


The background features a light blue world map centered on the Atlantic Ocean, showing the continents of North America, South America, Europe, Africa, Asia, and Australia. Overlaid on the map are several concentric circular elements: a dotted line, a solid line, and a thick light blue arc. In the upper left, a dark blue rectangular box with a thin black border contains the text "SIHOT. 30 YEARS OF SUCCESS" in a bold, white, sans-serif font. The text is arranged in three lines: "SIHOT." on the first line, "30 YEARS" on the second line, and "OF SUCCESS" on the third line.

SIHOT.
30 YEARS
OF SUCCESS



In 1986, we started to develop SIHOT in order to produce innovative software solutions for the hospitality industry. Dating back to this time, the philosophy of our company has been to provide hoteliers with a complete and practical information and management system, based on the latest technology available.

By anticipating new trends and requirements of the industry while continuously developing our product within a steadily growing company, SIHOT established itself as a leading provider of software solutions to the hospitality industry. We strive to turn ideas and possibilities into real features as fast as technical progress allows. The development of SIHOT as a browser application is just one example where we've taken stability and reliable technology up to the next level.

Our services range from professional and conceptual consultancy to streamlining working procedures as well as the organisation of data structures. Training and installation are conducted by our SIHOT-experts who are happy to share their in-depth knowledge with you.

The SIHOT staff is a team of experienced hotel and IT professionals, who assist our customers with a high degree of commitment and flexibility. Teamwork and cooperation, friendly and efficient service as well as constantly keeping in touch with the customer is part of the self-image that we have subscribed to.

THE SIHOT. PRINCIPLE



TECHNICAL BACKGROUND

For the programming of SIHOT, we have developed a specially designed technology: SIHOT.Flex.

By employing SIHOT.FleX, we have created a modern, web-based application on the foundation of our stable platform.

You can run SIHOT on the hotel's own server or, alternatively, use the internet to access a database that is stored in a data centre outside the property. SIHOT can be accessed on any computer or portable device with an internet browser.

The system's data is updated universally and immediately. If you change or add a detail at any stage, this is directly updated throughout the application, including all other work stations.

SIHOT is constantly being developed further. Easily installed live-updates are provided to ensure that you are working with the latest published version of SIHOT.

FUNCTIONALITY

SIHOT.FleX provides new levels of functionality. Due to this technology, we were able to create excitingly different concepts that have been made available to the user alongside SIHOT's established standard functions. This includes, for example, a host of graphic analyses and dashboards to give a clear and concise overview of the current figures, statistics and sales. The guest app SIHOT.Go! was also made possible by programming with SIHOT.FleX.

CUSTOMISATION

With a highly flexible and dynamic GUI, SIHOT is extremely easy to operate and handle. However, we fully understand that each hotel has its own way of working. While customising has always been a significant aspect in SIHOT, you will find that SIHOT.Flex is opening up even more possibilities in this respect. So, no matter which type of business model you pursue and what procedures are important to your operation – we can make adaptations to provide a solution that suits your needs. An example of this includes dedicated and specialised GUIs that are purpose-built to ensure that staff are working with the data relevant to their job at all times.

INDIVIDUAL REQUIREMENTS

On top of the basic module SIHOT.PMS, select any of the additional modules described in this brochure as required. SIHOT also offers specific functions, such as:

- » Multi-Complex
- » Multi-Currency
- » Cost Centre (EAP integrations)
- » SMS
- » Call Accounting
- » International Accounting

OUR PRODUCT SUITE



SIHOT.PMS: The basic hotel management package. SIHOT.PMS combines all front office and reservation tasks, housekeeping functions and night audit in a modern, web-based GUI. Many valuable extra features help your staff to carry out their duties smoothly and efficiently.



SIHOT.CRM: SIHOT.CRM contains every tool that is required to build a comprehensive and systematic customer relationship management cycle.



SIHOT.Sales: SIHOT.Sales enables your sales team to precisely define guest demographics to conduct effective and targeted campaigns. Setting targets for sales staff and tracking the performance of projects by using weighted revenue forecasts are further elements available.



SIHOT.Pre- & Post-Stay: Keep in touch with your guests even before they check-in and after they have checked-out.



