

# TIPS FOR RESERVATIONS & TRUST ACCOUNTING SOFTWARE

## Your Reservation System Is Your Business

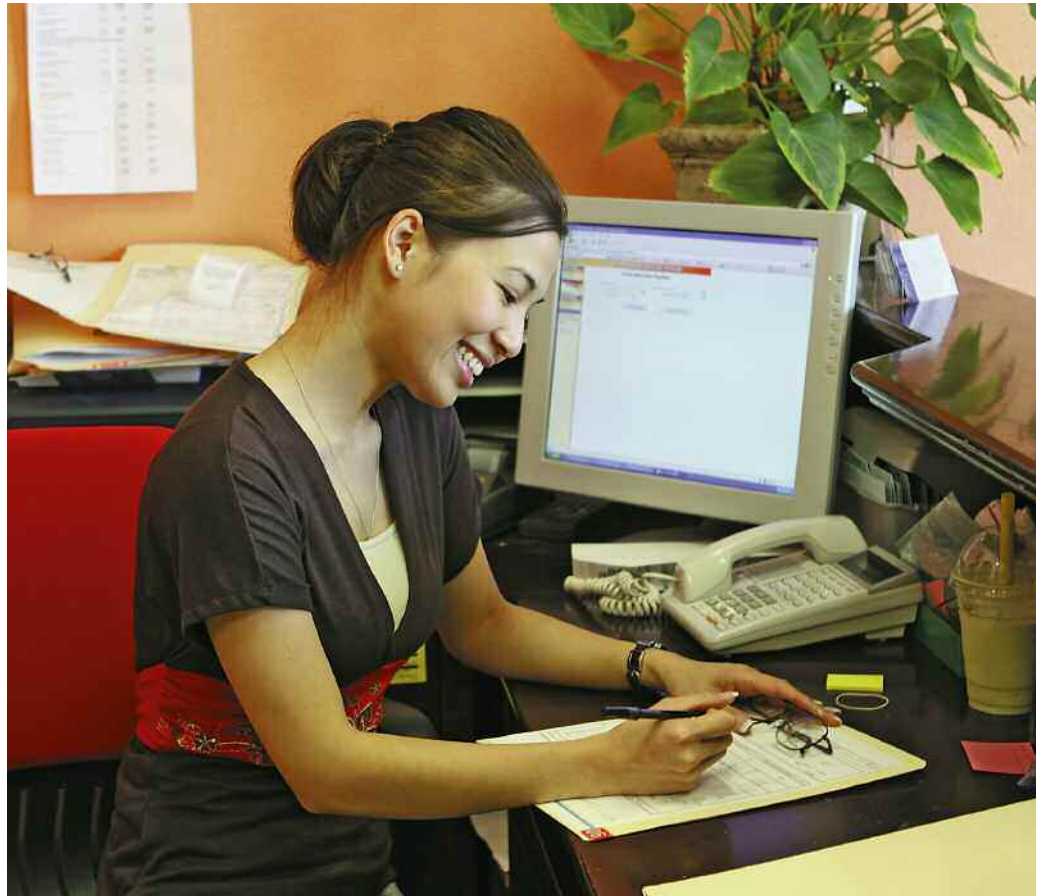
For accommodation businesses, an all-encompassing, computerised reservation system is a most essential business tool. Big or small, the days of manual processing died with Noah. There is no reason why any accommodation business should not have a fully-integrated system that carries out every function from handling a reservation to taking the guest's payment and updating the accounts. And beyond, to reselling the very same guest.

If occupancy is not maximised, if revenue is not properly recorded and if marketing data is not collected from customers, the business will have little chance of maximising profits. Therefore the choice of a reservation system is critical. There are a myriad of reservation systems on the market that infinitely vary in quality, capability, price and customer backup. Just working through the choices available can be daunting and be affected by so many specialised requirements and, often, by quite trivial elements.

A checklist assembled before approaching any reservation system supplier will help focus on the most important criteria and will equip you to make a better choice. You will then be better prepared to survey suppliers and assess how the various products stack up against your priorities.

