you, why not save space in your suitcase and make use of the hotel's complimentary internet devices?

From the comfort of your own room, you can use your free smartphone or tablet to order movies, find out more about the hotel's services, research the local area, order room service, or call upon housekeeping – all with the touch of a button.

Property Management System

It is a collection of hardware, software and live ware (trained employee). The purpose is to provide an automated hotel management solutions.

PMS is also interfaced (connected to) with other stand-alone systems, like POS, CRS, RMS, CAS, EMS, ELS, GDS.

Abbreviations Explained

- POS, Point-of-Sale System (Cash Register)
- CRS, Central Reservation System
- RMS, Revenue Management System
- CAS, Call Accounting System
- EMS, Energy Management System
- ELS, Electronic Locking System
- GDS, Global Distribution System
- CRM, Customer Relations Management

Factors for need of PMS

1. Operational work load & need for automation.
2. Need for additional features, applications and interface. (web booking engine, channel manager, guest loyalty, restaurant POS, revenue management, self check-in, data API (application programming interface) and so on).
3. Available budget for PMS purchase,(hotel software, Internet connectivity, hardware etc.)

Factors for need of PMS

4. Goals & objectives to be achieved. (Revenue, Customer relations, Service, Labour cost etc.) The PMS must provide a competitive edge.

5. IT (tech) expertise of existing staff , (High skills- in-house server based PMS, Low skills- Cloud based solution).

Factors for purchase of PMS

- Scalable, for future expansion plans (add rooms or new properties)
- Easy to use & maintain, with intuitive interface
- All hotel tasks (in operation) may be performed (HK, Cash, Inventory, Payroll, Sales etc.)
- Latest technology based, not obsolete.
- Integration with existing third-party hardware & software tools like PABX, Door locking system, Cash drawers, Payment Gateways, ID scanners etc. will boost operational efficiency.

PMS must increase efficiency, and boost revenue.

- Security of data (PCI DSS compliant), secure cloud platform (Amazon AWS, Google Cloud)

- Vendors reliability for after-sale support, 24x7 tech support, staff training (check on third-party review site, like www.capterra.com)

- Comprehensive, customizable business reports

- Software update frequency, policy and price.

PCI Security Standards Council

- Price & value for money
- Access on all devices & operating systems

American Express, Discover Financial Services, JCB International, MasterCard, and Visa Inc. are the founding members of Payment Card Industry Security Standards Council, and it makes and monitors accounting Data Security Standards for credit & debit cards. Theft & fraud prevention, basically.

Big
PMS
brands

Modules

- A PMS is a combination of many software and tools, each module serving a particular need of the hotel, motel, or condominium.

- Different properties have unique needs.

- Module Definition- each of a set of standardized parts, or independent units, that can be used to construct a more complex structure, such as an item of furniture or a building.

  "cars are now built in modules. For example, engine, brake, steering, suspension, chassis etc."

Front Desk

Cashier

P-O-S

DOCUMENT - Reservation 2025219 CHECKED IN

Name Samuels   Phone 433 794-5834   Agent

First Name Pete   Member Type   Company Metro Design

Title   Country US   Member No.   Group

Language E   VIP   Member Lvl.   Contact

City Guide Ro   Zip 68942   State NE   Source

More Fields | Original Arrival 12/27/05   oom New Gu   Stays 0   Last Rate

Arrival 01/01/06 Sunday	**Res. Type** CHEC Checked In	Guest Balance 912.79
Nights 10	**Market** ALL ALL	Disc. Amt. %
Departure 01/11/06 Wednesday	**Source** AIR Airline	Reason
Adults 1 Child 0	Origin	☑ No Post
No. of Rms. 1	Payment CA	Specials
Room Type DLX	Credit Card No.	Comments Check financials
Room 523	DNM ☐	Promotions
Rate Code DAILY	CC Name Exp. Date	Item Inv. MEN781
Rate 275.00	Fixed Rate ☐	Preferences FLWR
Rate Curr. USD	CRS No.	Features
Packages BICYCLE	Approval Code	For MW 8/12/14
Block Code ETA 10:22 AM	Approval Amt.	
☑ Turndown	Suite With	
	Confirmation ☐ Tax Type 0	

Traces   **Comments**   **Preferences**   **Profile Notes**   **No Post**   **Item Inventory**

Save   OK

Options   Close

Created By CHAD   On 12/27/05   Updated By DOCUMENT   On 01/03/06

Modules in PMS

- Reservation
- Front Desk
- Rooms
- Cashier
- Night Audit or Day-End Process
- Set-Up

- Reports
- Back Office
- Purchase\Stores
- Telephone
- Sales & Marketing
- Accounts Receivable

Modules & Main Functions

- Reservation- create & manage bookings (FIT, GIT)
- Front Desk- manage Check-in, Registration
- Rooms- view features, location, status and pre-assign rooms.
- Cashier- manage guest account, post charges, manage Check-Out.
- Day-End Process or Night Audit- balance all hotel accounts and make reports, after manually checking all transactions.