SIHOT.Feedback: Obtain valuable feedback from your guests by asking them to complete an online questionnaire.



SIHOT.Loyalty: SIHOT.Loyalty supports your customer relationship management with membership cards, bonus schemes and additional address management functions.



SIHOT.C&B: Take control of the conference and banqueting department with our event module. Manage facilities and equipment as well as contracts and internal communications right down to the last detail.



SIHOT.POS: SIHOT.POS fulfils the system requirements of any busy Food & Beverage outlet. Combining order processing and administration in a single system, SIHOT.POS is a real asset to your F & B department.



SIHOT.Rates+: Our new module SIHOT.Rates+ is the continuation of our BAR level development. It was designed specifically to build complex rate systems which give you the possibility to quickly adapt rates according to market changes by using a variety of different components. SIHOT.Rates+ gives you flexible rate structures for maximum revenue.



SIHOT.Yield: Our revenue management system is a completely integrated tool for implementing yield strategies and optimising revenue. Highly adaptable, change and fine-tune your rates as and when required.



SIHOT.Yield | Express: The “little” revenue management system for an efficient and systematic use of BAR rates.



SIHOT.Web: SIHOT.Web is the online booking platform for your hotel. Being directly connected to SIHOT, your reservation status is always up to date.



SIHOT.Channelmanager: The channel manager handles the interaction with your internet booking channels by transmitting rates, restrictions and availability and feeding reservations into SIHOT.



SIHOT.CRS: Specially developed for central reservations offices, this module covers all requirements of a dedicated reservation channel for chains and co-operations.



SIHOT.MPE: The multiple property edition for properties belonging to a chain or group of hotels includes cross-client functions and data exchange.



SIHOT.CM: This module for the management of multi-property corporations ensures a consolidated flow of information between properties and head-quarter or central reservations. SIHOT.CM provides individually tailored solutions.



SIHOT.Ad Hoc: Combine and relate your figures the way you need them. This module gives you access to innumerable data sets for reporting purposes as required.



SIHOT.Voucher: Selling your services through gift certificates and accommodation vouchers requires special handling. Use this module to issue, redeem and track the vouchers in your system.



SIHOT.Safety Deposit: Many guests rely on the hotel to keep items such as adapters and charging cables at hand for them to borrow. This module ensures that the entire handling process is taken care of.



SIHOT.Rules: Automate the administration and processing of charges for cancellations, amendments and no-shows and related fees.



SIHOT.Trust: Trust Accounting requires a whole set of specialised functions that have been incorporated in SIHOT.Trust – right down to even the most complex contract.



SIHOT.SaaS: Save resources by transferring your IT-infrastructure to dedicated specialists. Run SIHOT via the internet with our “Software as a Service” solution.



SIHOT.Beds: SIHOT.Beds has been developed to cater to youth hostels, boarding houses, back packer accommodations, etc. It is ideal for properties letting individual beds in all or part of their guest rooms.



SIHOT.Kiosk: The check-in terminal by SIHOT. This module enables your guests to check in 24/7 without having to contact reception.



SIHOT.Mobile: This app enables housekeeping, maintenance and F&B staff to carry out a number of functions on the smartphone, keeping them completely up-to-date with current data while staying on the move.



SIHOT.Go! Especially designed to offer added value to your guests, the app SIHOT. Go! enables guests to carry out a number of functions on their smartphones or tablet.



SIHOT.Interface: From telephone exchange with call accounting, to yield management systems and mobile keys on smartphones – we connect everything. SIHOT can be interfaced to all standard and many other systems that are available on the market. Certified interfaces include the Best Western CRS and reputation management with TripAdvisor.

SIHOT.KIOSK

THE SELF-CHECK-IN TERMINAL FOR YOUR GUESTS



OVERVIEW

The SIHOT.Kiosk guides your guest through the arrival formalities at a dedicated check-in terminal. I. e. guests can simply check themselves in.

This module offers high adaptability to the individual property: each step of the check-in procedure follows your own standard operation procedures. In addition, the user interface will be designed after your corporate identity and in line with the style of your property.