To help in this task, you will find a checklist on the back page of this fact file.

With the rapid rate of technological advancements one has to select carefully. Systems must



*When choosing reservation software there are a number of criteria to consider – breadth of functionality, scalability and integration of platforms and easy access.*

be easily updated. To this end many businesses go for modular systems where one can pick, choose and update applications to suit changing business needs. Most good software can be configured quickly and efficiently to the specialised needs of any property. Other necessary requirements would be compatibility (integration with existing software, hardware and systems) and user friendliness combined with training and 24-hour support. Most Australian based companies offer easily accessible training and support.

The most widely-used systems

are "plug-in and personalise" software that has been developed and proven over many years. These bullet-proof systems are infinitely adaptable to any size and type of accommodation business.

Anecdotal evidence suggests that some software is definitely much easier to use than others and that surprisingly some of the bigger chains are still using different systems in their different hotels. There are reservation management software systems that are specifically designed for use by managers of multiple properties.

When choosing reservation

software there are a number of criteria to consider – breadth of functionality, scalability and integration of platforms and easy access.

But any system needs to do everything you require it to and virtually everything you do in an accommodation business should be included in that software. You should not have to do anything manually once such a system is up and running, be it your GST calculations, air-conditioning maintenance register or rosters for restaurant staff.

Check out the check list on the back page. [11](#)

## product profile

## HIRUM AUSTRALASIA

## Which PMS?

**C**hoosing the most suitable *Property Management Software* for your business is possibly one of the most difficult decisions an operator has to make. There is currently a myriad of systems on the market, all claiming to be bigger and better than the rest. So how can the right choice be made?

In Queensland, great emphasis is placed on the quality of the trust accounting module within the *PMS* and this, along with price, is often the only feature operator's focus on when choosing their product. However, the *PMS* should be running your whole business, not just calculating owner/manager revenue splits.

The market is growing ever competitive and it is vital that the *PMS* you choose makes light work of your day-to-day operations. A good *PMS* will track all your marketing for you, allowing you to spend those valuable dollars wisely. *Hirum* has a full marketing module that not only tracks the source of the bookings for you but also allows you to compare sources, markets, regions etc. This enables you to drill down to determine exactly which avenue of your marketing is giving you the best return. After all, we all know it's not just about the number of bookings you receive from a particular source; it's more about the final dollar figure that they produce. *Hirum* has the ability to provide 8 tier marketing functionality all at the touch of a button.

Another area of concern is your added income from add ons such as tours, transfers etc. A busy reception in the heart of the tourist strip can sell numerous tours per day, amounting to considerable extra income by way of commissions each month. However, if the charge is not added to the guest account, there is no way of knowing until the invoice arrives from the theme park. By then the guest has long gone, along with any of your profits for the month. *Hirum* handles these situations in a smarter way by issuing the tour tickets direct from the *PMS*. At the time of issue, it is determined who will be paying for this service and the procedure does not close off until the charge is applied or the tour has been paid for up front. This is just another example of how *Hirum* takes the every day worries out of running your business.

A gateway to the world in *Real Time* is more than a desire these days, it's a necessity. More and more of the general public are using the internet as a way of booking their holidays, resulting in lost traffic to you the operator if you're not well connected.

*Hirum* released the first *Real Time* reservation system that links directly to your *PMS*, removing the need to put allocations into some antiquated on line inventory system. This also allows your property to stand alone, rather than being displayed along with dozens of other sites all competing for the same business. What's more, there's no cost for this service at all until you actually get a booking, and then it's minimal to cover the hosting fees, allowing you to run a 24-hour reservation desk without the added labour cost.

As for our trust accounting, well it speaks for itself. After all, just about every other system on the market has recruited our original developer to help them design their system to emulate ours! If *Hirum* weren't the best there is, they obviously wouldn't do this. However, what they don't realise is that the *Hirum* Trust of 10 years ago is nothing like the *Hirum* Trust of today. Neither are the Australian trust account requirements. This is why all others will always follow in our footsteps, playing follow the leader as you might say. We work very closely with the governing bodies to ensure our software meets all standards at all times. Forthcoming changes are programmed in as soon as they arise and while some may never come in to play, *Hirum* has the solution ready to go just in case they do. It's called forward thinking, which is why we can lay claim to being the most professional business solution on the market today. What's more, our clients don't pay for these modifications, which is one



of the reasons why *Hirum* users rank our system as the most affordable total solution on the market today. There are no hidden costs!