Modules & Main Functions

- Set-Up- to define PMS settings, as per hotel requirement, like room types, numbers, tax & tariff.

- Report- create operational & financial management information system (MIS).

- Back Office- Creating database and management of internal financial & operations statistics.

Reservation Module

- Room status
- Colour coding of status
- Booking status
- Room availability status
- Attach guest message
- Automatic rate calculation
- Create group booking blocks
- Rooming list

- Special group rate
- Pre-assign room
- Define 'sharer' booking
- Send auto confirmation (e-mail, SMS, FAX)
- Process advance payment
- Add remarks
- Add guest trace (demands) for things\service.

Front Desk Module

- Process Check-In
- Display room layout with location
- Track guest activities
- Print GRC
- Attach information to folio
- Auto transfer of a/c
- Create split folio

- Up-date room change status
- Guest services

Rooms Module

- Display hotel lay-out, floor-wise.

- Scroll up\down to floors

- Zoom (close-up view)

- Display room, HK, FO status

- Latest room status

- Schedule maintenance work of rooms

- Auto adjust room inventory (+\-, OOO, OOS)

- Schedule linen change (long stay rooms)

- Track room status discrepancies (HK\FO)
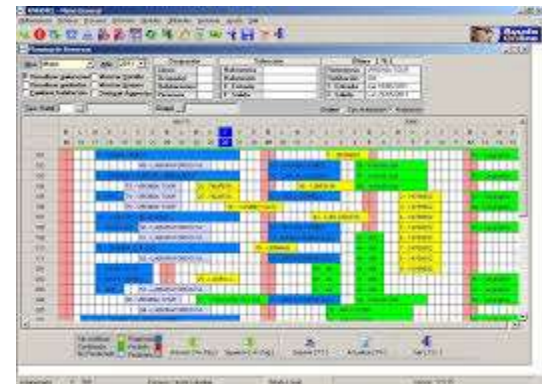
Colour	Code	Room
Vacant	VIP	Dirty
Comp.	Departure	occupied

Cashier Module

- Add incidental folio

- Transfer charges between two a/c

- Retrieve folio

- Post debits, credits, adjustments, transfers

- View & print folio

- Process speedy check-outs (quick calculation)

- Attach unlimited folios to one a/c

Night Audit Module

- Post room rate
- Change room reservation status
- Auto data back-up
- Re-build room availability after crash
- Direct access to report module
- Step-by-step process display
- Auto post service charge

- Auto post recurring charge
- Auto update room status
- Batch print GRC
- Process retention charge
- Print reports selectively
- Auto archive all records
- Close out system without total shut-down

Set-up Module
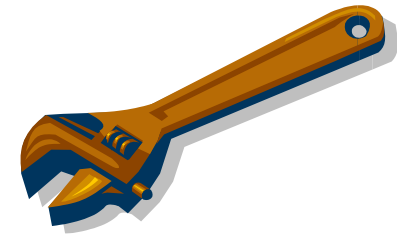
- Specify mandatory fields for data
- Add custom fields & forms
- Customize fields according to market\source\rate code
- Define text inputs for fields
- Define & customize colour codes

- Define user access (log-in password)
- Specify room rate, code, availability, season, weekend\weekday, hurdle rate, minimum length of stay (Revenue Management)
- Create profile types (FIT, GIT, Companies, TA, TO)

Set-Up Module II

- Define extension no. of room telephones
- Support local language display of message prompt\screen text
- Create list of room features
- Customize reservation calendar (imp. Dates)
- Set purge time limit for folio\profiles

- Assign codes to guest requests (chargeable or complimentary)
- Create inventory of all service items
- Standard & custom HK codes
- Configure printers and custom report routing

Reporting Module

- Provides multiple ready-to-use formats
- Retrieve operating or financial information (arrival\departure list, room position, folio balances, total accounts receivable etc.)
- Restrict access to reports using filters and user access system