FEATURES

Step by Step

Guests access the check-in by entering their reservation number or GDS-code or by scanning the QR-code that they received with their confirmation. Usually, the first step is to complete the required personal data for the police report or just for the hotel's own record keeping. Having confirmed the booking terms and conditions, a signature can be obtained on the touch screen. Thereafter, you can offer an upgraded room category at extra charge or go straight to the room selection. Use pictures and illustrations to help the guest choose a room, unless one has been allocated by Front Office already. You may also offer and present additional services at this stage, such as breakfast, hotel shuttle, etc.

The prepayment by credit card is automatically recorded in the SIHOT.Kiosk and settled accordingly. An invoice will be sent to the guest by email.

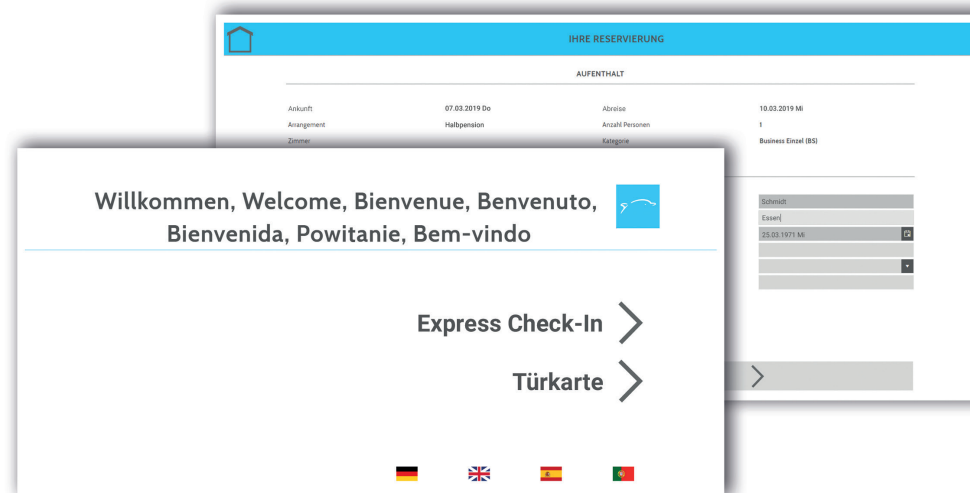
Once the check-in is completed in SIHOT, guests can encode a key card using the encoding machine provided at the terminal. Alternatively, an ID number can be sent to the guests' smartphone, with which they will be able to open their room door. This mobile key feature is available when using an interface to a supporting door lock system.

Keycards

During their stay, guests are able to obtain copies or new key cards as required.

ADVANTAGES

- » 24/7 check-in for your guests
- » Customisation
- » Electronic registration card
- » Mobile key feature available



SIHOT.GO!

THE APP FOR YOUR GUESTS



OVERVIEW

SIHOT.Go! gives your guests access to many practical functions by smartphone or tablet. It is a web application that guests can access using the link in their confirmation or your website. The app does not require installation on the phone.

FEATURES

Reservations, Check-In and Check-Out

SIHOT.Go! offers all advantages of a modern internet reservation platform. Incoming reservations via the app are entered automatically in SIHOT.PMS. Guests can also perform a pre-check-in, providing the necessary data such as address and billing address. They may even choose a room from a list of available rooms in the reserved category. Finally, a digital signature on the screen completes the formalities.

During the stay, guests can call up their guest folio showing the current charges on the account. A pre-check-out can be conducted by the guests who have already settled their bills or who wish to make a credit card payment (payment card interface required).

Service Requests

Before or during their stay, guests can send special requests to the hotel. Whether they need additional pillows or want to book airport transfers - a swipe is

all it takes. This feature is set up in the SIHOT master files with anything you may wish to offer to your guests, so this is your chance to shine!

The screenshot shows the SIHOT.Go! app interface. On the left is a menu for 'Peter Schmidt' with options: Reservierung, Zusatzwünsche, Meine Zusatzwünsche, QR-Code, Rechnungen, and Buchen. On the right is the 'RESERVIERUNG' screen, which displays reservation data for a stay at SIHOT Hotel from 07/03/2019 to 10/03/2019. The reservation is for a Business Single (BS) room, category 1, with a total price of 950,00. Below this, the guest's name 'Peter Schmidt' is shown with a checkmark and a signature icon. At the bottom, there is a section for 'RECHNUNGSADRESSE' with a label 'Rechnung'.

