

**Media Contact:** Rick Munson, President & CEO  
MSI (Multi-Systems, Inc. and REMco)  
602.870.4224  
[Rick.Munson@msisolutions.com](mailto:Rick.Munson@msisolutions.com)

## FOR IMMEDIATE RELEASE

### MSI Software Saves Hotel \$13,000 in 3<sup>rd</sup> Party Booking Fees in First Year

Phoenix, AZ — April 6, 2011 — MSI (Multi-Systems, Inc.) has released its newest online Web Booking Engine (WBE) software, adding this money-saving and revenue-generating sister program to MSI's WinPM and NovaPLUS property management systems.

Chris Brainard, Property Controller at the Canyon Plaza Resort in Grand Canyon, AZ states, "The WBE drives guests to select our 'Best Rate' rooms online, while simultaneously saving us a great deal of time and money. We've saved almost \$13,000 in 12 months. That's a 5-year savings of \$65,000!" The savings are a result of business booked via the MSI WBE rather than 3<sup>rd</sup> party sites, avoiding commission expenses that would have been paid for 3<sup>rd</sup> party bookings.

Aided by experienced hotel personnel, MSI's product developers' goal in creating the WBE was to optimize the hotelier's revenue through increased bookings by steering more web-savvy guests to the hotel website and MSI's WBE.

MSI tailors its reputation as an exceptional, integrated property-management systems provider through its no-nonsense approach to leading-edge technology and dedication to customer care. "Part of the success of MSI has been in defining our customers' needs," quotes Rick Munson, President and CEO of MSI. "This is one of MSI's Guiding Principles: 'We work as a team.' True to our word, we listen attentively and develop adjunct programs where appropriate; the Web-booking Engine is without exception."

The WBE real-time inventory control eliminates the need for third-party websites, which can charge steep commissions and booking fees, and there's no need to allocate rooms — MSI has made this task automatic. Properties implementing the system will discover simplified rate management with immediate updates between programs; guests' 24/7 access to book, cancel, or change reservations online; and an automatic e-mail to guests upon confirmation, providing the hotelier with a secondary benefit of future marketing capabilities. Without the burden of juggling e-mailed room requests, hotel staff becomes free to spend more time servicing the guest, resulting in happier guests and more rooms booked — often at higher rates — within the scope of affordable conveniences.

"MSI's attention to detail has made the WBE my best friend," Brainard goes on to say. "Ever protective of the customer, MSI offers this low-cost, high return software program for a flat fee, regardless of activity level. New revenue streams are opening up as it works mindlessly behind the scenes. It's as if MSI senses our needs in the industry before we do. Is WBE right for you? I highly recommend it."

Munson concludes, "With the roll-out of new WBE developments teeming on the horizon, MSI effectively demonstrates how we stand behind our products and services and beside our customers, building trust in them as they build trust with their guests. It's what the MSI family likes to call a 'win-win or *Win-PM* success."

**Regarding Multi-Systems, Inc. (MSI)**

Serving the hospitality industry since 1990, MSI (Multi-Systems, Inc.) is a leading supplier of hotel technology and property management software solutions. With an installed customer base of over 5,800 hotels and resorts throughout North America, MSI is one of the largest privately-held providers of fully-integrated property management, sales and catering, marketing, point of sale, web booking, and centralized corporate services. MSI specializes in "total system solutions" for management companies and hotel chains by providing central reservation and property system integration. For more information on MSI, visit [www.msisolutions.com](http://www.msisolutions.com).

###