

▼ Hospitality with a system



protel Web Booking Engine

protel **WBE 4.0**

Next generation online direct sales

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## protel WBE 4.0 | Next generation online direct sales

Hotels need two things to sell rooms directly, efficiently and effectively online:

A search engine-optimized website and a sophisticated booking solution – protel WBE 4.0.

protel WBE 4.0:  
The sales engine

- ▼ Appealing
- ▼ Intuitive
- ▼ Inspiring
- ▼ Personal

The screenshot shows the protel WBE 4.0 homepage. At the top left is the logo for THE protel HOTEL GROUP. To the right, there are links for 'English', 'Need Help? +49.231.915.930', and 'My account'. A 'Shopping Cart 1 Item' icon is also visible. The main search area includes a 'Search' button and a 'Corporate' tab. Below this are input fields for 'Arrival:' (01/10/2012), 'Departure:' (02/10/2012), 'Hotels:' (All), and 'Location:' (All). A 'More options' link and a red 'Search' button are also present. To the right of the search area is a large image of a red lounge chair on a wooden deck overlooking the ocean. Below the search area are three promotional boxes: 'Rooms for tomorrow' (Looking for last-minute deals? Or just decided to travel now?), 'Rooms for the next weekend' (Look and plan for an amazing weekend), and 'Show me all' (See our full range of offers for today.). Each box has a 'Show offers' button. At the bottom right, there is a 'Returning customer?' section with a 'Sign in' link and the text 'and get personalized recommendations'.

The protel WBE 4.0 homepage: Seamlessly integrated with the hotel website for hassle-free searches

## ▼ Estimating, marketing, executing: from your database right to the point of sale

Every booking solution aims to present your products on your most important sales shelf, your website, and to effectively market them without minimal involvement on your part. This works best if:

**Warehouse and office:** the hotel software manages prices, availabilities and reservations,

**Sales shelf:** the product presentation on your hotel website or other webpages where guests see what you have to offer, and

**Cash register:** the actual booking function and the point of sale

are as deeply integrated as possible. One solution fits the bill: protel's hotel management systems and the new protel WBE ...

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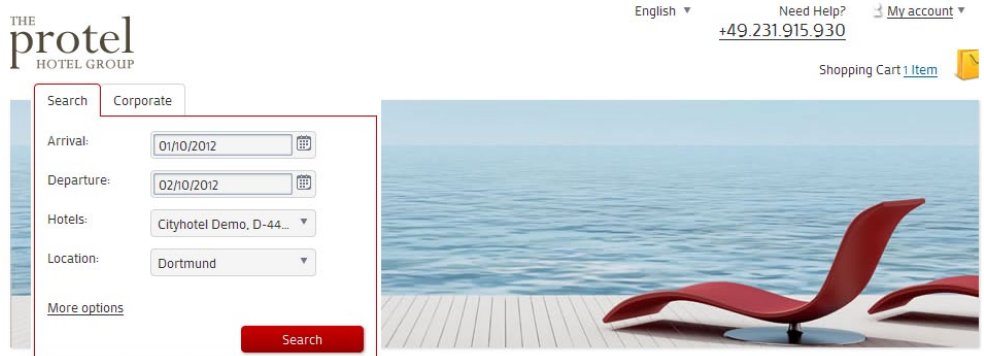
Next generation online direct sales



▼ Your hotel has never been presented better

The cloud-based protel WBE 4.0 integrates smoothly with protel front office solutions. Our new booking engine opens up countless ways to present and sell offers on your hotel website more effectively than ever before.

Start out with the availability display on the WBE homepage ...  
... or from any other point on the hotel website



Clear and easy to understand:  
The right sales pitch for every visitor

Cityhotel Demo, D-44137 Dortmund (GERMANY) ★★★★★  
Europaplatz 8, 44269 Dortmund 0231/915930



Webshop-style information flows:  
Book rooms in only a few clicks

▼ Product information in the cloud

Not only does protel WBE 4.0 simplify data maintenance for online sales, it also makes the process more versatile and flexible: You can transform your front end into a media-rich product presentation by supplementing your master data with information, images and videos from a cloud-based product database.

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## ▼ “What can we do for you?”

Don't let visitors leave without exhausting their options. There is often a way to meet their needs – even if their final booking doesn't quite match up with their initial inquiry. Sales-optimized product pages with customized rate/category combinations will keep visitors on your site, even if they don't immediately find what they are looking for.

Best Available Rate: Superior



User-friendly, shop-oriented pages with a wide range of product presentation options

- ▼ Informative
- ▼ Flexible
- ▼ Needs-based

Making it easy to book a room

Cityhotel Demo, D-44137 Dortmund (GERMANY)  
Your selection: 01 October 2012 - 02 October 2012

Adults  Rooms

[More options:](#)  
\* Childs until 12 don't have to entered. Childs over 12 are counted as adults.

