



Webizy – Overview

Collaboration platform, - the backbone for incrementally building online revenue.

Enables **hoteliers** to:

- Generate more direct bookings
 - Targeted offers
 - Update special promotions
- Market – using customers' native languages
- Test new markets – without cost of new site development
- Sell specific offers + need time periods
- Manage web revenue from a central point
- Lower customer acquisition costs
- Flex to web opportunities



More than a CMS, **Webizy** has a number of remarkable **characteristics**:

- As easy to use as Yahoo email, by non-tech staff
 - Build new pages
 - Manage text and graphics
 - Upgrade page elements
 - Enable direct customer communication
 - E-newsletter
- Multi-lingual
 - Hoteliers - 5 languages
 - Site visitors - Unlimited, even RU, CN and other non-EU languages
- Cross discipline, managed access – multiple users, multiple authorization levels
 - Preserves design integrity of layouts, formats, colors
- Web based – no in-house tech support needed
- Lower costs – shared platform, eliminates additional developer + change fees
- Scale – can be effectively used by small hotels as well as hotel groups

Web Revenue Maximization Backbone

- Build
- Market
- Manage
- Sell
- Serve
- Expand