EZYield.com's SaaS-based Solution Compatible with iPhone and Other Popular Smartphone Browsers

Hoteliers need no special application in order to access the industry's leading Web-based channel management and distribution technology solution

EZYield.com, the originator of the SaaS-based platform for automated online channel management with integrated booking and reservation delivery technologies, announces that, due to their Web-based platform, hotel revenue managers can remotely yield rates and inventory using the iPhone and other popular smartphone browsers.

Because EZYield.com was designed from the beginning as a SaaS solution, it requires no software downloads or licensing rights. This allows hoteliers to update rates, allotments and packages across all of their forward distribution channels through the iPhone and other popular smartphone browsers.

"As companies develop new software applications to reach the growing number of smartphone users on the market, it reinforces our original decision to develop EZYield.com as a SaaS platform," stated Ed St. Onge, CEO of EZYield.com. "The new obstacles companies face as they invest in new software does not apply to us because we developed a software that was universally compatible from Day One. Therefore, we are able to invest in software features and benefits that lead the market, as opposed to being reactionary to trends. This is a huge difference, not only for users of specific types of smartphones, but also for the amount of integration needed to create a seamless experience."

Yielding to forward distribution channels via smartphone browsers is on the rise internationally. Yielding software that is licensed-based cannot inherently be available on a smartphone browser, which is why new software must be developed to meet the needs of today's hoteliers. Software that is built on a SaaS platform, or available anywhere with an Internet connection, is universally compatible by nature.

"For the health of the channel management segment in the hospitality industry, it is reassuring that other companies are investing in mobile friendly technology because it is part of the future of yielding. That being said, the transition to using a smartphone browser to yield had little effect on our technology because we were ready for this transition years ago. And while our competitors play catch-up, we continue to move forward with the best technology available anywhere," commented St. Onge.

For more information, please contact EZYield.com sales at **+1 407.629.0900** (press 1), email sales@ezyield.com or visit www.ezyield.com.

About EZYield.com

Since introducing the world's first automated channel management solution in 2002, EZYield.com has remained the undisputed leader in online distribution technology for the global hospitality industry. Today, 3,000 hotels in 75 countries utilize EZYield.com's award-winning, advanced channel management software to streamline the distribution of rates and inventory to 500 forward distribution channels in multiple languages and 168 currencies. EZYield.com's SaaS web-based platform and mobile friendly solutions are designed to give control of online distribution back to the hotelier, with products dynamic and flexible enough to satisfy properties ranging from 40 to 4,000 rooms. EZYield.com maintains regional offices in Asia Pacific, Europe, Middle East and the Americas, in order to provide continuous live support to their clients around the world. For more information, please visit www.ezyield.com.

Editor's Note

Electronic images for EZYield.com are available by contacting Ryan Marks at Plan A Public Relations & Marketing, Inc. Phone: 407.905.0608 or e-mail: ryan@planapr.com.