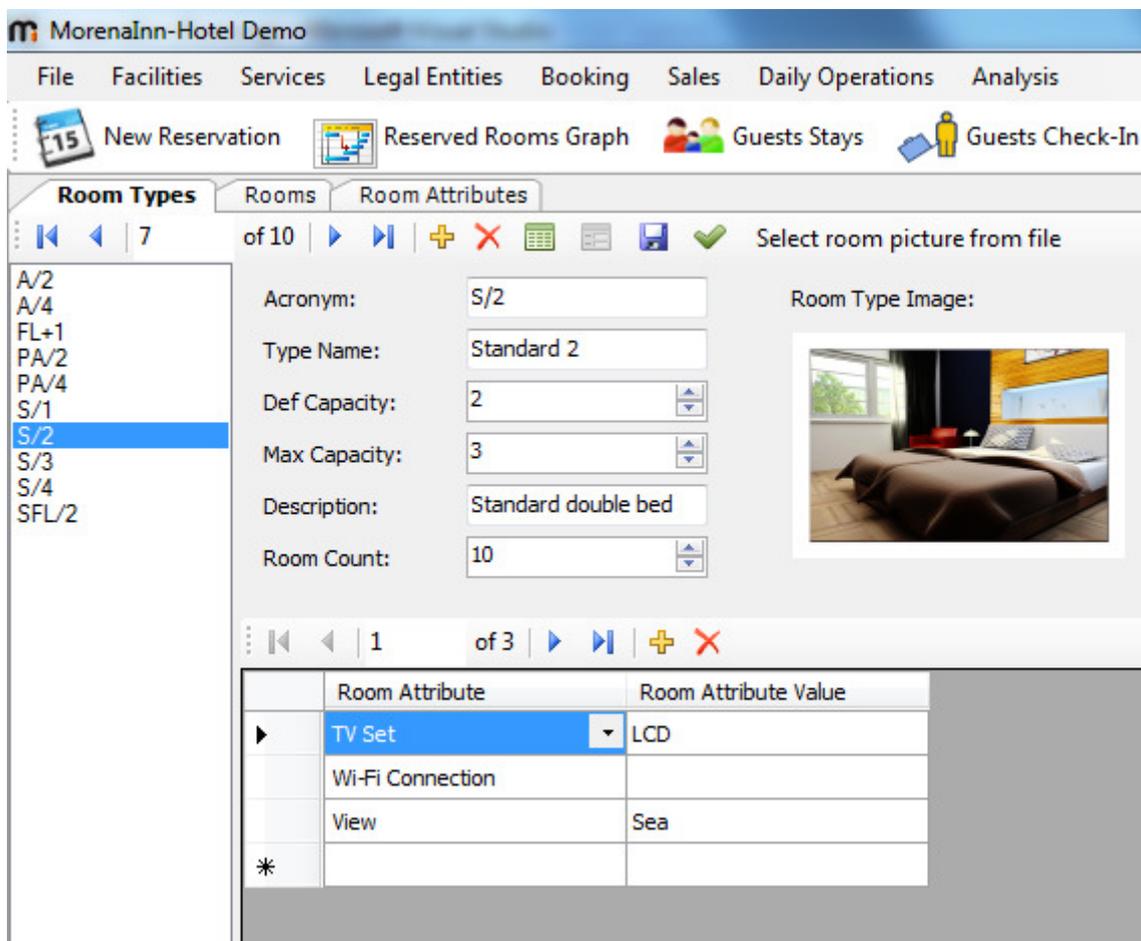


HPMS MorenaInn

Introduction

MorenaInn is an advanced, state of the art Hotel Property Management System (HPMS), software intended for automation of business processes in hotels and hotel groups. **MorenaInn** allows accommodation facilities usage optimization, flexible rate management, fast and easy guests check-in and check-out, billing, business analysis in real time and much more.



MorenaInn is based on modern but proved technologies and platforms. In the heart of its back-end is robust database management system (Microsoft SQL Server) that offers a high degree of reliability and lets you search through millions of data records. Multi-tier service based architecture supports local and remote clients and provides standards-based connectivity with other systems (PBX, IPTV, global reservation systems ...). Applied technologies, such as WCF and SCSEF, make **MorenaInn** superior compared to other well-known HPMS.

