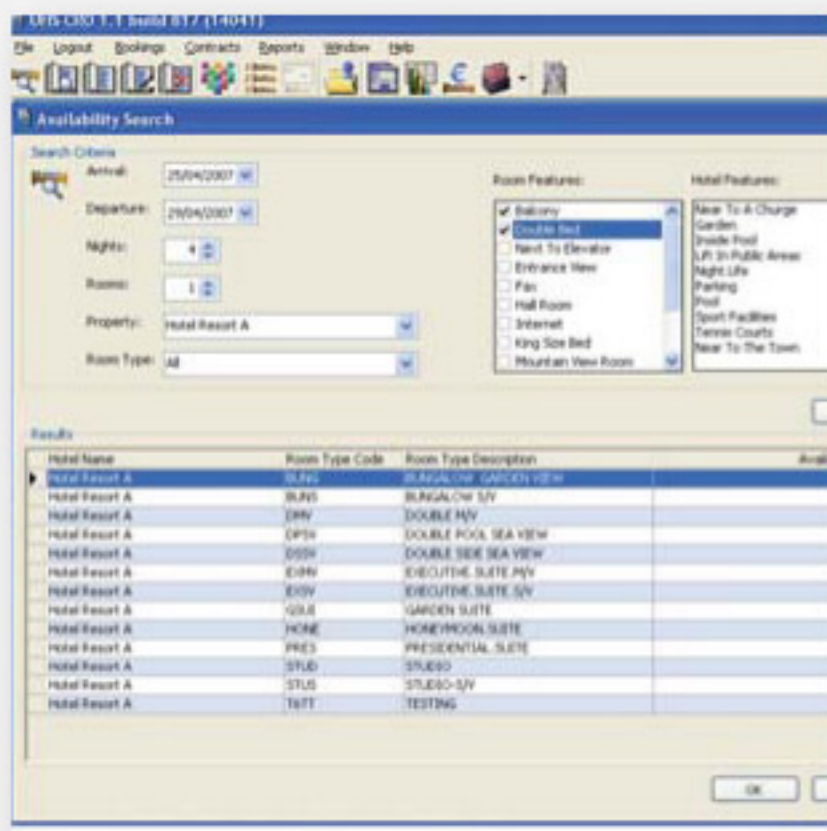




THEOVA UHS
ENTERPRISE SOLUTIONS

hotelware **CRS**
CENTRAL RESERVATIONS SYSTEM

**The technology
transparent CRS**



hotelware CRS allows hotel chains, franchises, and independent voice reservation call centers to centralize reservations for multiple properties into one single management centre.

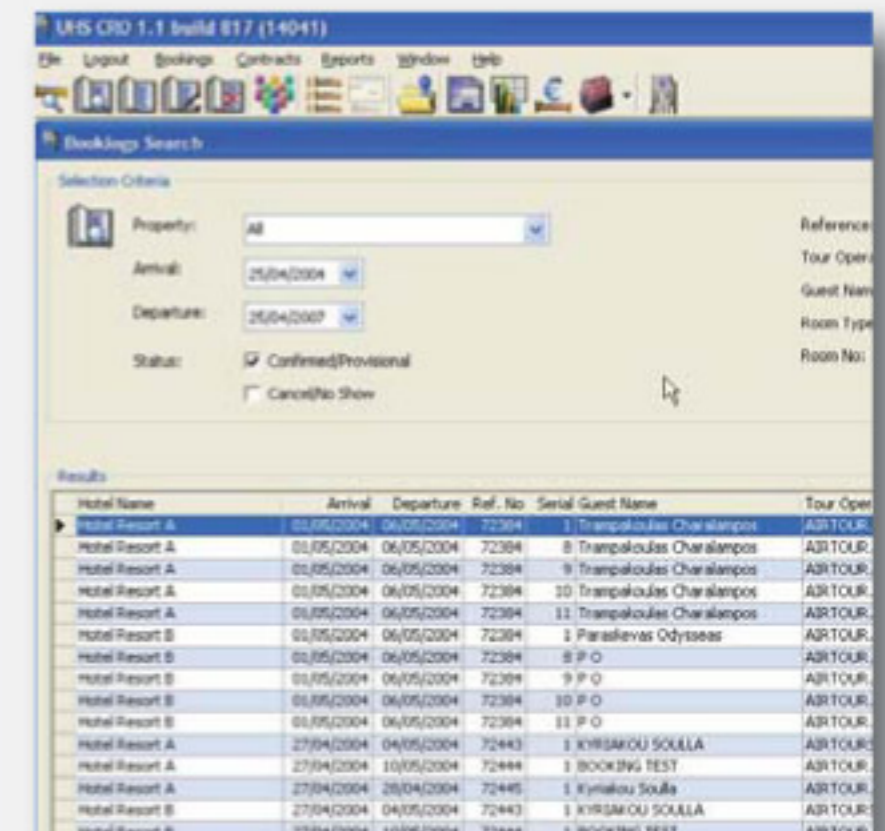
Central Rates Management and Tour Operator contracting provides central office reservations staff the capabilities to handle individual or group reservations for any hotel in a group. Reservations processed by individual properties, using **hotelware PMS** are also available centrally thus providing a real time room inventory status.

