



IntelliPro

Delivering Excellence

Hotel Channel Manager System

Case Study



The Client

The client is a leading Hotelier based in Australia. As a leading name in the hotel industry in Australia it strives to offer consistent, unobtrusive personal service to all guests, meeting individual needs as they occur. The client was in need of a hotel management solution that streamlines their processes and has error free booking system helping them to keep an accurate check on their inventory and provide hassle free communication to their customers. They chose IntelliPro as their development company after thoroughly verifying its expertise.

IntelliPro Approach

IntelliPro developed a complete ChannelManager (for hotels) - SaaS based marketable website product for an Australian based client. IntelliPro understood the client's idea, gathered business and technical requirements in detail and explained what benefits can be derived by our solution and return on investment. Once client approved the scope of work we converted idea into complete product for travel and hospitality solutions that includes PMS, Channel Management, Booking Engine and OTA (Third party API) connections.

Business Scenario

The Australian based client involved in travel, hospitality and hotel business since long time wanted to develop a subscription based online product. This online product would facilitate any sized hotel to maintain their multiple property(s) via a complete Property Management System and Front Office System to manage bookings, invoices, guest details, cancellation and reports. It also facilitates Integration and automatic updation with all associated OTAs like rates, allocations, booking availability. Enables integrating online booking into their existing website with no extra efforts. Development of Online visitor center website that can be customized as per business requirement and location. Continuous online training / support for using the product via dedicated and trained support staff. Integrate customized, specific business requirement of end user, hotel into existing product.



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IntelliPro's Solution

IntelliPro team understood the business requirement of client and their vision in travel / hospitality domain, with client's vast experience in hotel industry and on paper business ideas, IntelliPro developed a complete hotel management product. We initiated the development with full fledged dynamic website that included property management system and front office system. Property management system managed all data pertaining to hotel infrastructure. By using background windows service we developed the core part of the system that involved updating the online travel agents records with multithreading and load balancing. Once the booking is initiated from the customer the system collects all the information from the particular website and simultaneously updates all the records of various online travel agents to maintain correct of inventory of rooms in an hotel. We developed channel management solution which allowed Hotel manager to manage individual Channel (OTA) separately as well as can update all simultaneously. Manager can update inventory - room rates, allocation, stop sell as well as other parameters. It can insert booking automatically and immediately from respected channel partner(OTA). We developed a dynamic hotel website which enabled Hotel Manager to create website from PMS content and map to their existing domain. They can even choose template for the website as well as edit content from ChannelManager PMS and it will immediately reflected in their dynamic website. It prepares all hotel related seo and mobile friendly pages automatically like Rooms, Facilities, Things to Do, contact us and others. Booking Engine was incorporated with full customization. We also manage the server and security of the system. We even have successfully registered channelmanager for PCI certificate which a compliance norm for online payment transaction. We also provided sms, email, and OTA integration. We have even provided group of hotels as well as visitor center functionality where they can create their customized website as well as booking console. Employee of visitor center or group of hotels can directly use visitor center website to manage booking and inventory as well as their customer can book online through their website. Automatic Booking management through email parsing. We integrated TripConnect and google hotel api where user can directly book a room from TripAdvisor and Google Hotel pages. Comprehensive reporting facility was provided using Microsoft reporting. Watin & Selenium tools Integration allowed updation of OTA which do not have API interface available. Our solution also contained comprehensive admin section which included Automatic Invoice generation, billing, payment on subscription basis and generation of various reports that helps client view revenue, income, refund, payment for all end users / hotels.

Challenges

- ⊕ Saas architecture with WebAPI, JSON & jQuery.
- ⊕ Multi-Threaded, Multi-Machine Windows Service which operates on queue.
- ⊕ Multiple Payment Gateway integration.
- ⊕ PCI compliance for servers.
- ⊕ Dynamic email parsing to manage bookings.
- ⊕ Around 50 OTAs connected with

Benefits

- Continuous and large number of hotel subscription (not only in specific region but internationally) which increased client's ROI tremendously.
- End hotels were able to manage their business and multiple property(s) from single point which slashed their considerable time taken earlier for updating various OTAs.
- Increased hotel booking to large extent by integrating online booking feature into their existing website and in turn increased revenue and their ROI.
- Allowed client to have an accurate and real time information on inventory which improved customer satisfaction level.

- ASP.NET / C#
- ASP.NET WCF
- AJAX/ WebAPI
- jQuery
- jTable
- MS SQL Server
- Microsoft Reporting
- Winform
- Windows Service
- SubSonic
- Watin
- Selenium

Screenshots

Current Queue Size : 230

News On Dashboard

ANNOUNCEMENT

[Request Cancel Reservation](#) | [Guest Cancellation Request](#)[Current Guest List](#)

Today's Guests :					
Guest Name	Arrival Date	Departure Date	Room Type	ChannelManager Reservation No.	Info
Rachel Sullivan	31/07/2015	06/08/2015	Adrc	612323	Info

Guests in Hotel :

Guest Name	Arrival Date	Departure Date	Room Type	Channel/Manager	Reservation No.	Info
Adrian Beaton	30/03/2025	08/06/2025	Cottage 2 bedroom		562804	Info
Tandor Restoration Systems	28/03/2025	03/06/2025	Executive 6 Goldsch Suite		606029	Info
Rebecca White	30/03/2025	02/06/2025	Moorpark Suite 4		606369	Info
Low bang	30/03/2025	04/06/2025	Apartment 5 Palatin		612554	Info
Tandor Restoration Systems	28/03/2025	03/06/2025	Executive 7 Hunter Suite		611799	Info
Gary Lock	28/03/2025	04/06/2025	Emly Suite 8		630199	Info

Today's Checkouts :

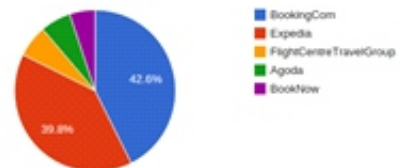
No Record(s) Found

Today's Cancellations:

Guest Name	Arrival Date	Departure Date	Room Type	ChannelManager Reservation No.	Info
John Doe	30/07/2015	31/07/2015	Accommodate	615073	Link

Top Revenue from OTAs

June 2015



OTA Name	Revenue
BookingCom	2371.0
Expedia	2234.5
FlightCentreTravelGroup	356.4
Agoda	341.7
BookNow	285.0

[CREATE QUICK RESERVATION](#)

Select Date 31/03/2015 TODAY

UPDATE RED CELLS ? Help

[Show Guest Details in popup](#)
[Legend](#)[illegible]