



Maestro 'Web Connection' Suite

20+ Integrated Modules On A Single Database

- ▶ Front Office (PMS)
 - ▶ Dynamic Yield Management
 - ▶ Advanced Group Management
 - ▶ GDS/OTA Integration
 - ▶ Multi-Property Management
 - ▶ Central Reservations
 - ▶ eCRM & Guest Profiling
 - ▶ Gift Card
 - ▶ Guest Loyalty Program w/Online
 - ▶ Concierge
 - ▶ Housekeeping
 - ▶ Golf Tee-Time
- ▶ Sales & Catering
- ▶ Spa & Activities
- ▶ ResWave Web Booking Engine
 - ▶ Reservations
 - ▶ TripConnect
 - ▶ Groups
 - ▶ Spa
 - ▶ Activities
 - ▶ Sales & Catering Inquiries
 - ▶ Owner Portal
 - ▶ Member Enrollment
- ▶ Membership
- ▶ Condo & Timeshare
- ▶ Retail & Fine Dining POS
- ▶ Table Reservations
- ▶ Work Order
- ▶ Mobile Management & Guest
- ▶ Apps
 - ▶ Xpress iPad Check In
 - ▶ WebPRO Pre-registration Online
 - ▶ Housekeeping
 - ▶ Tablet On The Go
- ▶ Analytics & BI
- ▶ Guest Engagement
- ▶ Smart eMessaging
- ▶ eMarketing
- ▶ Web Design & Digital Marketing
- ▶ Guest Experience Measurement
- ▶ Third Party Integrations
(we play well with others)

Visit our website for a full list of modules and more information
www.maestropms.com



The word-of-mouth revolution led by the explosive growth of social networking sites like TripAdvisor, Twitter and Facebook provides Independent Hoteliers with access to many more direct distribution and marketing channels to increase bookings, personalize service, promote referrals and keep guests coming back. Maestro provides products and services to help you leverage your online presence.

Maestro's ResWave Booking Engine features a unique 'parameter passing' capability which enables a customizable/availability link that enables you to create a link to ResWave and sell a specific promotion or room type at a specific date and easily send it to a specific social media or landing page, embed in an email or anywhere you choose.

Now you can offer special deals and packages to your property's followers on Twitter and Facebook as well as stay connected with eMarketing to your entire database from all channels centralized in Maestro PMS.

ResWave Turnkey Booking Engine

- ▶ Turnkey ResWave Booking Engine Implementation customized to your website
- ▶ Fully Mobile Optimized with Custom Mobile Website Option
- ▶ Fully hosted Secure Booking Solution
- ▶ Book rooms, activities and Spa - together or on their own
- ▶ Merchandising options include text, images, descriptions, pop-ups, videos, room layouts
- ▶ Automated Send Of Custom Designed Guest Email Templates (eForms) for confirmation, pre-stay, thank you, etc.)
- ▶ ResWave is the 'anywhere booking engine' - Widget-enabled for affiliate or partner sites
- ▶ TripAdvisor TripConnect Integration for Booking Conversions on Proprietary Website



Mobile

- ▶ Mobile Optimized ResWave Setup For Easy View
- ▶ Custom full mobile website option (up to 9 pages)
- ▶ Secure mobile booking, online check in and guest portal for profile management
- ▶ Includes mobile booking of spa, activities, dining
- ▶ Micro Mobile Development





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Website Design & Hosting Services + Content Management System

- ▶ Award Winning Cloud-based technology for lightning-speed responsiveness
- ▶ Multi- or single-property CMS functionality developed specifically for the hospitality industry
- ▶ Responsive design/Adaptive design-friendly
- ▶ Smart Personalization Engine for dynamic content personalization and one-to-one marketing
- ▶ Functionality to push promotions to the hotel's social media profiles
- ▶ Full compliance with the latest Google algorithm changes and SEO standards
- ▶ User-friendly capabilities to change the look-and-feel of the web design or add new design themes with the click of a button
- ▶ Multi-language & Reservation Conversion Apps



Supportive Creative Services

Maestro understands that not every property has the expertise or time to focus on the little tasks that would add great value to your online marketing campaigns. Make us your comprehensive source for web design, web site promotions, email marketing, integrated booking engine and best practices. The combination of visual design and technical expertise with Maestro's Creative Services' team results in websites that work effectively and emphasize the critical elements of the website's message.

Guest Experience Measurement (GEM)

GEM is a powerful and easy-to-use online Guest Satisfaction Feedback tool fully integrated with Maestro PMS while featuring detailed reporting, evaluation and collection capabilities to provide operators with actionable Predictive Intelligence. Guest feedback is tied directly with Maestro so reservation clerks can view the guest feedback history at reservation time for repeat guests. GEM is offered in two versions to facilitate those properties that simply want an electronic guest feedback tool to replace their comment cards, as well as those that want the entire experience.

"Maestro clients tell us that they are having excellent results," Dehan said. "Our management strategies and audits are uncovering ways for independents to optimize database configuration, identify and market to new guest segments and to enable their staff to be more productive. To maximize online reservations, our Web Connection services include group and promo landing pages, social media booking apps and mobile web services which are helping our clients maximize conversions and keep guests coming back."