hotelware CRS offers users effective selling capabilities, while delivering consistent data across participating properties. Requests for simple individual as well as a multi-itinerary group reservations are processed instantly by entering just a few search criteria. The design philosophy of **hotelware CRS** brings efficiency in confirming rates, allotment and booking modification or cancellation.

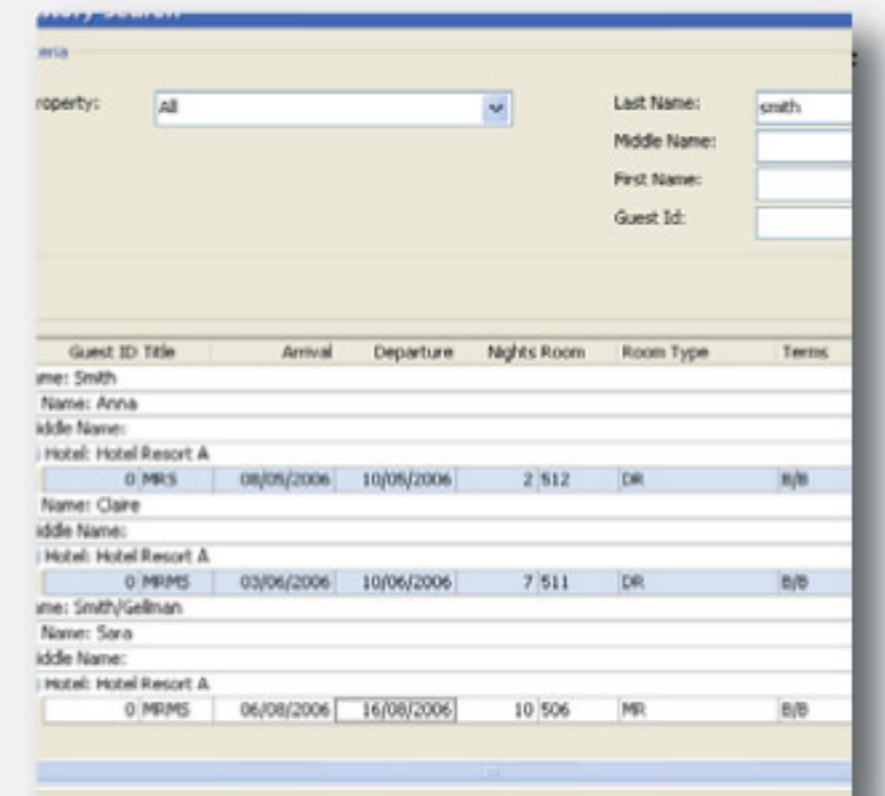


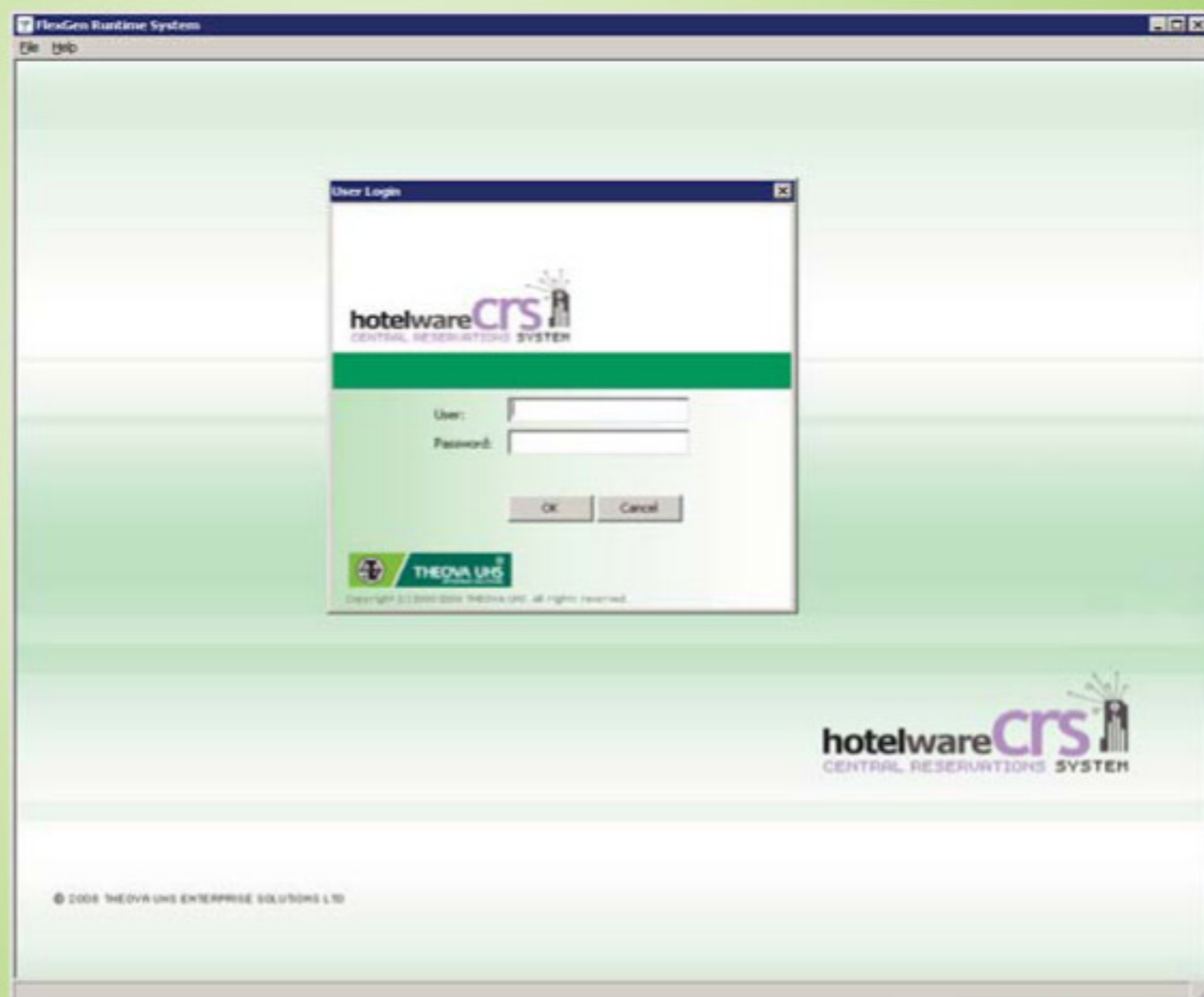
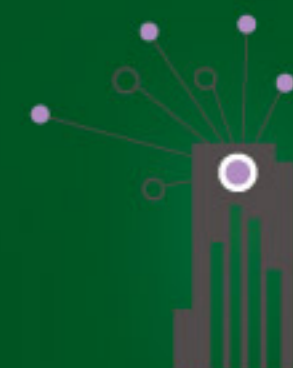
hotelware CRS highlights

- ✓ **Central Reservations processing across multiple properties**
- ✓ **Reservations can be made either at the central reservation office, or at the property, or both**
- ✓ **Real time room inventory for the whole group**
- ✓ **Availability search across properties**
- ✓ **Central CRM-based Guest History**
- ✓ **Central Rates Management and contracting data**
- ✓ **Consolidated performance for Tour Operators, Travel Agents and Companies**
- ✓ **Seamless connectivity with hotelware PMS and distribution channels**



Tour Operator, Travel Agents and corporate reservations are available centrally providing hotel group management staff a powerful tool to evaluate occupancy and revenue performance for individual properties as well as consolidated for the whole group. **hotelware CRS** Operates seamlessly with **HotelWare Booking Engine** for internet and other distribution channels reservations.