MorenaInn can be used alone, in combination with software for accounting and restaurant from Morena or in combination with software from other vendors.

MorenaInn is available as a multi-property deployment, meaning multiple hotels can reside within the same database.

MorenaInn has multilingual capabilities, meaning both staff and managers can work in their local language at the same time.

Functionally, **MorenaInn** can be divided into the following segments:

- Rooms Management
- Hotel Services
- Rate Management
- Business Partners
- Reservations System (CRS)
- Reception Desk
- Hotel Point of Sale (POS)
- Sales Management
- **MorenaInn** Business Intelligence

Rooms Management

Each hotel has a number of accommodation units (rooms, apartments...) of different types (double, triple...) and specific set of accommodation unit properties of interest such as floor, view, A/C availability, type of TV, Internet access... Having these properties entered into back-end database it is possible to find the room that meets the guest's needs.

Standard HPMS software handle certain pre-defined set of accommodation unit properties that user can not extend, neither remove. To overcome that limitation, **MorenaInn** introduced user-defined accommodation unit properties. Each accommodation unit has a searchable set of user defined properties, assigned specially to that unit or inherited from accommodation unit type. The result is incomparable flexibility.

	Attribute Name	Has Value	Attribute Image	
	TV Set	<input type="checkbox"/>		Change Symbol
	View	<input checked="" type="checkbox"/>		Change Symbol
	Wi-Fi Connection	<input checked="" type="checkbox"/>		Change Symbol
	My Custom Room Property	<input type="checkbox"/>		Change Symbol
*		<input type="checkbox"/>		

Hotel Services

Every hotel provides accommodation to guests and most of them provide meals. Besides those basic services, there may be other, additional services such as welcome drinks, parking, wellness and cosmetic treatments. The services provided by hotel to guests and the way in which they are associated in the packages (boards) vary from hotel to hotel. **MorenaInn** allows a user to define additional services and content of board packages. Some hotels include tourist tax, insurance and other taxes in the board price, some hotels charge taxes separately. **MorenaInn** supports a variety of business policies on this issue. Unlike most other HPMS that require the users to adapt to the software, **MorenaInn** adapts to the user.

Some hotels have the same diet for all guests, and other specially treated children's meals. Snacks and enhanced meals (e.g. for athletes in training) may be available. **MorenaInn** allows the user to choose the diet regimens that exist in the hotel. When it comes to calculating the price of food in a board **MorenaInn** supports two different scenarios that arise in practice: the definition of fixed, planned prices for meals or definition of the percentage share of the cost of food in the price of each board (that includes accommodation, meals and additional services).

