The Mobile PMS Engagement Guide

Introducing the StayNTouch Way

You are about to transform your business through the power of a Mobile PMS. Most in our industry have been thinking about their property management system the same way for many, many years. But just as Internet eCommerce transformed distribution and the way guests find and book rooms, the Mobile PMS is transforming operations and how guests manage their stay and interact with hotel staff.

The StayNTouch Mobile PMS represents a new way of doing business where your hotel technology is a catalyst for a service model that supports the way guests travel and communicate in today's world. It is about giving control and choice to the guest – but it is equally about creating staff efficiencies and generating revenue for your hotel.

Your new Mobile PMS is different and it requires a different way of thinking about hotel technology. This guide will help you understand the nature of your new Mobile PMS, how it breaks from the past and the benefits it will bring to your hotel now and in the future. We will be covering:

- How to Think About Your Mobile PMS
- SaaS-Instant Activation
- The Differences in Deployment Between a Cloud-based PMS and a Legacy PMS
- Your Deployment Timeline
- Client Support Tools

How to Think About Your Mobile PMS

You may not realize it but your new Mobile PMS is a lot like your iPhone. When you get your new phone, it comes with a set of amazing apps that immediately help you do the things you need to do, such as communicate and schedule your day. The software updates via the Internet automatically and the software design is intuitive and easy-to use. The phone supports third-party apps and there are always great new features and apps coming available. Well, the exact same things hold true for your new PMS.

When your new Mobile PMS is deployed, it will have all the features your expect available right away. The software is updated from the Cloud. What does that mean? The Cloud has transformed the way we manage software. With your PMS in the Cloud, we can push out new upgrades and improvements through the Internet. Updates are pushed out by our team in as little as two-week cycles. That means no more waiting for a PMS tech to come to your hotel to update and test your software. That means no more service contracts. Our upgrades are free with your subscription. You will

Our simple integrations and a fluid API model enable you to always work with best-of-breed providers in any other ancillary system.

wake up one day and you will have a brand-new feature ready-to-use. Just like your phone.

When it comes to design, Steve Jobs once said, "Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains." Legacy systems are famous for being incredibly complex. But that means more training, more screens and, ultimately, more time to do routine things. StayNTouch worked hard

to make your new PMS very simple and easy to use. Just like your phone.

We also believe that your hotel should have the best software it can, and there are many great pieces of software out there and more being developed all the time. Historically, integrating your PMS with a new piece of software – whether it be a booking engine, and revenue management system or what have you – was a long and laborious process where you might wait for over a year just to get a simple connection made. Our philosophy is different. We want you to have what you want so we pursue integrations with third parties aggressively. Our simple integrations and a fluid API model enable you to always work with best-of-breed providers in any other ancillary system. That way you can always take advantage of new features and apps. That's right – just like your phone.

A cloud-based PMS may be new to you, but the concept is not. It is already in use in your back pocket. It is the software model of today and the future.

SaaS-Instant Activation

"SaaS" stands for Software as a Service. In a nutshell, it means a service that you subscribe to where you access software via the Internet. This model has two main benefits for you that are interrelated: regular, remote updates and service and a simple monthly fee structure. This means:

- o Your PMS is an operating expense, not a big capital expenditure. No large capital outlay vs. the operating expense

- o The service is all-inclusive with a single price point rather than being a la carte. You get everything that we have, without any additional costs, and you get all the advantages when we add in new features or functionality