**Room types**

Business	Available
City Suite	Available
Superior	Available
Standard	Available

Price per stay: **120.00 EUR** [Add to basket](#)

October 2012						
Mo	Tu	We	Th	Fr	Sa	Su
24	25	26	27	28	29	30
1 120.00 EUR	2 120.00 EUR	3 120.00 EUR	4 120.00 EUR	5 160.00 EUR	6 160.00 EUR	7 160.00 EUR
8 120.00 EUR	9 120.00 EUR	10 120.00 EUR	11 120.00 EUR	12 160.00 EUR	13 160.00 EUR	14 160.00 EUR
15 120.00 EUR	16 120.00 EUR	17 120.00 EUR	18 120.00 EUR	19 160.00 EUR	20 160.00 EUR	21 160.00 EUR
22 120.00 EUR	23 120.00 EUR	24 120.00 EUR	25 120.00 EUR	26 160.00 EUR	27 160.00 EUR	28 160.00 EUR
29 120.00 EUR	30 120.00 EUR	31 120.00 EUR	1 120.00 EUR	2 160.00 EUR	3 160.00 EUR	4 160.00 EUR

**Legend**  
■ Available ■ Not available ■ Minimum length of stay required

The availability screen shows the current daily rates.

## ▼ “There’s an alternative...” Your guests might also be interested in alternatives. You could offer them rates with different booking conditions for example.

Offer a lower rate with more restricted conditions

Price per stay: **90.00 EUR** [Add to basket](#)

**Alternatives**

[Special Price: 85.00 EUR](#)

Special rate that cannot be cancelled

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You can sell everything in the WBE that you also sell at the hotel. Impress your guests with an online platform that covers everything, including the kitchen sink: details about rooms and amenities, arrangements, specials, prices, services, gift certificates, hotel background information ...

▼ “Could I interest you in any of our extras?”

A cloud-based product database can not only store images and videos, but also special booking and payment terms, for example. Extra services can be defined and added as needed.

Nice to have:  
Extra services for a more comfortable stay

Your selection was added to the shopping cart.  
To enhance your stay we recommend the following additional articles.

### Additional services/packages



Prosecco

Qty

Price

1

25.00 EUR

[Add to cart](#)

[Back to the search results](#)

[Show basket](#)

▼ Gift certificates – a lucrative business

All WBE display modules can be flexibly integrated in other websites and used as landing pages. Centrally manage your gift certificates in protel and sell them on many other websites.

Centrally manage gift certificates in protel, sell them using the WBE or on other websites ...

## Cityhotel Demo, D-44137 Dortmund (GERMANY) ★ ★ ★ ★

Europaplatz 8, 44269 Dortmund 0231/915930

Rates	Rooms	Specials	<b>Vouchers</b>	Hotel information	Map
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**Gift Certificate**  
AGS  
Preis: **10 EUR**  
[details »](#)

**Spring package**  
Spring awakening  
Preis: **240 EUR**  
[details »](#)

**Romantic weekend**  
Romantic weekend  
Preis: **50 EUR**  
[details »](#)



## protel **WBE 4.0** | Highlights and possibilities

- Plug and book!
  - ▼ Fail-safe from being centrally installed and maintained at the data center
  - ▼ State-of-the-art, highly scalable technology: performance on-demand
- Multiple platforms
  - ▼ Local and mobile: standard layout for use on PC's and tablets
  - ▼ Optimized layout for smartphones with WebKit browsers
- Quantifiable success
  - ▼ Measure success and improve with Google Analytics  
Analyze conversion rate, revenue, guest stays and much more
  - ▼ Implement other tracking systems (optional)
- Secure payment
  - ▼ Safety for the hotel and the guest owing to the approved providers Payone and Saferpay (Six Payment Services/Six Card Solutions)
  - ▼ Pay as you like: According to the provider e.g. via credit card, PayPal or immediate bank transfer
- Online gift certificate sales
  - ▼ Central, convenient gift certificate management with protel Vouchers
  - ▼ Sell and redeem gift certificates
  - ▼ Fully customizable gift certificate codes (including validity restriction)
- Performance
  - ▼ High-performance price and availability check in real time
  - ▼ Virtually immediate responses to visitor inquiries
- User-friendliness
  - ▼ User-friendly management using protel price availability including BAR
  - ▼ Directly import all booking information to the PMS
- Customer retention
  - ▼ Convenient access for guests: log-in via e-mail and password or with Facebook or Twitter
  - ▼ Create and manage bookings, maintain own guest profile
- Online marketing support
  - ▼ Seamlessly integrate purchase options (deep links) in mailings, newsletters, landing pages, etc., links to internal / external pages
  - ▼ Increase your conversion rate
- CD-compliant
  - ▼ Adapt layout to your hotel's corporate design
  - ▼ Seamlessly integrates with the hotel website via widgets, banners, links, etc.

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### Optimize sales on your website

Adopting new software is a great opportunity to re-examine your customary processes and think about ways to improve them.

protel WBE 4.0 opens up entirely new opportunities to optimize your online sales operation. Not only does it provide enormous adaptability in product presentation, but it also enables the kind of flexible pricing and custom options that can significantly raise conversion rates and revenue on your website.

#### ▼ More information

#### Checklist for successful online sales

What are the strategies and requirements for succeeding in direct sales, other than having a sophisticated booking solution?

Learn more in our checklist, which we have prepared together with Gabriele Schulze, an expert in hospitality marketing. Feel free to use the list as an inspiration for new ideas or as a checklist for planning concrete action.

You download the PDF from our [website](#), under **Solutions**. We will also gladly send it to you if you wish.

### Contact

Talk to us if you have questions or require additional information!  
We'll be happy to help.

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