



## **For Immediate Release**

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## **InnLink and SoftHotel establish strategic relationship to bring value to Economy and Mid-tier Hotels**

InnLink and SoftHotel announce today they have developed a new type of CRS - PMS integration bringing value to economy and mid-tier independent properties and chains. The InnLink – SoftHotel relationship brings together two companies with common focus and values. Working together the integration provides an end to end solution that drives revenue optimization through improved revenue and channel management. The interface will deliver reservations from the CRS to the PMS, and provides a single point of entry for rate and availability exchanges between the CRS and the PMS.

This is a new InnLink interface with a leading web-based PMS solution. Per Wendin, InnLink CEO states, “We are very excited to be able to offer a next generation PMS to our customers at a great price point enabling “last room inventory” and simplifying installation and training. SoftHotel with over 1200 installations provides a well established web-based PMS.”

SoftHotel offers a web-based PMS system with integrated revenue management via PMX – Property Managed Exchange using built in new market controls to optimize revenue opportunities in today’s marketplace. The combined solution offers an unprecedented advantage to a hotel owner in driving distribution detail from the hotel to all of the market distribution channels. InnLink and SoftHotel, both with a strong bias toward driving incremental revenue at the property level, have created a combined solution that features a single point of execution. This common focus provides value to properties as they can manage the full process from their PMS through the CRS to all distribution channels.

Mike Kennedy, President, SoftHotel states, “InnLink is an ideal strategic partner for SoftHotel because of their proven leadership in serving the independent hotel distribution market combined with their aggressive vision of the future.”

InnLink and SoftHotel have negotiated special pricing for the web-based system to minimize the high upfront costs of implementing a PMS solution. The economy and mid-tier market will be particularly receptive to the flexibility and pricing of the combined solution.

### **About InnLink Central Reservation Services:**

Founded in 1991, InnLink specializes in the processing of reservations for hotels and hotel companies using vLINK: comprehensive private-label voice reservations; eLINK: electronic connectivity for GDS and OTA reservations; iLINK: an integrated private label Booking Engine; gLINK: Group Reservation Services. ONtarget Revenue Consulting: Revenue Management Consulting and Marketing Programs and RESmatrix: Customer Tools for Data, Rate and Inventory Management. InnLink maximizes channel-managed, reservation revenue streams for over 1200 hotels, resorts, inns, condominiums and extended-stay properties. InnLink is the preferred distribution services provider to AAHOA.

To learn more about InnLink's products and services visit [www.innlink.com](http://www.innlink.com) or contact Pam Walrond, Director, Marketing at 615-264-8087 or [pam.walrond@innlink.com](mailto:pam.walrond@innlink.com).

### **About SoftHotel:**

SoftHotel is new class of distribution subsystem focused on being the "supply-side" Single Point of Execution for channel and revenue optimization. SoftHotel<sub>PMX</sub> – Property Managed Exchanged - features a relational room type \ rate structure that exploits the benefits of a rate of the day strategy using an intuitive and thoughtfully designed dashboard. StayMgr is a next generation, web-based Property Management System with proven scalability and reliability. With built in eLearning, robust customer service features and best practice wizards SoftHotel products are already creating value for over 1200 properties.

To learn more about SoftHotel's products and services please visit [www.softhotelpmx.com](http://www.softhotelpmx.com), email [info@softhotelpmx.com](mailto:info@softhotelpmx.com), or call (800) 656-7509.