VERTICALBOOKING

What is a Channel Manager?
Types of Channel Manager

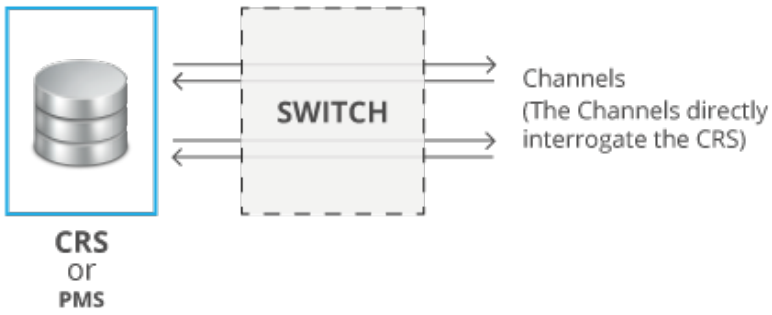
ZUCCHETTI

What is a Channel Manager?
Types of Channel Manager

A channel manager is defined as software used to manage the prices and availability of hotel rooms that appear on the various distribution channels, but..

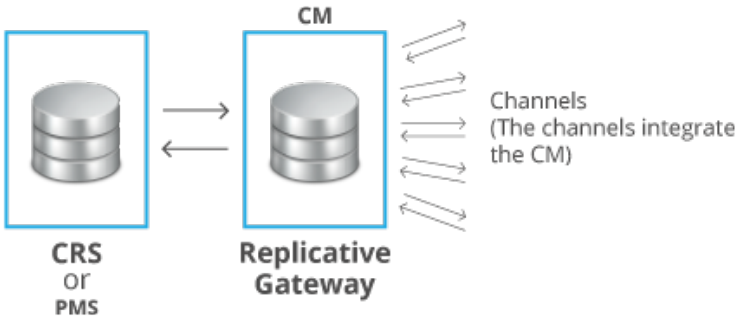
...not all Channel Managers are the same!
There are different types of channel manager:

1- SWITCH



The channels directly interrogate the database of the CRS (or the PMS).
The SWITCH simply provides a unique communication protocol.
This type of channel manager is now obsolete and, for the primary channels, subjects the CRS (or the PMS) to an excessive number of requests per minute.
Furthermore, the primary channels, like Booking.com or Expedia, prefer direct contact with hotels.

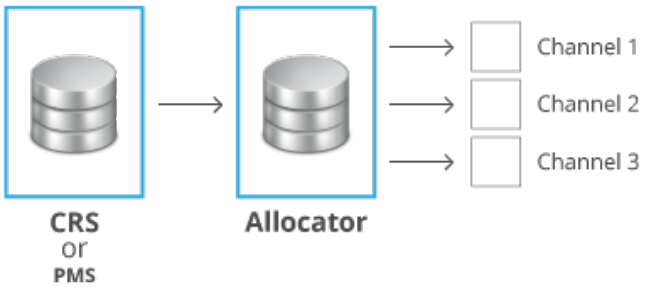
2- REPLICATIVE GATEWAY (ADVANCED SWITCH)



The system replicates the database of the CRS, producing a duplicate designed to absorb the high number of requests per minute of the channels.

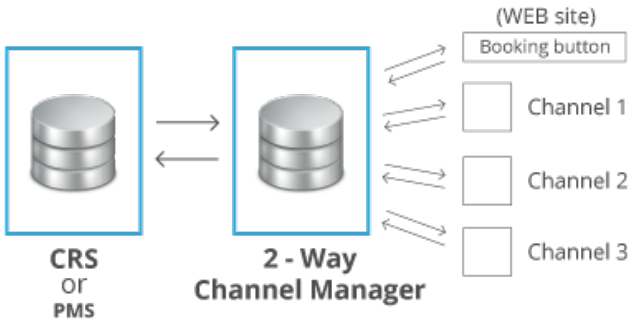
This type of interrogation is called “transactional”. The problem is that nowadays the main travel portals don’t use transactional mode, meaning to query the database of the channel manager, but rather they prefer to use their own databases, where prices, availabilities and booking rules are replicated (replicative mode). These systems are not able to manage all types of discount on the CRS, such as early booking.

3- ALLOCATORS



Simple systems that allocate prices and availability to the various portals, operating in a replicative mode. Most of them are one-way systems based mostly on screen scraping technology.
However, screen scraping technology is not 100% reliable and there is no real synchronisation of availability. Most of these systems are not capable of managing all the booking rules.

4- 2-WAY CHANNEL MANAGER



Systems that update prices, availability and booking rules on the channels in a replicative mode. Generally they have a simplified data structure and only update prices per room and a few booking rules. Most of these systems have a so-called “booking button” for reservations on the website, which normally consists of a very simplified (basic) system.

5- VERTICAL BOOKING Synchro CHANNEL MANAGER

lThe Vertical Booking Synchro CHANNEL MANAGER is a 2-way channel manager but with a very complete and flexible data structure. In addition, it has the characteristics of an advanced switch system.
All the interfaces are XML-based, certified by the channels.

It’s more than a channel manager, it’s a complete CRS from which the hoteliers can use the modules or the individual features they need to suit their specific requirements.
There’s not just a price per room and a few restrictions like the most common Channel Managers. This system provides prices per person, per room, all booking rules, manages allotments when required. Furthermore, it can manage channels in a transactional mode, like a real advanced switch, and the metasearch engines with a specially designed cache memory. It is quite simply the most advanced system on the market.
The booking engine is not just a simplified “booking button”, but the most advanced solution available on the market.

You can select the whole distribution system or just some parts of it:

- Full CRS
- Channel Manager only
- Channel Manager + Metasearch
- Booking Engine Only
- BE+CM+MS
- BE+CM+MS+CRO

It’s up to you!

VERTICAL BOOKING S.R.L.
Via Solferino, 1 - 26900
Lodi - Italy
Ph. +39 035 232366
sales@verticalbooking.com
www.verticalbooking.com