Rate Management

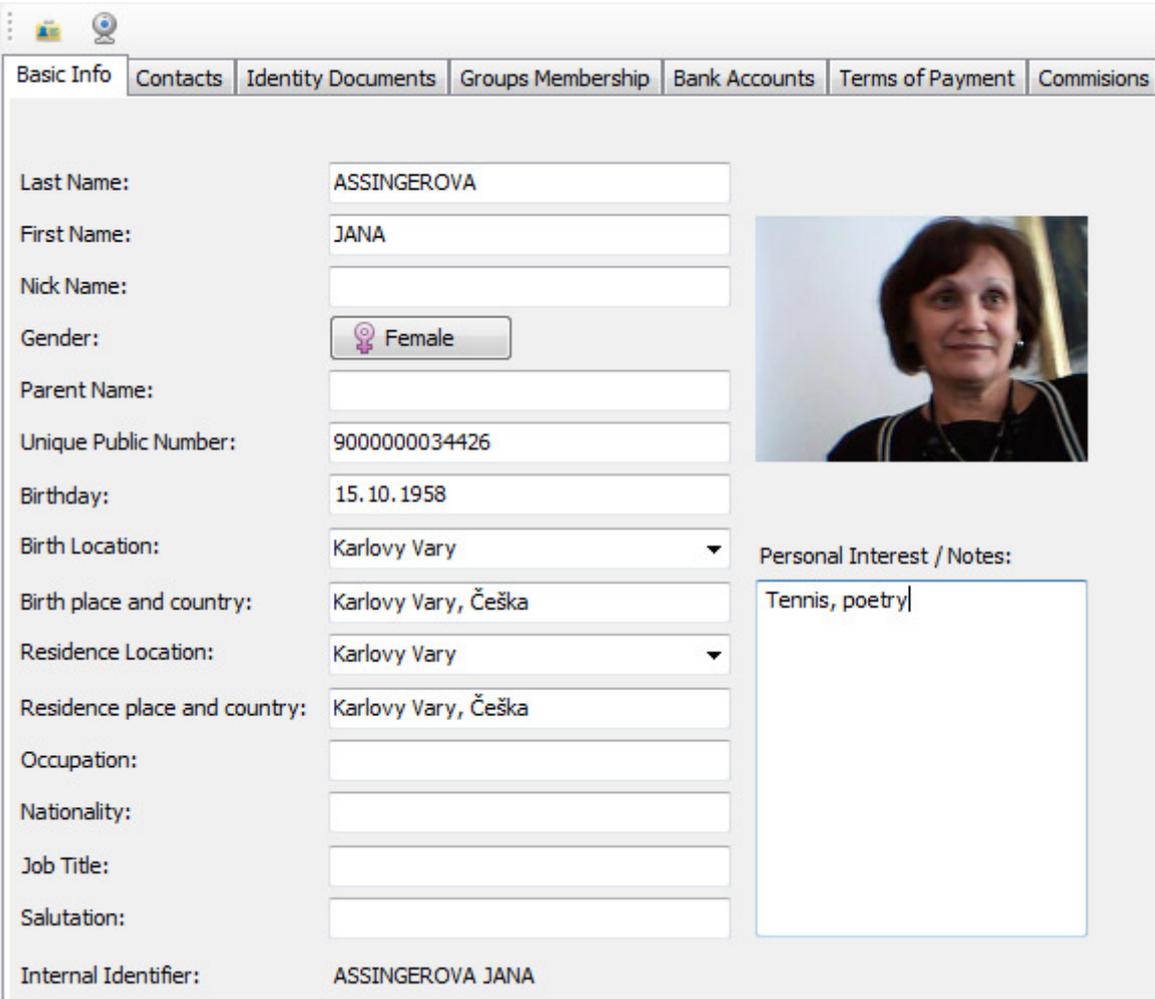
Flexible but simple price management is one of the most challenging HPMS tasks. Taking into account the different parts of the seasons, room types, boards and guest ages number of items in the list of possible combinations that determine the price of the stay at the hotel is usually a three digit number. In addition, price may depend on the stay length, room properties, on certain categories of guests (e.g. loyalty program). There may be special discounts to tourist agencies or tour operators may have separately agreed rates that include nearly all mentioned combinations. In the core of MorenaInn rate management is special module - „rate engine“. It allows users to define rate explicitly for a few basic combinations (e.g. half board in double room for adults). All other rates are calculated based on the „price rules“ that define prices relative to a basic combination (e.g. BB -10€ compared to HB, children in separate bed -30%, etc.). More than one rule may be applied in user-defined order. When it comes to price change, the user changes only the basic rates and all other rates are properly recalculated at real-time.

The screenshot displays the 'Rate Management' interface in a web browser. At the top, there are navigation icons and a breadcrumb '1 of 5'. A sidebar on the left lists rule categories: 'Children - shared bed' (selected), 'Children - separate bed', 'Breakfast only', 'Full board', and 'Additional bed'. The main area is divided into two sections. The top section is for rule configuration, with 'Rule Description' set to 'Children - shared bed' and 'Rule Active' checked. Below are dropdown menus for 'Board Id', 'Age Category Id' (set to 'Children'), 'Room Type Id', and 'Room Attribute Id', along with input fields for 'Stay Day Ordinal From', 'Stay Day Ordinal To', 'Min Stay Length', and 'Max Stay Length'. The bottom section is for reference and pricing, with 'Ref Board Id', 'Ref Age Category Id' (set to 'Adults'), and 'Ref Room Type Id' dropdowns. To the right, 'Plus Percent' is set to '-50,00', 'Plus Amount' is empty, and 'Apply Order' is set to '1'.