RESERVIERUNGSDATEN	
Reservierungsnummer	20.005.477
Hotel	SIHOT Hotel
Anreise	07/03/2019
Abreise	10/03/2019
Kategorie	Business Single (BS)
Anzahl Zimmer	1
Arrangement	Wellness-flat
Gesamtpreis	950,00

Gäste	
Business Einzel (BS)	
✓ Peter Schmidt	

RECHNUNGSADRESSE	
Rechnung	

Feedback

The feedback function in SIHOT.GO! is available right after check-in. This means that guests can tell you what they think while still in-house. Their evaluation is transferred straight into SIHOT.PMS, where you can track the comments received either in the feedback-dialog or in the guest profile. Therefore, there's a better chance for you to rectifying any shortcomings or thanking them for positive comments.

Post-Stay Features

Business travellers in particular will appreciate how easily they can recall bills of their past stays at your hotel. In addition, guests can now give their feedback, if they haven't done so during their stay already.

Hotel Description

You can insert a complete description of your property, together with information regarding location and surroundings as well as photographs and illustrations. In addition, you can also describe in detail and provide photos of each room category that can be booked within the app.

ADVANTAGES

- » Customer relationship management by app
- » Reservation platform
- » Useful tools for your guests

SIHOT.RATES⁺

FLEXIBLE RATE STRUCTURES FOR YOUR RATE MANAGEMENT

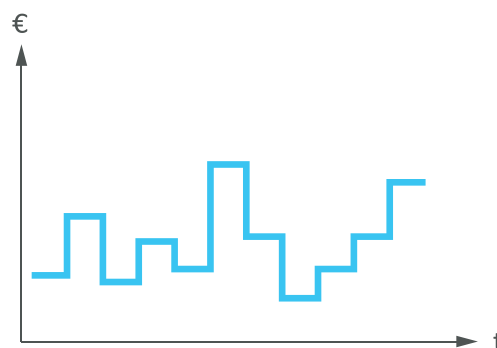
OVERVIEW

The mantra of revenue management has always been to sell “the right product at the right price and the right time”. We have then added another dimension with “through the right channel”. The result being that these days, trying to obtain the highest possible revenue has become harder than ever. Customers immediately see the room rates of all competitors in a staggering number of channels, making it difficult to always offer the optimum rate in all of them. Add to that the diversity of the market segments and you have even more factors to consider in your pricing strategy.

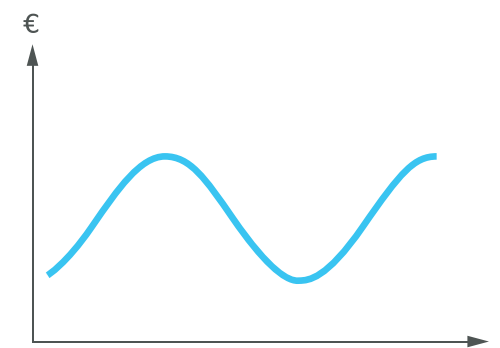
Our new module SIHOT.Rates+ is the continuation of our BAR level development. It was designed specifically to build complex rate systems which give you the possibility to quickly adapt rates according to market changes by using a variety of different components. SIHOT.Rates+ gives you flexible rate structures for maximum revenue.

How do you keep track of all your different rates? Easily – by using derived rates! Derived rates reduce the manual rate maintenance to a minimum, as any change to the base rate changes the price of the derived rates at the same time.

BAR Level



Open Price



FUNCTIONS

Reacting quickly to market changes has become more and more important for the distribution across online platforms. Hoteliers must therefore, establish rate structures that are flexible, yet simple and easy to manage.

Base Rate: BAR Level or Open Pricing?

The starting point of this fast revenue system is a base rate. This may be a regular BAR level or a substantially more dynamic open price. Both are possible – the combination is the key!