**Book-it
simply & centrally**

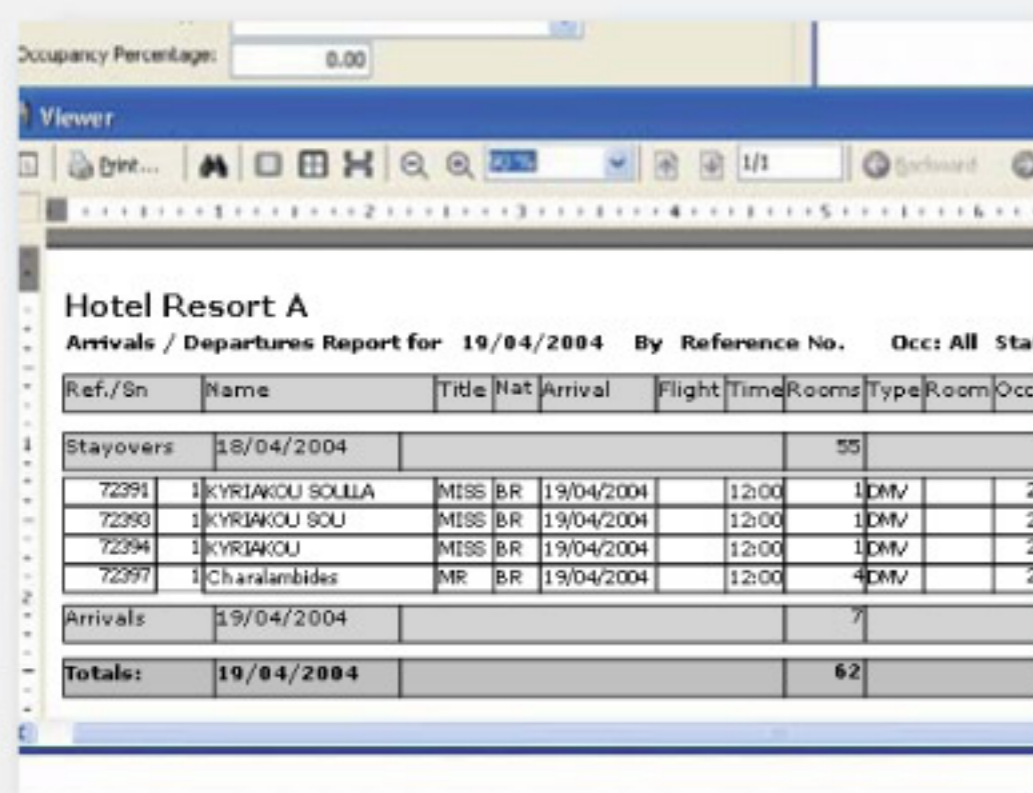
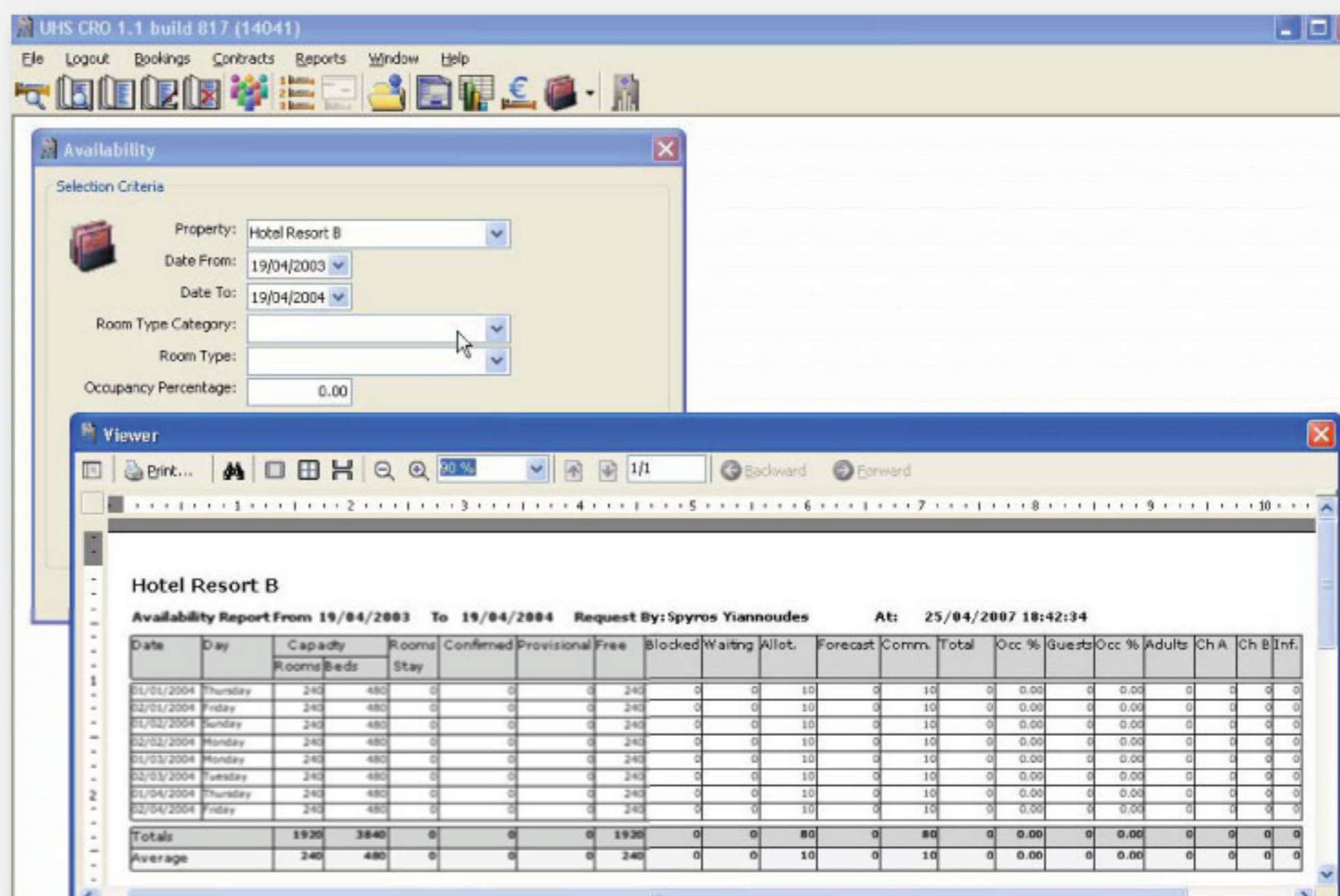
HotelWare CRS unique approach and philosophy towards management of multi-unit organizations ensures Globally, Anywhere and Anytime consolidated information for effective and timely control which is a prerequisite for this highly volatile