An additional MorenaInn advantage is price rules definition based on user-defined accommodation unit properties. So, there may be a rule that rate for a room with a sea view is 10% higher than room rate for room without sea view, or that rate for rooms with balcony is 15% higher than in rooms without a balcony.

Business Partners

The hospitality business implies collaboration with different types of business partners, persons and legal entities - e.g. suppliers of goods and services, travel agencies and tour operators. The most important business partner who is all about is the guest.



Basic Info	Contacts	Identity Documents	Groups Membership	Bank Accounts	Terms of Payment	Commissions
Last Name:	ASSINGEROVA					
First Name:	JANA					
Nick Name:						
Gender:	<input checked="" type="radio"/> Female					
Parent Name:						
Unique Public Number:	9000000034426					
Birthday:	15. 10. 1958					
Birth Location:	Karlovy Vary					
Birth place and country:	Karlovy Vary, Češka					
Residence Location:	Karlovy Vary					
Residence place and country:	Karlovy Vary, Češka					
Occupation:						
Nationality:						
Job Title:						
Salutation:						
Internal Identifier:	ASSINGEROVA JANA					

Personal Interest / Notes:
Tennis, poetry

A business partner often appears in different roles - e.g. supplier uses the services of the hotel as a guest and thus compensate for some of its invoices. The guests records stored into a database allows faster check-in of guests who were already at the hotel (and their data is already in the database) and represents a significant resource for marketing operations.

Once again, flexibility is the key word. **MorenaInn** user defines groups of business partners (agencies, suppliers, guests ...) on his own, just as preferred contact information types (phone/cell number, address, e-mail, fax ...) and preferred types of identification documents (ID card,

passport, driver's licenses ...). MorenaInn supports acquiring a person data from electronic identity cards and recording digital photos of guests. Information about the business partners can be shared with other software packages (e.g. accounting).

MorenaInn offers special additional features for SMS and e-mail marketing. Guests can be informed about excursions, special restaurant evenings and other events during their stay in hotel, thus encouraging additional spending. Loyal guests may be informed about special discounts and promotions in certain parts of the season. Automatic generation of greetings birthday messages is another option.

Reservation System

Booking information is basis for planning and managing hospitality business. Optimal utilization of hotel facilities (as high as possible, but without overbooking) depends on the accuracy of information about reservations and their proper treatment.