Then there's our service, 24/7 emergency support at no additional charge, a full user manual, on line help via the *Hirum* web site, and a full call centre to answer your calls via email, fax or phone, whichever suits you best. Full end of month assistance to help you when your bank makes errors or when you make one of those mistakes which all of us do from time to time. After all, we're all human. Again, no additional fees apply.

This is only a few of the reasons why 88% of our new business comes from word of mouth. While others claim to be easy to use, if they don't do much other than divide owner/managers income, there's not much to learn. You decide, do you want a glorified calculator for your money, or for the same money would you like us to run your business for you, allowing you time to enjoy life and grow your business with ease.

For more information on other advantages within the *Hirum* system, call us now on 07 5502 9911. Or email to [Info@hirum.com.au](mailto:Info@hirum.com.au). You'll never look back! ✪

## Further information:

Phone: 07 5502 9911

Email: [Info@hirum.com.au](mailto:Info@hirum.com.au)[www.hirum.com.au](http://www.hirum.com.au)

Both claim to be worth \$100 a night...



it pays to take a closer look

***Don't make the same mistake with your business software...  
it might not be as easy to check out.***

We invite you to compare our product. Some products appear to be similar on the surface, but not all have been created equal.

We are the top selling accommodation software for a reason.

Wherever you are in Australia, what ever type of guest accommodation business you run...

***HiRUM has you covered.***



**HiRUM**

For your ultimate business solution, call us now  
07 5502 9944 [www.hirum.com.au](http://www.hirum.com.au)

## product profile

RMS PTY LTD

## RMS - Australia's most used Reservation Management Software

**T**wenty four years listening to customers, staff drawn from all sectors in the accommodation industry, the latest proven technology, leading edge online systems and a total commitment to keeping our properties ahead of the competition is the recipe the RMS team has followed from day one.

And it works – now used in more sites than any other reservation software, RMS maintains its focus on developing full business partnerships with all our clients. Multi office support desks, on site and remote training, up to date on screen help resources and internal systems to track and monitor all client contacts result in an efficient and responsive company which is attuned to client needs.

Naturally our software is easy to use with screen formats which adapt to your work patterns, adjustable font size making RMS relaxing to use and quick access function keys to reduce effort and waiting time. Each RMS system is fully featured and we listen to our customers – most product improvements come from our users.

RMS believe that less time spent in front of a computer is good for business – you then have more time to attend to your guests. So we make our routines straightforward, our reservations easy and we use technology to provide all the features your guests expect – split bills, easy refunds, instant room changes, banking, comprehensive reports, rapid check in /out and full housekeeping features – and that's a very short list of what RMS can do.

Full guest profiles and history, comprehensive marketing data and a report writer to assemble just about any information you need all reduce the effort without compromising the result.

**Who uses RMS?**

Apartments, motels, hotels and holiday villages all benefit from RMS reservations and management systems. Modules for owner accounting, access control, PABX and Internet billing, MYOB and internet bookings seamlessly integrate with the core system to provide a total solution to your property management needs. There are RMS solutions for large properties, holiday lettings, multi property and strata title properties.

**RMS Online**

The next generation Internet booking engine combines totally with your RMS system to take bookings 24/7 from any web site you choose to link with – or use your IT resources to produce booking pages at your web site, powered by RMS.

Without any forward date limitations, RMS online removes all the daily management associated with many Internet systems. Set the rooms, tariffs and rules in RMS and sit back and watch the bookings flow. Credit card online payments are all conducted for you, with rapid deposit of revenue into your account every week.

With forward looking policies we provide regular upgrades at no additional cost and we work with our business partners to make RMS even more useful to you. Access control, movie hire, internet billing or PABX control are easily introduced and we are involved in exciting new forms of online bookings distribution, including roamfree and last minute manager.