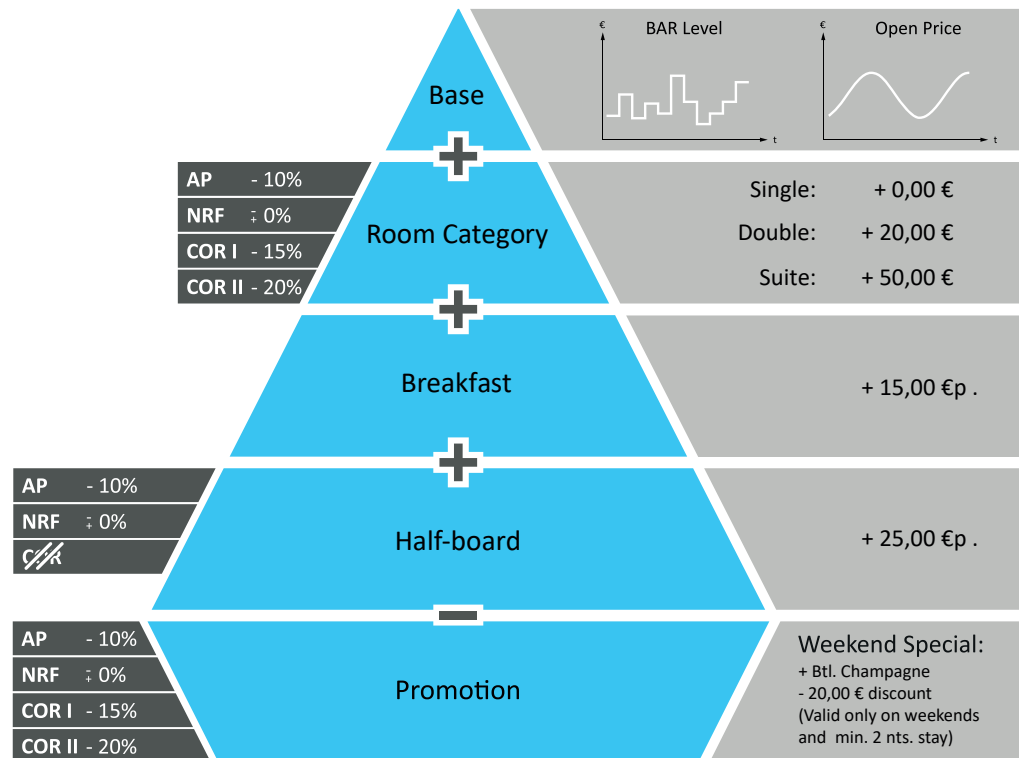
The well-known BAR offers an effective way to maximise revenues. The individual BAR levels contain set rates applicable for days with high or low demand

and any in between. In the BAR production dialog, you simply specify which BAR level will be applied on which day. Accordingly, bookings show this pre-determined rate.

The open pricing function in SIHOT, however, is a completely open structure, where any price at all is possible. This allows for fluid rate values with small nuances, which may generate valuable extra income for your property.

How to Benefit from Derived Rates!

The open pricing function in SIHOT, however, is a completely open structure with fluid prices.



In addition, you can use derived rates in multiple tiers! This is how it works: your base rate consists of a floating price for accommodation only. From this, you derive a rate per room, whereby each category is given a separate price by adding a fixed amount or a percentage. These category supplements, in turn,

may vary according to different seasons or specific defined periods. The next tiers may consist of different boards, for example breakfast and half board. Now apply a discount on the rate for half board for arrivals on a Friday or Saturday with a minimum 2 nights stay – and there's your "Weekend Special".

Derived rates are very convenient for diversified packages that target specific markets and for special promotions. They are especially useful for corporate business, together with advance purchase and non-refundable rates that are becoming increasingly popular for online booking platforms.

Reservations with Derived Rates

In reservations, SIHOT always shows the final total. No matter if guests reserve online or if your staff take bookings via phone – you only need to enter the chosen package with the rate that SIHOT has already calculated accordingly.