New Reservation

New Pro Forma Invoice

Reservation # 4 Reservation date: 11.4.2011 13:06:00 User: Nikola

Basic data | Advanced data | Other

Reserver: Morena
Morena inženjering doo

Reservation Type: Individual
Reservation Status: Unconfirmed
Received guests: 0

Contract: [dropdown]
Reservation Description: Demo reservation

Arrival Date: 12. 4. 2011
Nights: 7
Departure Date: 19. 4. 2011

Accom. requests

Request 1 x S/2

Accom. Request: 1 x Standard 2 x 2 guests per room

RoomAttr.	Value
Floor	1
View	Sea
*	

Selected rooms: room

Select Rooms Include All Rooms

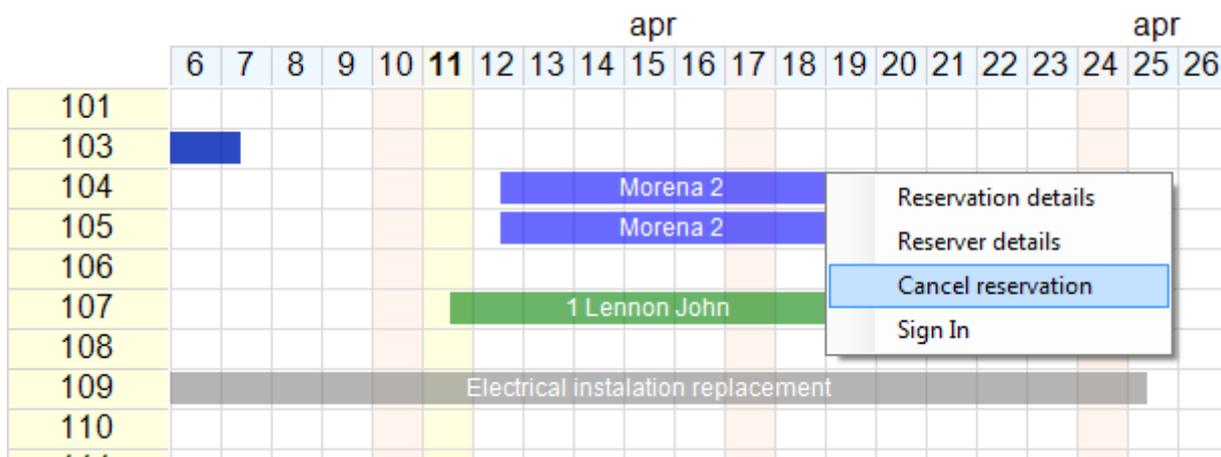
Reservations can be simple (e.g. a double room in the period from 5.8. To 15.8.), but also very complicated when it requires a large number of accommodation units of various types that have certain properties, with some guests going to stay longer or shorter than others. Business practice

of some hotels is to assign specific room in the moment of booking, while others do it at check-in. Some hotels require reservations to be confirmed by advance payments and cancel reservations that are not confirmed in this way.

MorenaInn supports all mentioned variants of the booking business process. The registration of the most common, simple reservations is straightforward, without compromising flexibility required for more complicated reservations. MorenaInn user defines available reservation states (request for quotation, confirmed, canceled ...) and types (individual, group ...). **MorenaInn** assist in selecting the room that meet guest requirements based on optimal utilization of rooms, but allows the user to make a final decision.

MorenaInn allows automatic generation of quotation (pro forma invoice) on reservation. Reservation retrieve is possible by the large number of parameters, including the guest name, date of arrival, date of booking, reservation status or type, the text contained in the description of the reservation... **MorenaInn** has a large number of reports that are used to predict the capacity utilization in the future, based on reservations.

Additional features include interface to on-line travel agencies (Expedia, Booking.com...), proprietary website for on-line reservations and automated communications with travel agencies.



Reception Desk

The impression that guest take-out from hotel depends heavily on the time spent waiting at the reception desk receptionists to perform common operations: check-in, check-out, billing, extending or shortening the stay and so on. It is very important to enable smooth reception desk operations in accordance with the business practices of the hotel.

MorenaInn speeds up the check-in process by enabling the user to predefine the default board, stay duration, type of identification documents and other. Receptionist changes them only when they differ from the usual. If there was a reservation prior to check-in, the default values are retrieved from the reservation. All data relevant to the check-in are visible on the screen non-stop during the process. In order to increase speed, check-in process may be completed only by keyboard (using the mouse is optional). **MorenaInn** automatically debits the guest with proper board price and additional fees.

An important part of Reception Desk is „Current Guests View“, interactive dashboards from where receptionist may change the room, board, check-out date or any other information about single guest stays or about several selected guest stays.

The screenshot displays the 'Guests Stays' interface. On the left is a 'Stays filter' panel with two tabs: 'Basic filter' and 'Advanced filter'. The 'Basic filter' section includes several dropdown menus and text input fields: 'Stays In Progress On' (set to 9. 1.2011), 'Room:' (set to 101), 'Room Type:', 'Stay Category:', 'Reservation:', 'Part of Guest Name:' (set to mugo), 'Guest', and 'Partner'. At the bottom of the filter panel are two checked checkboxes: 'Reconciled Stays?' and 'Checked-Out?'. On the right is a table with the following columns: Room, Room Type, Stay#, Guest, StayPeriod, and Age. The table contains five rows of data, all for room 101 and stay period 8.1.-12.01.11. The first row is highlighted in blue.