Experience the difference – talk to RMS today.

**Point of Sale**

An integrated *Point of Sale* package can really make a difference to properties looking to offer room charge to improve the experience for their guests. From food and beverage outlets, guests' charges are posted to room accounts at the touch of a button. Accuracy, time savings and ease of use and a much more professional approach make point of sale systems core business tools.

At RMS we understand that every business is unique and we can help you configure a system that has all the right features to keep your business on track. Our development staff and help desk are committed to maintaining and improving our systems to meet the challenges of a dynamic market.

**RMS Day Spa**

Improve the relaxation experience for your clients and staff by implementing a system that can organise everything.

Staff, room, equipment and treatment are easily aligned, with availability of each element checked and booked. Easy to use screens and processes provide rapid processing and management of unlimited numbers of therapists and treatment combinations.

Full reporting and financial modules make RMS Day Spa the one stop shop for spas and health resorts.

For a smooth efficient process call RMS sales today. ✦

**Further information:**

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Melbourne t: +61 3 9335 1588  
[www.rms.com.au](http://www.rms.com.au)



Operators of management rights complexes have two masters - owners and guests and it is important that your PMS meets the needs of owners, without compromising the service provided to guests.

Seamless interaction between recording revenue and allocation between owners and manager will not only allow more contact time with your guests, it will provide a professional standard of service for your owners.

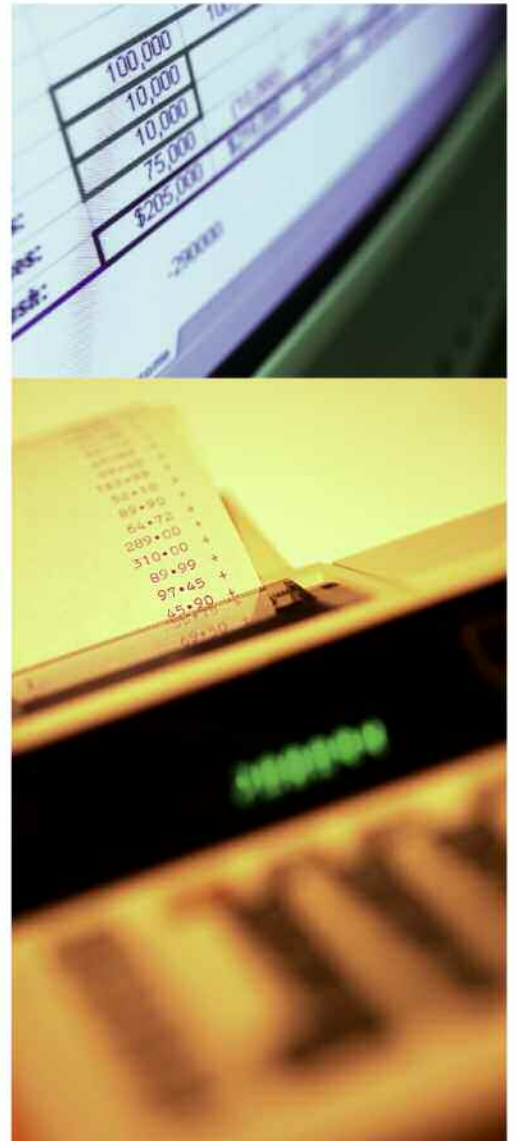
**Can your PMS provide monthly reports for owners and managers automatically?**

**Is it able to cope with running a trust bank account?**

**Does it conform to all legislative requirements?**

### *Features of RMS Trust Accounting*

- Detailed owner statements showing all revenue and deductions
- Adapts easily to meet your owners' agreements
- Trust Banking reconciliation
- Automated Third party payments
- Configured and personalized for each site
- Part of Australia's leading property management system – gain all the advantages of a fully featured reservation system



### *Why consider RMS?*

- Experience – **over 22 years** of providing accommodation management software has provided extensive industry knowledge. **Over 1500 properties** are using RMS. We listen to suggestions and encourage client participation.
- Support – RMS is a full service IT company with an extensive range of customer support services, including extended hours Help Desk, 365 days per year.
- Two upgrades per year to ensure RMS clients stay ahead of their competition.
- RMS screens and routines are designed to be easy to use for operators will all levels of experience.

**Other RMS Modules** – mix and match to suit your business:

- Real time Internet bookings
- Point of Sale system
- Telephone Call Accounting Access Control – doors, buildings, carparks, electronic keys
- Billing for internet connection, movie hire

 **RMS**  
*Australia's Most Used  
Reservation Management Software*

**GOLD COAST - MELBOURNE**

T +61 7 5502 2744 E sales@rms.com.au

**www.rms.com.au**

## product profile

## STARFLEET BUSINESS SOLUTIONS

## Easy to use - Starfleet PMS

**Question:** What's easy to use, ticks most of the boxes, fully Windows based, available in modules for properties from under 10 rooms to properties over 250 rooms, has excellent support and installation staff and offers value for money? Oh, and also used by many hotels, motels, resorts and backpackers for the last 25 years as well! - **Answer:** Starfleet PMS, that's what!

**Stuck in the past?**

We all know that once we get used to using something it's hard to change. The manual chart is easy to use, requires minimal training, can be easily read (usually!) by all staff, and costs very little. Or so I'm told by the surprisingly high number of managers that still use this method. What they don't say is that it cannot do many things this age of technology offers.

Like excellent record keeping, Guest accounting, Internet bookings, automatic linking to PABX and point of sale equipment to name a few. And less chance of missing bookings and abusing the system.

The list goes on and on, and yet many are used to their existing systems and cannot change (or don't want to).

Another example is old DOS software. Yes, says the manager, we are computerised!

Again, what is not said is that the system is probably no longer supported (and chances are that the supplier is still charging support fees!), cannot link to the Internet or other software and not user friendly at all! Like the manager who runs a manual system, this one is well and truly in the past.

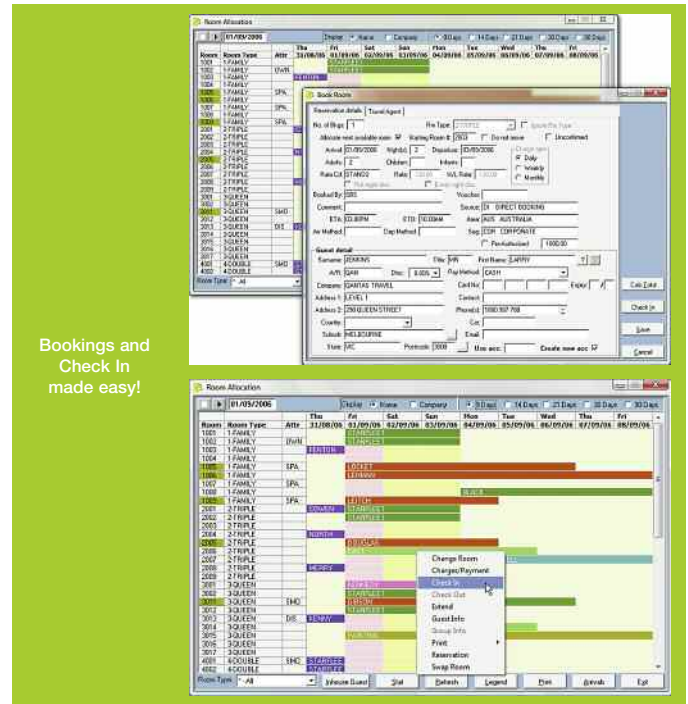
We still see lots of the above! And, invariably when we upgrade clients from a manual or an older computer system, the staff are astonished at the increased level of power they have gained over the running of their business.

With the dramatic reduction in computer hardware over the last 25 years and major advances in software, there is little excuse to remain "Stuck in the past!".

**Back to the present!**

Whether you are a small property wanting to get into on line Internet bookings on your front office system or a hotel wanting to integrate point of sale, front office, accounting and Internet, Starfleet has the answer. And at a competitive price as well. Modules include:

- Front office (including groups).
- Debtors (open item).
- Link to accounting software including *MYOB*, *QuickBooks* and *Attache*.
- Data link to dozens of different PABX's without having to buy any third party software components.
- On line Internet booking modules, including links to third party web sites as well as your own web site.
- In room Internet data charging solutions.
- Door card link.
- Conference Manager.
- Windows touch screen based point of sale software for smaller properties.
- Links to third-party point of sale solutions including *Quest Task Manager*, *Sanyo Sancom*, *Worldsmart Retech Focus Pro*, *Future*, and *Scanning Systems Australia*. These are all two-way interactive solutions.
- Tour desk for motels, and a full tour booking system for tour operators.
- Owner / trust accounting.



Bookings and Check In made easy!

**Our software is used by:**

- Motels
- Hotels
- Resorts
- Caravan Parks
- Backpackers
- Serviced Apartments (including Owner Accounting)

## Features Summary

- Written and supported in Australia for Australian and NZ clients.
- Company established over 25 years.
- Experienced staff with many years experience in PMS systems.
- Friendly, expert support (NO overseas help desks!).
- Fully featured software that's user friendly and easy to use.
- Multi user capable from the ground up.
- Wide range of modules.
- Fully Windows based and useable on any version of Windows from Win 2000 Pro to Vista

Further information:  
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Email us on [sales@starfleet-software.com.au](mailto:sales@starfleet-software.com.au)



## product profile

## SIHOT. PROPERTY MANAGEMENT SYSTEM

Essense - the essence of  
your business

**A**t Essense our mission is to provide an optimal management and information structure for the hotel industry.

SIHOT. is one of the most powerful property management systems on the market today. It is an extremely stable and robust system having been launched on the *Windows* platform as early as 1994. Chains such as Sol Melia, the Stella Resorts Group and many independent 3 to 5 star hotels, with between 18 and 1000+ rooms, have chosen SIHOT. as their preferred PMS. ☛

## Features Summary

- Trust accounting module developed in tandem with Australian industry specialists and experienced operators
- Highly flexible - tailor the system to your needs
- Clearly structured and user friendly
- Modules include trust, events, sales, web, yield, POS and more
- Integrated training hotel

## Further information:

Essense Hospitality Solutions  
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Web: [www.essense.com.au](http://www.essense.com.au)



## product profile

## INNQUEST AUSTRALIA

## Powerful reservation software

**InnQuest Australia**, is a selected preferred supplier of **PROPERTY MANAGEMENT SOFTWARE** to Choice Hotels; Best Western; Plaza Hotels; Sundowner Group; InnKeeper; Waldorf and many more. With the full featured **roomMaster 2000**, or the entry level **Concierge**, InnQuest Australia has a solution for your property, whether large or small, boutique or basic! Staffed by hospitality professionals and with over 600 sites, InnQuest Australia is recognised for quality software and first class support. For further information, or to receive a free demonstration copy of the software, contact InnQuest Australia. ☛

## Features Summary

**roomMASTER 2000**

- Powerful, dynamic software used by over 3500 properties worldwide
- Full featured reservations booking by room number or room type.
- Renowned for its ease of use, flexibility and affordability,
- No workstation license fees or annual license fees

**CONCIERGE**

- Fabulous entry level software for sites up to 50 rooms.
- Self install, no training required and network enabled
- Chart based reservations with full drop/drag reservation features

## Further information:

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[www.innquest.com.au](http://www.innquest.com.au)



SIHOT.

0 – 7400  
In record time.

The latest in German design  
excellence – SIHOT. PMS  
Property Management Software.

SIHOT has powered onto the scene in the world's toughest markets. The Stella Resorts Group in Australia as well as 7,400 discerning users in Europe and the Americas have already chosen SIHOT's Property Management System. You'll love the drive. Smooth web interface. Windows based for clear vision. Fast day end reporting. Powerful CRM. High performance for even the most demanding hotels and hotel chains.

Test drive SIHOT today.  
Call Essense Hospitality Solutions  
on 02 8900 1232 or email:  
[info@essense.com.au](mailto:info@essense.com.au)

**roomMaster 2000**  
is the most powerful,  
flexible, easy-to-use,  
and affordable  
property management  
system.



03 9585 3355 or 03 9728 2500

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Email: [carol@consulserve.com.au](mailto:carol@consulserve.com.au)[www.innquest.com.au](http://www.innquest.com.au)

## tips on reservations &amp; trust accounting software

## Reservations &amp; Trust Accounting Software Functionality Grid

Your investment in a reservations system for your business will be among the most important purchases you make – getting it absolutely right first time is just so essential. You want a system that will do all you need it to do with the capacity for now and for future growth. But you also don't want to waste your investment with all sorts of bells and whistles that will not benefit your business. In order to clearly show what systems cater for, the following quick-reference table outlines just what is provided by each of the major reservation systems suppliers.

	HIRUM	RMS	STARFLEET	ROOM MASTER 2000	CONCIERGE 21st	SIHOT
<b>Reservations</b>						
Real time online reservations	✓	✓	✓	✓		✓
Online agents reservations	✓	✓	✓	✓		✓
Option of automatic room allocation	✓	✓	✓	✓		✓
Internet confirmation	✓	✓	✓	✓		✓
Email confirmation	✓	✓	✓	✓	✓	✓
Permanent rental options	✓	✓		✓		✓
Holiday let options	✓	✓		✓		✓
Agent allocations	✓	✓	✓	✓		✓
PABX call accounting interface	✓	✓	✓	✓	✓	✓
Internet accounting interface	✓	✓	✓	✓	✓	✓
Broadband to rooms	✓	✓	✓	✓	✓	✓
Room key interface	✓	✓	✓	✓		✓
Point of sale	✓	✓	✓	✓		✓
Fully integrated guest profile	✓	✓	✓	✓		✓
Individual guest accounts	✓	✓	✓	✓	✓	✓
Tour bookings	✓		✓	✓	✓	
Auto billing for tours	✓		✓	✓	✓	
Auto vouchers for tours	✓		✓			
Central reservation systems	✓	✓				✓
Housekeeping and maintenance	✓	✓	✓	✓	✓	✓
Simple navigation	✓	✓	✓	✓	✓	✓
Marketing & statistical reporting	✓	✓	✓	✓	✓	✓
On screen availability	✓	✓	✓	✓	✓	✓
Arrival and departure reports	✓	✓	✓	✓	✓	✓
Group reservations	✓	✓	✓	✓	✓	✓
Group master accounting	✓	✓	✓	✓	✓	✓
Statistics for marketing	✓	✓	✓	✓	✓	✓
Security tracking per staff member	✓	✓	✓	✓		✓
Guest loyalty program	✓	✓	✓			✓
Auto room optimisation	✓			✓		✓
<b>Trust accounting</b>						
Trust account reconciliation	✓	✓	✓			✓
Online bank transfers for owner payments	✓	✓				✓
Auto posting of owner monthly charges	✓	✓				✓
Auto posting of guest monthly charges	✓	✓				✓
Automatic payment of managers income	✓	✓	✓			✓
Auto payment of creditor invoices	✓	✓				
End of month wizard to simplify process	✓	✓				✓
Batch processing of end of month reports	✓	✓	✓			✓
Revenue pooling option	✓					✓
Pooling based on entitlement	✓					✓
Pooling based on unit class	✓					✓
Pooling based on percentage	✓					✓
Ability to track days lost for pooled sites and redistribute revenue	✓					✓
Developer guarantees	✓					✓
Fully compliant with GST legislative requirements	✓	✓	✓			✓
Full audit trail	✓	✓	✓			✓
Full audit reports	✓	✓	✓			✓
Ability to post charges & operate even if previous month not closed off	✓	✓	✓			✓
Strata owners monthly and year end reports	✓	✓	✓			✓
Email owners statements	✓	✓	✓			✓
Timed back up procedure	✓	✓	✓			✓
<b>Support</b>						
On-line support	✓	✓	✓	✓	✓	✓
Phone support	✓	✓	✓	✓	✓	✓
Fax &/or email support	✓	✓	✓	✓	✓	✓
On-site support	✓	✓	✓			✓