ADVANTAGES

- » Practically unlimited possibilities in setting up rates
- » Complex rate structures for all selling needs
- » Easy to handle and administer internally
- » Targeted and market-oriented rates differentiation
- » Excellent for use in online distribution

SIHOT.MOBILE

THE SIHOT.APP FOR MOBILITY

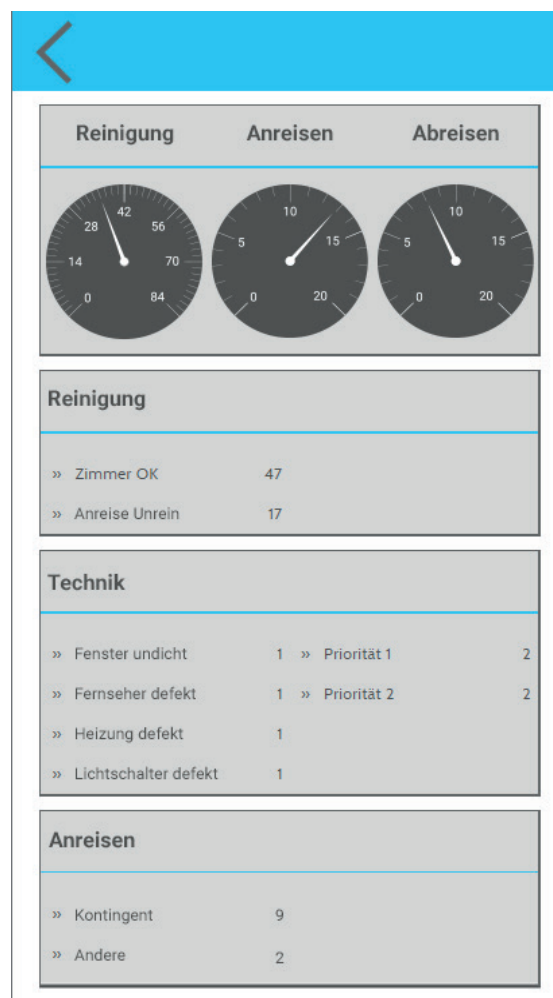
OVERVIEW

This app enables housekeeping, maintenance and F&B staff to carry out a number of functions on the smartphone or tablet, keeping them completely up-to-date with actual data while staying on the move. Paperless and always up to date with SIHOT.PMS, SIHOT.Mobile ensures that your staff is well informed at all times.

FEATURES

Housekeeping

Using smartphones in housekeeping becomes ever more popular. For good reason: they replace scruffy lists and eliminate complicated telephone procedures. Instead, they are little multi-talents that provide up-to-date data at all times. They show which rooms have just been vacated and allow room status changes at the touch of a button. A dashboard provides an overview of the current room situation and how many arrivals and departures are still due on the day.



Maintenance

The maintenance department profits in a similar way from SIHOT.Mobile: the time consuming writing, filing and distribution of maintenance requests is a thing of the past. Maintenance orders are recorded via smartphone and called up by the engineer responsible straight away. The maintenance request includes not only a complete description, it also provides photographs wherever necessary. Maintenance staff can now schedule their tasks much more efficiently and bring along the proper tools and materials required for the job. Having completed the job, a simple "OK" on the smartphone tells housekeeping that the room is back on track. At the same, this information is also available for reception staff in SIHOT.PMS.

Lost and Found

SIHOT.Mobile contains a complete list of lost and found items. Anything left behind can be entered in SIHOT.Mobile and can also be called up immediately in SIHOT.PMS, in case guests are already looking for their property.



Phone Directory

A phone directory with a selection of important telephone numbers is included in SIHOT.Mobile.

Breakfast App

The so-called breakfast app has been developed for restaurant staff using either a tablet or smartphone. It shows clearly which guests are entitled for breakfast according to their mealplan and which guests have booked rates not including breakfast. If required, breakfast can be charged to the room account straight away.

Guest Accounts

SIHOT.Mobile offers different account features: you can check the balance and charges on a guest or client account and also post selected services to either account.

Meal Plan Overview

The mealplan overview shows how many guests have already consumed their meals and how many are still to come, making it easier to plan breaks and staffing in general.

<	
Frühstück	
Gesamt	23
Zusätzlich	2
offen	14
Mittag	
Gesamt	15
Zusätzlich	0
offen	15
Abend	
Gesamt	22
Zusätzlich	0
offen	22
Hausstatus	
Anreisen (Personen)	8
Abreisen (Personen)	10
Bleiber (Personen)	25

ADVANTAGES

- » Easy, streamlined menus and functions
- » Direct access and immediate data transfer to SIHOT.PMS
- » Mobile application for smartphone and tablet

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