



VERTICALBOOKING

Reseller Programme

1.	Introduction.....	2
2.	Internet distribution today	2
2.1.	Website.....	2
2.2.	Mobiles	3
2.3.	IDS	3
2.4.	GDS.....	3
3.	Vertical Booking Suite.....	3
4.	Consultancy	4
4.1.	Marketing	4
4.2.	Revenue management	4
5.	Partner Matrix	5
6.	Advantages for the Partner	5
7.	Application form	6

1. Introduction

The “ideal” Vertical Booking Partner is an expert in **Internet Hospitality Marketing**, with good market knowledge and stable relationships with hotels and hotel chains.

In fact, to be effective, the Partner should be able to provide the clients not only with PRODUCTS (the Vertical Booking suite), but also with CONSULTANCY (Website optimisation, SEO, mobile marketing, distribution on IDS, GDS Marketing and Revenue Management).

AEC would like to be the **technological partner** for individuals or companies that can provide specific consultancy in the field of Internet Hospitality Market.

As illustrated in point 5, in the event that the possible Partner needs to integrate his knowledge, AEC can provide the necessary training in order to complete the partner’s profile in the areas that they do not have expertise.

However, before this, here is a short summary on the internet distribution market, on the Vertical Booking products suite and on consultancy services that are useful for increasing customer satisfaction and results.

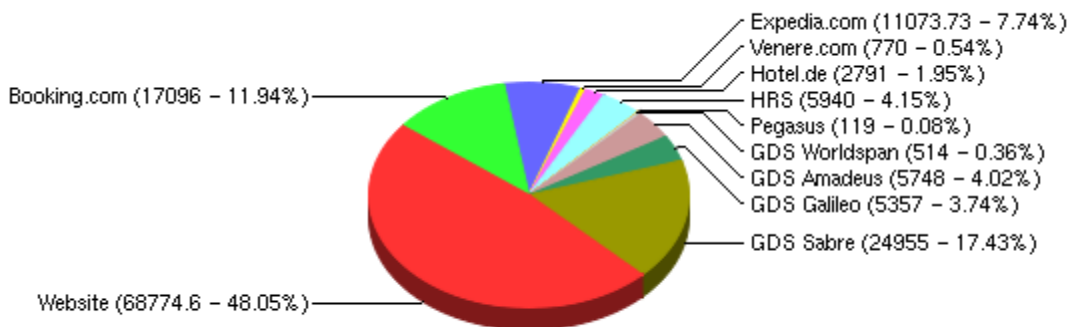
2. Internet distribution today

Internet distribution is more and more important for hoteliers and it includes:

- Website & Mobile
- IDS (Internet Distribution System)
 - ↳ O.T.A. (Online Travel Agents)
 - ↳ Wholesalers and Tour Operators
- GDS (General Distribution System)

and can represent a very large part of a hotel’s turnover.

Here is an example of sales distribution:



2.1. Website

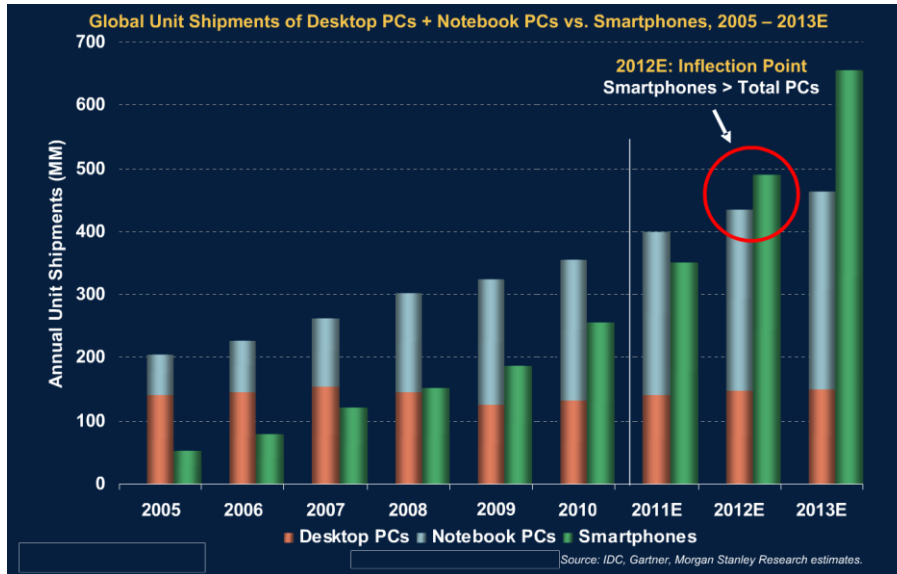
The website is very important. Reservations coming from the website are without commission and, moreover, it provides the image of the property.