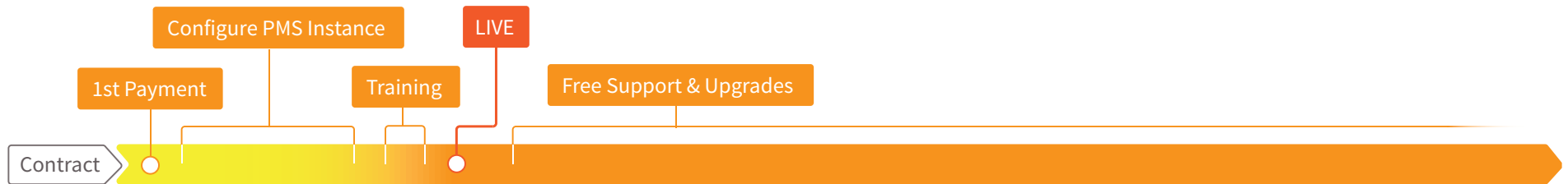- o Operational continuity and predictability around budgeting. There will be no budgetary surprises

__Your subscription is Instant Activation.__ That means you will get your monthly invoice immediately upon signing. Yes, that means you will be paying for the service before the service is actively being used in the hotel. This can seem confusing but keep in mind that your service subscription includes deployment and support services which are activated as soon as you sign on with us. Also keep in mind that **in a non-SaaS legacy model, you would be invoiced for a much larger amount upon signing.**

Have more questions? Take a look at our Instant Activation FAQ here: http://www.stayntouch.com/instant-activation/
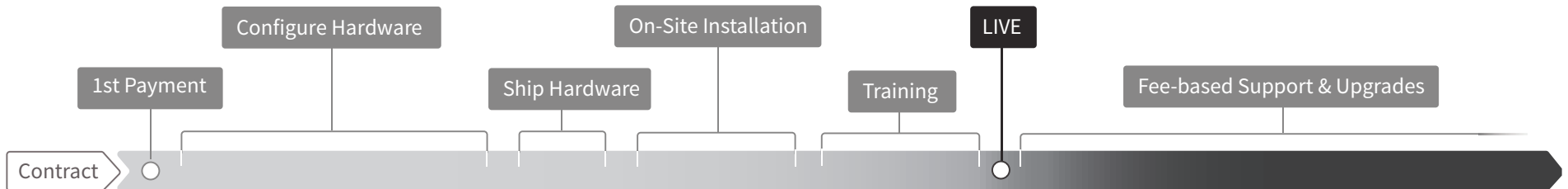
PMS Deployment...The StayNTouch Way

One of the great advantages of a cloud-based Mobile PMS over traditional PMS companies is the deployment process. Both paths start with a contract and a first invoice. But then the paths diverge. Once our team configures your PMS instance in the Cloud, we spend a few days on-site where training is in the form of a consultive workshop. Once done, you are live and enjoy free upgrades and support. The Legacy PMS Way is much more drawn out given the hardware to be configured and shipped, then installed on-site by PMS engineers. Training is much longer given the compexity of the interface UI, and once done, any support is on your dime. We are confident that you will enjoy The StayNTouch Way.

THE STAYNTOUCH WAY

Configure PMS Instance

LIVE

1st Payment

Training

Free Support & Upgrades

Contract

THE LEGACY PMS WAY

Configure Hardware

On-Site Installation

LIVE

1st Payment

Ship Hardware

Training

Fee-based Support & Upgrades

Contract

STAY N TOUCH®

StayNTouch Support Services

At StayNTouch, we understand the challenges and concerns met by the hospitality industry. We also know that your property's success depends on our ability to deliver exceptional products and support services. Keeping you informed, being responsive, and adding a consultative approach to the mix are all contributing factors to our support philosophy. Our commitment begins with a desire to develop great property management software – and carries over to each opportunity we have to share best practices and processes with your hotel.

Your StaynTouch Account and Support Team

Project Coordinator
Schedules and coordinates overall implementation and training from project Kick off until handover to the Client Success Manager.

Implementation Consultant
Responsible for training on, setup of and cut-over to your new Rover PMS and related interfaces

Client Success Manager
Serves client as liaison to the StayNTouch team to help with specific requests once the PMS is live

Support Team
Manages and works on all enquiries and requests escalated form the Client Success Manager and that are directed to the StayNTouch Help Desktesk