Back Office Module

- Manage financial & operational statistics
- Auto up-date entire PMS modules with single entry in back-office module.
- Simplifies accounting process
- Linked to Night Audit module
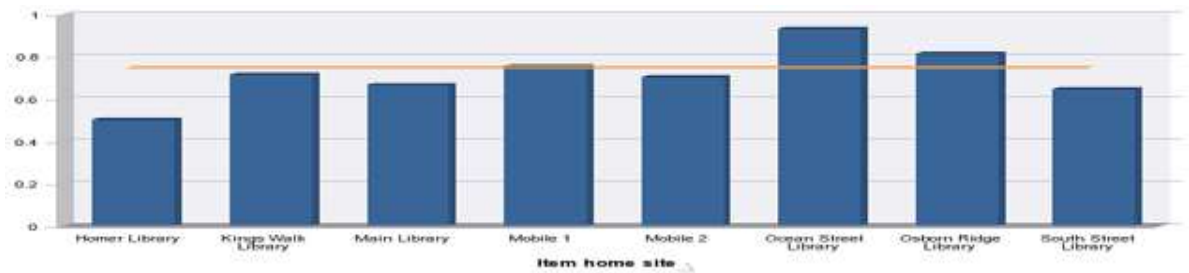
PMS Interface with Stand-Alone Systems

- POS- Revenue centre cash register

- CAS- Automatic call tracking & billing

- EMS- Manage energy consuming devices (auto-cut)

- ELS- Random code electronic card keys

PMS interface with these systems and more.

Big PMS Brands

- Micros

- Amadeus

- IDS Fortune

- ShawMan

Micros

Opera Enterprise Solutions (OES)

Fidelio

O. E. S.- For Global Chains

<u>Modules of Opera Enterprise System:</u>

- Opera Reservation System

- Opera Customer Information System

- Opera GDS Interface

- Opera Sales Force Automation

Micros Fidelio

Modules in Micros Fidelio:

- Property Management System

- Reservation System

- Point-of-Sale System

Amadeus PMS

Modules in Amadeus PMS:

Front Office

Sales & Marketing

Conference & Banqueting

Financial Management

IDS Fortune

- Fortune Enterprise (chain hotels)
- Fortune Express (mid-scale, budget hotels etc.)
- Fortune Genie (limited service B&B, motels, serviced apartments)

ShawMan

- Suitable for chains to small properties
- Integrated web-based reservation system
- Auto confirmation of messages

PMS Attributes

- High performance (speed)
- Scalability (adaptable to growth in hotel size)
- Component integration (hardware, devices, stand-alone systems work well together)
- Intuitive (designed according to logical work flow)
- Easy to manage
- Stable
- Help in revenue growth (reports, MIS)

Global Distribution System

GDS stands for **Global Distribution System**. It is a large computer network that passes, inventory and rates, for hotels, to travel agents and travel sites. It is also used by other travel segments, such as rental cars and airlines.

On-Line Travel Agency

OTA stands for: Online **Travel** Agency. OTAs are online companies who's websites allow consumers to book various **travel** related services directly via Internet. They are 3rd party agents reselling trips, hotels, cars, flights, vacation packages etc. provided or organised by others.

OTA Market Players

- Four major brands control the OTA market. Expedia, Priceline, Orbitz Worldwide, and Travelocity control about 95% of the market in the United States, according to Forbes. Recently, Expedia acquired Travelocity and announced plans to buy Orbitz. Expedia also owns hotels.com, which has 16 million monthly users. While Priceline, which enjoys 40 million monthly users, owns Booking.com. Booking.com is by far the largest player in the OTA space.

Importance of OTA

- OTAs offer hoteliers and consumers much more than a distribution channel. Sites such as Expedia and TripAdvisor are often consumers first stop when researching travel plans. They can offer value to consumers at all stages of the buying process: problem recognition, information search, evaluation of alternatives, purchase decision, purchase, and post-purchase evaluation (source). But, OTAs also create the 'billboard effect'. When guests discover hotels on OTAs, most of them do further research about the hotels using search engines, leading to direct website traffic, and increased direct reservations for hotels (source). A study conducted at Cornell estimates the incremental reservations from listing on an OTA from 7.5 to 26%. This does not include reservations booked on the OTA.

Here is a List Of Popular Travel Companies In India

- Makemytrip. MakeMyTrip.com.
- Yatra. Yatra.com.
- Cleartrip. Cleartrip.com.
- Thomas Cook. Thomascook.com.
- Cox and Kings. Coxandkings.com
- Travelguru.
- Ezeego1.
- Goibibo.

What is the best hotel booking app?

- **Here are a few of the best apps:**
- Priceline. (Free, available on Android, iOS, Windows Phone)
- Expedia. (Free, available on Android, iOS)
- Orbitz. (Free, available on Android, iOS, Windows Phone, Blackberry)
- Travelocity. (Free, available on Android, iOS, Windows Phone)
- JetSetter. (Free, available on iOS)
- Hotel Tonight.

There are about 300 such apps in the world.