The website should, therefore, be built in order to present the property effectively and professionally, both giving off the right emotive impression, regarding the message that the hotel wants to send out to

its current and prospective clients, as well as being practical and professional, particularly the online reservation area that clients, travel agents and companies will use. Furthermore, the website must be well positioned on search engines (SEO) and promoted with all of the tools that the budding 2.0 web has to offer, for example, Travel Communities, Social Networks and Blogs.

2.2. Mobiles

The use of smart phones and mobile devices is growing at an impressive rate. It is predicted that in the U.S.A., by 2012, the sales of smart phones will overtake those of traditional computers.



Today the 'mobile extension' of websites and online reservation systems is indispensable and so it is necessary to prepare a specific marketing policy that, within it, includes investments in mobile advertising.

2.3. IDS

Being present on the main IDSs, as a reference point for location and for the market sector in which the hotel works, is essential. The same goes for the major wholesalers and tour operators. Using a synchronised Channel Manager, that can show real-time availability, makes this much easier and allows you to concentrate more on marketing.

2.4. GDS

GDSs are important distribution channels which require a targeted marketing strategy that keeps in mind their specific features, so as to get the best out of them.

3. The Vertical Booking Suite

The Vertical Booking products include:

- A sophisticated Booking Engine that can satisfy all the different requests that hotels have;
- A synchronised Channel Manager with integrated software that can manage IDSs and GDSs in real-time;
- GDS connectivity that is integrated into the software.

By managing rates, availability and booking rules from just one single panel, hoteliers can control all of the distribution channels at once.

The system is synchronisable with the main PMSs that manage availability and download booking in real-time.

The system also includes marketing tools for the following:

- Conversion analysis
- Intelligence
- Web 2.0
- Website management (including SEO)
- Emailing

4. Consultancy

4.1. Marketing

The Marketing Consultancy skills that a consultant should provide a hotel with include the following:

- **Website**

Website Development
SEO (Search Engine Optimisation)
Search Engine Submission
Link building
Article Marketing
Pay-Per-Click Advertising
Pay per inclusion
Banner and new creative advertising

- **Mobile**

Website Development and marketing
Mobile advertising

- **IDS**

Selection of the IDSs where it is necessary to be present
Optimisation of tariffs and offers
Optimisation of management

- **GDS**

Optimisation of contents
Management of rates and booking rules
Marketing Messages
Advertising
Management of RFP (LANYON)

4.2. Revenue management

As far as Revenue Management goes, the partner should be able to provide the following:

- competitive market positioning;
- pricing strategies;
- business mix;
- benchmark performance trends;
- distribution channel positioning and effectiveness.

5. Partner Matrix

Depending on the partner’s knowledge of the market, Vertical Booking can provide training programmes that will supply the partner with the right Know-How to approach the market.

	Possible Partner			
Market/Customer knowledge	X	X	X	FRANCHISING SOLUTION K-H by Vertical
Similar product knowledge	X	NO K-H by Vertical	NO K-H by Vertical	
Marketing & Revenue Management	X	X	NO K-H by Vertical	

The distribution solution will be tailored to the Partner’s characteristics and can range from a pure reselling to a complete Franchising solution.

In any case, the Partner will be provided with a precise training programme on the Vertical Booking suite every 4 months.

6. Advantages for the Partner

The products’ strong points:

- **Innovative and comprehensive products, highly appreciated by hoteliers**
Vertical Booking is the only Booking Engine that is completely integrated with all possibilities of Internet Distribution;
- **Continuous investments in research & development**
- **Competitive prices**

By becoming a Vertical Booking Distributor, the Partner is provided with the following advantages:

- **Opportunity for growth**
- **Stable income due to an extraordinarily high level of contract renewing**

7. Application form

The application form for becoming a Partner can be found on the Vertical Booking website.

Here are some clarifications on the information required:

Region of activity	The zone where the applicant performs their activity
Market Knowledge	The level of market knowledge with specific reference to the internet
Present customers in the hospitality market - number of customers - List of most important customers (Hotels and Chains)	Number of customers with names of the most relevant
Technical background in: - Booking engine - Mobile - IDS distribution - GDS marketing	Specify technical background and specific experience by sector
Internet Hospitality marketing knowledge - Website - SEO (Search Engine Optimisation) - Web marketing - Social Network	Specify background and specific experience by sector
IDS - IDS market - Optimisation of rates and offers	Specify background and specific experience by sector
GDS - Marketing - Management of RFP (LANYON)	Specify background and specific experience by sector
Revenue management	Specify technical background, experience and consultancy given to customers.