End-to-End solutions for Hotel Chains

business. Central CRM-based guest history offers a comprehensive tool which gathers and manages guest profile and other data that can be shared by multiple properties.

All above together with complete stay details and revenue statistics is used by the hotel or chain staff to support sales efforts and to enhance customer relationship management.

Availability of chain consolidated historic data helps in automatic trend and stay patterns recognition which is necessary for rates optimization.



Theova UHS Enterprise Solutions Ltd is a continuation of **Theova Computer Consultants Ltd** one of the first IT companies in Cyprus and neighboring countries. Since 1983 Theova provides innovative software solutions both for the **General business** as well as for the **Hospitality sector**.

Theova UHS offers today two main line of products and services. Firstly the well known **hotelware** suite addressing the Hospitality industry and secondly the **officeware** suite addressing the business community.

Today and for more than 25 years **Theova UHS** continues to be one of the largest Information technology Company in Cyprus as well as one of the most prominent in the region, managing some of the largest Hotel Group Enterprises as well as other esteemed business organizations.

Theova House

9 Ammochostou str.
CY 3021 P.O. Box 56970, CY 3311
Limassol Cyprus
Tel: + 357 7777 7111
Tel: + 357 2585 9400
Fax: + 357 2538 5916

Vassilia House

Michalaki Nikolaidi & Kifisias str.
Office 101 CY 6017
Larnaca Cyprus
Tel: + 357 7777 7111

Reseller Info: