EZYield.com Leverages the Power of Thin-Client Platform in Channel Management and Hotel Distribution Technology

Since revolutionizing hotel marketing in 2002 with the introduction of the world's first automated channel management solution, EZYield.com has become the industry leader in online distribution technology. Their success is due, in part to their decision to base their award-winning channel management technology on a Software-as-a-Service (SaaS), or thin client platform, which provides a host of user benefits to their hotel clientele around the globe. Because the solution is web-based, EZYield.com users can access their dashboard on EZYield.com's website to distribute rates, inventory and allotments from any PC anywhere there is an Internet connection.

It is this ease-of-use provided by the SaaS software architecture that has made EZYield.com the most widely used channel management software in the hospitality industry. It's more secure, more reliable, more manageable, and offers a better return-on-investment (ROI) and lower total-cost-of-ownership (TCO) than the thick-client or PC model. In fact, analysts have suggested that SaaS computing TCO can be half of a traditional unmanaged PC environment.

YIELD EASIER WITH EZYIELD.COM'S WEB-BASED FUNCTIONALITY

SaaS is simply easier to access from any desktop or laptop computer with an Internet connection and is more energy-efficient, than that of the PC model. SaaS increases the range of productivity, and is designed to have in infinite shelf life, as opposed to the finite PC model, which requires constant maintenance and potentially expensive upgrades. Additionally, SaaS shifts computing complexities to a professionally managed datacenter eliminating issues such as software incompatibilities, system crashes, required memory upgrades, virus outbreaks, and more.

Functionality, in terms of convenience and system operability, defines EZYield.com's SaaS model. Revenue managers expect their yield management software to function at the times that are conducive for them, which is not always within a predictable

timeframe. EZYield.com is available for yielding on the fly, at any given time on any time zone, as rooms become available or booked, and as rates change as a result of market conditions. Also, with installed software systems, software and system upgrades require downtime and rebooting, which could be both inconvenient and costly. Revenue managers using EZYield.com can be sure that additional features and system upgrades, are automatically integrated into the functionality of the system as they become available, without the hindrances experienced using the PC model.

YIELD FROM ANYWHERE WITH EZYIELD.COM'S MOBILITY

Traveling is to hospitality, as mobile access is to SaaS. One of the foundations of SaaS is the ability to be anywhere and still be productive. That is why over five million allotments were yielded through the EZYield.com system in January 2010 from 3,000 hotels in 75 countries. EZYield.com is one system, available worldwide to industry professionals, who spend on average 15 percent of their time annually traveling between properties, countries and time zones.

EZYield.com is built to be a streamlined, timesaving, and less laborious way to yield allotments and gather reports. By using software that is not harnessed to a single computer, and the complexities and dangers that can result from the daily stressful environmental use of that computer, EZYield.com eliminates worry about not being able to yield allotments - it is always "live" everywhere in the world to anyone with approved access. As long as revenue managers have an Internet connection, they can yield. The functionality of being mobile and still being able to execute revenue management strategies is a key advantage unmatched by other technologies.

HAVE MULTIPLE YIELDERS WITH EZYIELD.COM'S MULTIPLE ACCESS POINTS

SaaS' multiple access points enable numerous users to use the software. In contrast, the PC model uses license-based access points, with each user corresponding to one license and multiple users requiring multiple licenses, a cost prohibitive practice for companies that need multiple licenses. Also, with SaaS, more than one user can "log on" and no two user's applications can conflict with one another, which is not possible under a PC model.

Because EZYield.com provides universal access points via the Internet, multiple users can be empowered to use EZYield.com under a single fee structure with more convenience, more opportunities to yield, and more opportunities to obtain and retrieve important information. This is a more cost-effective and cost-efficient model for hotel companies that have more than one person who is responsible for yielding allotments. It also allows access to allotment yielding reports to more than one person, ensuring the credibility and the continuation of revenue strategies.

While there are many choices for revenue management software, the clear choice for wise hoteliers is EZYield.com. From the lower cost-of-ownership to the ability to retrieve data from multiple locations, EZYield.com is the most advanced solution available. For more information contact sales@ezyield.com or call +1 (407) 629-0900, then press 1.

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Defining SaaS Vs. PC

In order to illustrate the benefits of the SaaS, or thin-client platform, it is helpful to compare and contrast the various platforms that are available for channel management software. The first example (pictured at right) depicts the SaaS solution, which utilizes a central server to store data "in the cloud," making it accessible to anyone with the necessary credentials, from any PC with an Internet connection.

The second example is a PC client, or computer-based software. This example is defined as a single-hub computer using licensed and site-installed software. Each PC may have a periodic connection to a central server, but may also perform many functions without that connection, leaving various versions of the data on different PC's at any given time.