Room	Room Type	Stay#	Guest	StayPeriod	Age
101	A/4	352	Muqoša ANA	8.1.-12.01.11	O
101	A/4	353	Muqoša Darko	8.1.-12.01.11	O
101	A/4	354	Muqoša Nikola	8.1.-12.01.11	O
101	A/4	355	Muqoša Ivan	8.1.-12.01.11	D50
101	A/4	356	Muqoša Boris	8.1.-12.01.11	D50

Hotel Point of Sale

The most important feature of “Hotel Point of Sale“ module is to create proper hotel bill. Hotel's point of sale is usually integrated with reception desk.

The payment methods are user-defined. At the end of shifts, a receptionist can print reports on accounts (summarized by way of regulating, accrued service, tax rates ...) and submit them along with the turnover. Hotel bills can be created for extra services and services to non-hotel guests.

With regard to the cache handling at a hotel point of sale, special attention is paid to preventing abuses. Authorized person (manager, administrator, head of reception) may determine who may perform potentially risky operations (delete accounts, change billing dates ...). Authorized person has access to the log of potentially risky events.

MorenaInn supports printing hotel bills at standard or fiscal printers.

Sales Management

An important segment of hospitality business is sales. Some hotels have their own sales departments, while others, usually those who are part of the hotel groups or chains, share sales department with other hotels. Individual reservations made by phone/e-mail are handled by receptionist in some hotels and by sales departments in other. Managing agreements with organized groups of guests as well as contracts with the tour operators are another important roles sales management.

MorenaInn supports all those variants and functions of the sales management.

Organized groups of guests may get special quotes and terms. Making hotel bill for the group is a simple operation using **MorenaInn** software.

MorenaInn support allotment and fixed contracts with agents and tour operators. Numerous reports provide monitoring of the contract fulfillment. Each contract can be defined separate price lists and price rules.

In addition to hotel bills, **MorenaInn** allows you to create invoices and pro forma invoices adapted to local legislation.

VAT rates on food and accommodation in many countries are not the same and therefore charges for these items have to be separated on invoices. On the other hand, the guest is quoted with a board price and wants to see the bill/invoice with that price. **MorenaInn** is the only HPMS on the market that solves this problem by displaying a bills/invoices in dual form – regular from accounting point of view and yet readable for the guest/customer.

