

## Tradyso Selects RateTiger for Automated Channel Management RTConnect helps Spanish CRS to connect to global demand

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RateTiger, the world's largest provider of online benchmarking, channel management and revenue management solutions has partnered with Spanish based Tradyso. The collaboration provides customers of Tradyso's central reservation system (CRS) with bi-directional access to several hundred travel sales channels worldwide.

The new integration will help Tradyso's 1000 customer hotels to completely automate and streamline online distribution and management through its Tradyso CRS. Instead of having to manage several extranets manually, or by using a front-end channel manager, updates can be easily processed through a single point of contact, Tradyso's CRS.

In addition, due to the bi-directional nature of the interface, all bookings generated by the over 500 channels connected are now reported back to Tradyso centrally. This will allow for detailed analysis of revenues and provide a comprehensive overview of where bookings are coming from.

This new technology provided by RateTiger, is the only of its kind. The combination of rate, availability and unlimited restriction updates paired with reporting of production information for all channels connected make such a solution valuable and usable.

However, the current integration is only the beginning of a productive partnership that provides customers of Tradyso with state-of-the-art technology. In the foreseeable future Tradyso has the option to further enhance services by implementing RateTiger benchmarking, strategy engine and allocation management services. Once fully integrated, hoteliers will have a 360 degree approach to benchmarking, channel management and revenue management solutions through a single platform.

"Our integration with RTConnect has really helped us enhance our offering to hoteliers," said Javier Silvestre, General Manager of Tradyso "This partnership now places us much ahead of our competitors as our hotel clients can access a wider customer-base without having to deal with multiple travel channels independently. RateTiger's technology ensures seamless data flow, provides efficiency and total control while tremendously reducing workload involved."

"With increasing business from internet sources, hoteliers worldwide need to gain simplified access to more travel websites," said Ragnar Strerath, VP Product Development, eRevMax. "In this current market environment manual updates have become impossible to handle as rates continue to fluctuate. Our technology will help Tradyso clients remain agile and quick while maintaining a stronger bottom line."

### About Tradyso

Tradyso (Travel Dynamic Solution) is a hotel distribution system which provides hotel owners with global connectivity to all of the world's existing distribution channels.

Tradyso is designed for both individual hotels and small and medium-sized hotel chains. It is a perfect solution which allows hotel managers to keep full control of their business and over the choice of which sales channels they want to use.

More than 250 professionals with more than 15 years experience in hotel distribution and technology ready to adapt to the needs of your hotel. Tradyso also offers 24 hour call center available in 6 languages; Booking Engine which helps to improve sales on your website thanks to the highest conversion rates in the business and the promotion of "upselling", very user-friendly and with total flexibility to allow perfect integration with the design of your website, Tradyso Booking Engine transforms your website from a marketing tool to an authentic sales channel.

Next Generation Seamless connectivity to the world's four major GDSs (Amadeus, Sabre, Galileo and Worldspan) as well as to hundreds of millions of direct bookers thanks to direct access to tens of thousands of Internet Distribution Systems (IDS) including Expedia, Travelocity, Priceline and Orbitz, amongst many others, as well as networks such as WorldRes and Pegasus ODD

Exclusive XML interfaces unique to the industry with the Spanish most important travel agency networks including El Corte Inglés, Iberia Viajes, Viajes Marsans, Barceló Viajes, and with the biggest online market players such as Venere, Expedia, Bookings, etc.

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## About eRevMax International

eRevMax International is a leader and pioneer in the field of online benchmarking and channel management for the hospitality industry. The company integrates directly with over 500 travel sites, CRS, PMS and RMS companies to provide hoteliers with ultimate revenue and distribution management tools.

RateTiger, by eRevMax, has become the industry's benchmark for rate shopping; revenue management and online channel management. Hoteliers save time and money running competitor price benchmarking reports and simplifies complex rate and availability updates across multiple online channels. RateTiger also offers premium reporting, distribution automation tools and OTA/XML connectivity.

eRevMax, founded in 2001, is now operating in over 65 countries and 750 cities. The company is headquartered in Dublin, Ireland, with regional offices in Orlando, U.S., London, UK, a technical development centre in India as well as six sales offices in mainland Europe. eRevMax currently employs more than 170 people across the globe, rapidly expanding across the European, American and Asian markets. For more information please visit <http://www.erevmax.com>.

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