



The Power of Thin-Client Platform in Channel Management and Hotel Distribution Technology

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Hospitality technology is moving toward hosted applications for many reasons: more competitive licensing costs; low software development costs; scalability benefits; customization features; and worldwide mobility access. The acceptance of Software-as-a-Service (SaaS)- known as “cloud computing,” on-demand, or thin-client software- is growing as hoteliers leverage their investment in technology to meet their needs.

At EZYield, we developed a SaaS-based platform for automated online channel management with integrated booking and reservation delivery technologies because it provided us the best foundation to build a system that was the most beneficial for hoteliers. Because the solution is web-based, EZYield users can access their dashboard on EZYield’s website to distribute rates, inventory and allotments from any computer anywhere there is an Internet connection.

It is this ease-of-use provided by the SaaS software architecture that has made EZYield more secure, more reliable, more manageable, and offers a better return-on-investment (ROI) and lower total-cost-of-ownership (TCO) than the thick-client, or PC model. In fact, analysts have suggested that SaaS computing TCO can be half of a traditional unmanaged PC environment.

We know that although the complexity of daily yield management differs from 40-room properties to 4,000-room properties, achieving rate parity is still possible. It’s possible because technology, and the growth of technology integration, can ensure that the 83 percent of consumers looking for hotels on the Internet are finding the correct prices.

YIELD EASIER WITH WEB-BASED FUNCTIONALITY

SaaS is simply easier to access from any desktop or laptop computer with an Internet connection and is more energy-efficient, than that of the PC model. SaaS increases the range of productivity, and is designed

to have an infinite shelf life, as opposed to the finite PC model, which requires constant maintenance and potentially expensive upgrades. Additionally, SaaS shifts computing complexities to a professionally managed datacenter eliminating issues such as software incompatibilities, system crashes, required memory upgrades, virus outbreaks, and more.

Functionality, in terms of convenience and system operability, defines our SaaS model. Revenue managers expect their yield management software to function at the times that are conducive for them, which is not always within a predictable timeframe. EZYield is available for yielding on the fly, at any given time on any time zone, as rooms become available or booked, and as rates change as a result of market conditions. Also, with installed software systems, software and system upgrades require downtime and rebooting, which could be both inconvenient and costly. With SaaS, additional features and system upgrades are automatically integrated into the functionality of the system as they become available, without the hindrances experienced using the PC model.

YIELD FROM ANYWHERE WITH MOBILITY

Traveling is to hospitality, as mobile access is to SaaS. One of the foundations of SaaS is the ability to be anywhere and still be productive. That is why over five million allotments were yielded through the EZYield.com system in January 2010 from 3,000 hotels in 75 countries. EZYield is one system, available worldwide to industry professionals, who spend on average 15 percent of their time annually traveling between properties, countries and time zones.

EZYield’s software is built to be a streamlined, timesaving, and a less laborious way to yield allotments and gather reports. By using software that is not harnessed to a single computer, and the complexities and dangers that can result from the daily stressful environmental use of that computer, and as long as revenue managers have



an Internet connection, they can yield. The functionality of being mobile and still being able to execute revenue management strategies continues to be a key advantage.

HAVE MULTIPLE YIELDERS WITH MULTIPLE ACCESS POINTS

SaaS’ multiple access points enable numerous users to use the software. In contrast, the PC model uses license-based access points, with each user corresponding to one license and users requiring multiple licenses. Also, with SaaS, more than one user can “log on” and no two user’s applications can conflict with one another, which is not possible under a PC model.

Because EZYield provides universal access points via the Internet, multiple users can be empowered to use EZYield under a single fee structure with more convenience, more opportunities to yield, and more opportunities to obtain and retrieve important information. This is a more cost-effective and cost-efficient model for hotel companies that have more than one person who is responsible for yielding allotments. It also allows access to allotment yielding reports to more than one person, ensuring the credibility and the continuation of revenue strategies.

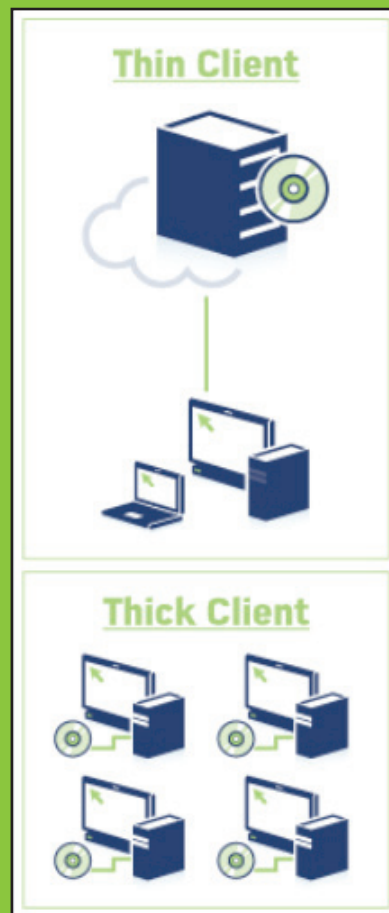
DEFINING SAAS VS. PC

In order to illustrate the benefits of the SaaS, or thin-client platform, it is helpful to compare and contrast the various platforms that are available for channel management software. The first example (pictured) depicts the SaaS solution, which utilizes a central server to store data “in the cloud,” making it accessible to anyone with the necessary credentials, from any PC with an Internet connection. The second example is a PC client, or computer-based software. This example is defined as a single-hub computer using licensed and site-installed software. Each PC may have a periodic connection to a central server, but may also perform many functions without that connection, leaving various versions of the data on different PC’s at any given time.

REFERENCES:

GHN Perspectives are housed in the GHN Market Intelligence Library at www.GlobalHotelNetwork.com

DEFINING SAAS VS. PC



Ed St. Onge is founder and president of EZYield. Founded in 2002, EZYield is chosen by over 2,500 hotels in 65 countries as their channel management solution to streamline the distribution of rates and inventory to 430 forward distribution channels in multiple languages and 168 currencies. EZYield maintains regional offices in Asia Pacific, Europe, Middle East and the America’s, in order to provide continuous live support to their clients around the world. Mr. St. Onge is a member of the Technology Committee of the Global Hotel Network and can be contacted at 321-765-8419 or edwards@ezyield.com