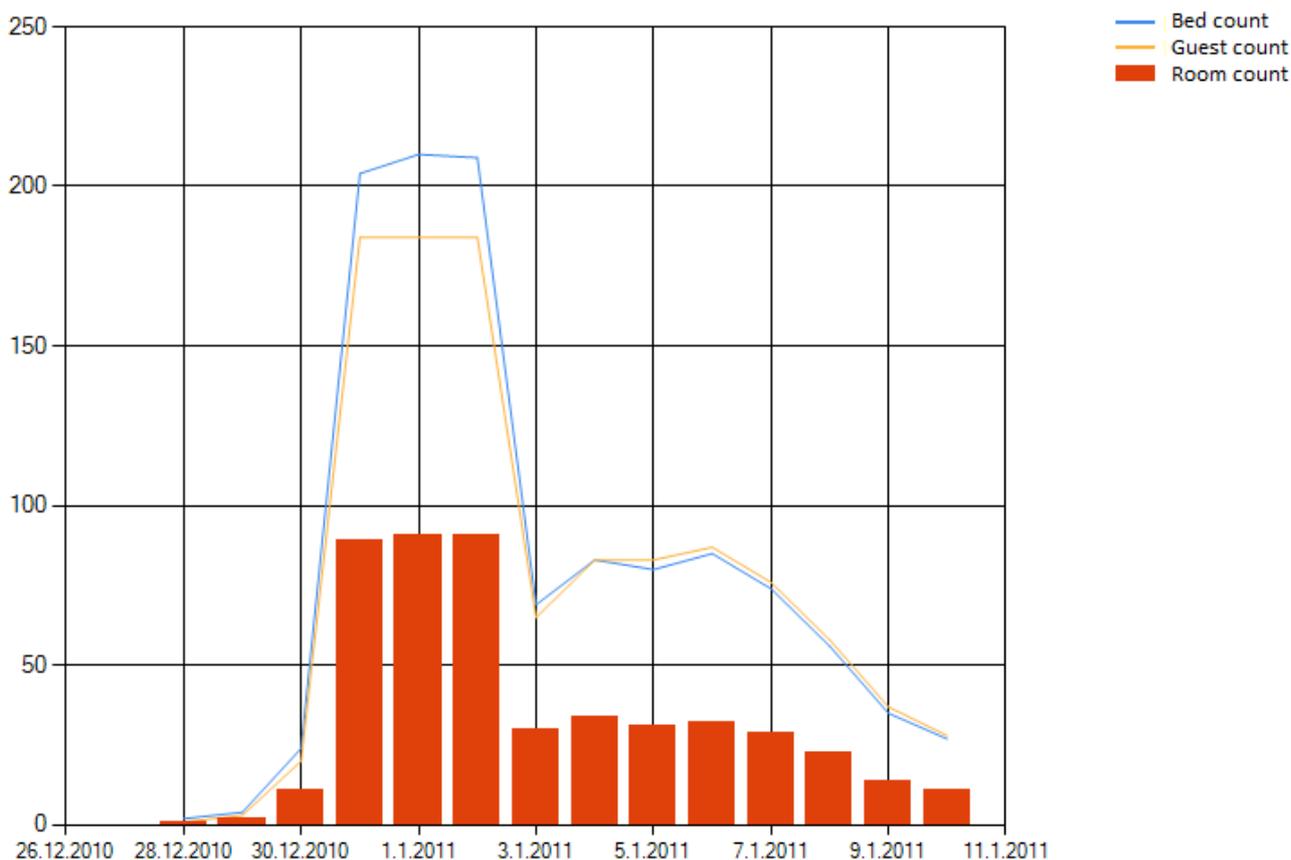
MorenInn Business Intelligence

A large amount of data is useless if those data don't help to draw conclusions about the past, to predict events in the future and to get answers that drive the business policies.

MorenInn has over 50 different analyses and their number is increasing every month. For the analysis of the past **MorenInn** uses the information about guest stays, and for the prediction of the future, information about reservations and contracts.

The first group of analysis is about hotel capacities utilization. Based on them one can get answers to the questions about the number of occupied or free accommodation units or beds, the percentage of capacity utilization in certain period, the implementation of contracts and so on.

Rooms/beds utilization 26.12.2010-11.1.2011



The guests profile analyses are important resource for sales and marketing. They tell us where hotel guest come from, their age, the stay length at the hotel, sales/marketing channels success and so on. MorenInn allows a user to define custom guest categories and to get number of guests, overnight stays and income grouped by these categories.

Analyses of the planned flow of guests (arrivals and departures) in the future are indispensable operational tool of every reception manager. There are also board diet analyses that allow control of the restaurant and the prediction of the number of meals in the future.

Financial analyses are a sensitive part of each HPMS. They perceive the revenues generated from different angles. Morenalnn provides financial analysis on the basis of realized services and/or on the basis of charged services.



Occupied room count by room type

	July 2010												
	15	16	17	18	19	20	21	22	23	24	25	26	27
A 1	7	8	13	10	10	12	11	13	15	15	13	10	13
A 2	40	33	43	40	44	43	45	44	44	44	45	44	43
A 3	17	7	15	12	16	17	17	17	17	17	17	17	17
A F	41	32	45	45	47	49	50	51	50	49	47	47	44
A R						3	3	3	3	3	3	3	3
B 2	17	11	21	21	28	18	18	18	26	28	29	30	30
B 3	3	4	15	14	19	12	9	12	16	16	17	16	15
B R	3	9	14	7	16	22	13	14	15	18	13	12	10
D 3	8	9	7	13	22	15	16	22	21	21	21	22	22
D F	6	8	5	4	13	13	17	26	24	26	23	23	23
O 1		1										1	1
O 2													1
O 3													
Z F			1	3	3	3	4	3	4	4	3	3	4
Z R	1	3	3	4	5	5	3	3	3	3	1	1	4
Zam	2	2	3	3	7	8	5	5	7	7	7	8	8
Total	145	127	185	176	230	220	211	231	245	251	239	237	238

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