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**BROCHURE**

# Infor EzRMS Hotel Revenue Management Solution

Hospitality, Hotels, Resorts, and Gaming

In today's hospitality industry, rapidly and accurately making data actionable is essential to staying competitive and profitable. Infor EzRMS helps hotel and resort organizations like yours to draw incoming revenue data into sharper strategic focus with the help of dynamic algorithms. The solution empowers your RM managers and their teams with a more focused, accurate, and strategic view of performance and competitive opportunities at any given moment.

This advanced hospitality revenue management solution helps you move faster with greater granularity and more confidence. It does this by dynamically calculating demand forecasts and recommending the appropriate and actionable selling strategies to stay competitive and gain market traction. Infor EzRMS positions you to maximize yield and profit in the present and to create an engine for long-term success. That's what helps your organization stay on track as market landscapes shift and change.

- Integrated cloud hotel revenue management solution

- Automated, science-based functionality

- Intelligent demand forecasts for room type, price point, category, and more

- Customizable to unique business needs to help drive revenue, profit, and market share

- Accessible via a range of devices, including mobile

## Flexibility and control adaptable to your business

Infor EzRMS offers your hotel organization the flexibility you need to match your specific KPIs and help you realize your crucial business objectives. It's designed to incorporate vital factors such as time of year, client mix, distribution channels, typical booking and cancellation patterns, historical demand, and more.

This powerful solution provides you with detailed reporting that draws from a wide range of data, as is best applicable to the unique needs of your hotel group. This includes everything from a mix of customized analysis to a pre-existing reports library. From there, EzRMS adds dimension to your present-state revenue management activities and helps you to gain a higher vantage point for what the future will look like, too.

**Infor EzRMS will help you assess relevant details like:**

- Occupancy according to type and category
- Stay restrictions, overbooking, and capacity constraints
- Competitor rates and bench forecasts
- Estimated room revenue by length of stay and guests per room
- BAR recommendations applicable to room type
- Price value recommendation enhancement

## Automate multiple intraday updates

EzRMS is designed to automatically support intraday updates that reflect where the market is, integrated with property management systems, central reservation systems, and a range of applicable distribution channels. Your revenue managers gain the controls to make better decisions in the timeliest and most accurate way possible.

This advanced hospitality revenue management solution makes it easier for managers to keep up with demand and price changes multiple times a day. It provides intelligent, streamlined, and efficient processes that improve precision, takes less time, and produce a better reflection of your offering in real time across multiple channels.

### Infor EzRMS offers your hotel organization:

- Science-based, integrated, automated hotel RM functionality

- Room-specific segmentation to capture the right demand for the right space at the right price

- Detailed reporting as needed to support ongoing and informed strategic activities

- Above-property views of RMS for greater clarity on single location and brand-wide performance

- Web-based, multi-device functionality to serve managers and teams while at home, on site, or on the go

## Maximize space revenue functionality

EzRMS allows your organization to maximize the value of every square foot in all properties. This goes beyond guest rooms to include conference areas and meeting rooms. It also extends to outdoor areas and re-purposed spaces for a wide spectrum of events.

Managing revenue for events spaces and other functions requires a specialized approach. It takes shorter events cycles and more frequent bookings of spaces into account. EzRMS lends greater flexibility for RM managers on how these spaces are divided and billed. The solution helps teams more easily factor in the necessary elements to ensure that a wide range of function spaces remain profitable.

## Built for users

With Infor EzRMS, your hotel revenue managers can track multiple factors that affect profitability across properties. The solution provides a web-based, always up to date, and interoperable control hub for your management and strategy teams to monitor transactional data, budgets, rates, quotations, and other elements that are the building blocks of a successful hospitality business.

Hospitality RM experts in your organization can leverage a clean and mobile-friendly UI that allows them to frame vital business data in an organized and visually coherent way. This includes KPI alerts, automated recommendations, and ad hoc reporting. All this enables ease of use, increased visibility, and reduced stress.

## Revitalize your revenue management strategy

Whether you're a large international hotel company or an independent hotelier, EzRMS provides a powerful engine to help you maximize occupancy and protect rates. It helps your organization increase business intelligence by more easily monitoring and keeping ahead of market trends. The solution enhances efforts to share reporting across multiple properties and to help promote brand-wide profitability.

In an increasingly data-driven competitive landscape, EzRMS helps your hotel business create more informed sales and marketing initiatives based on real and current data. That means more intelligent strategy, higher revenues, and a more profitable business model.

## The next steps

Where are you in your hotel revenue management journey? What challenges have you overcome and what are your plans to scale toward industry trends?

We at Infor want to know your story and show how Infor EzRMS can help you realize your goals.

Click below to set up a time to talk.

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