

# Automate & innovate room pricing processes

Get room prices right, every night by connecting the PMS to RoomPriceGenie's effortless room dynamic pricing tool

In a highly competitive industry, drilling down to the smallest of details could give you a competitive advantage. Revenue management is a fast paced and complex area which can be time-consuming if done manually. You need a simple, transparent, and efficient solution, which will perform the repetitive tasks of checking your market, your pick-up and then calculating prices on your behalf. Therefore, Guestline has partnered with RoomPriceGenie to build a 2-way interface between Guestline Rezlynx PMS and RoomPriceGenie RMS which will deliver a return on your investment in no time.

## The Challenge

Revenue Management is fast paced and complex. Manually it consumes lots of resources

## The Solution

Automate and innovate revenue management and dynamic pricing with a 2-way PMS interface

- **Save time, stay in control**

Get 100% transparent room rates recommendations, which can be adjusted, and updated automatically in the PMS.

- **Increase revenue by 15% on average**

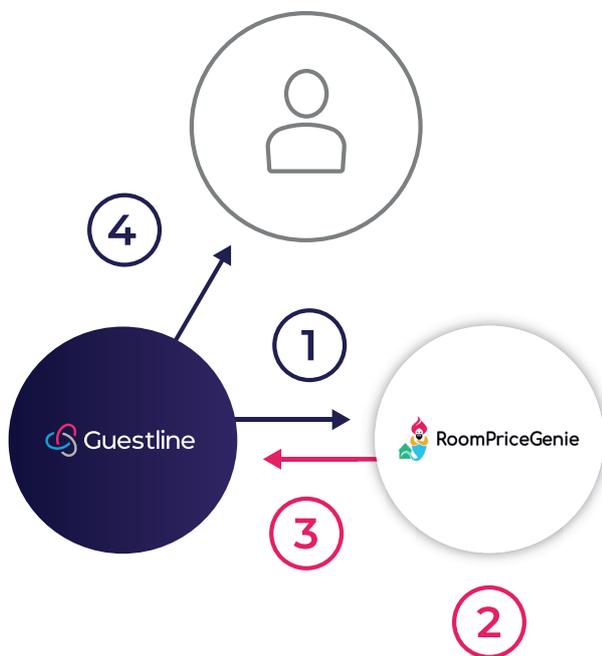
Smart pricing is based on market intelligence, occupancy factors and business strategy that lets you adjust rates for quiet periods, busy spells, and everything in between, so you do not lose any revenue opportunities.

*Clive Arms*  
LUDLOW

“ RoomPriceGenie managed our prices daily so that we ended with revenue significantly higher than last year. The solution is very user-friendly and intuitive. We are excited to have them as our partner ”

Victoria Ketcher, The Clive Arms Hotel

# How it works



## 1. Shared Data

Guestline Rezlynx PMS sends reservations, rates, inventory, groups and room blocks to RoomPriceGenie via the Channel Manager (Roomlynx)'s HTNG connection.

## 2. Automated recommendations

RoomPriceGenie's algorithm calculates and recommends rates based on market and occupancy factors as well as hotelier business strategy, which can be manually adjusted.

## 3. Rates Updates

The new rates are sent automatically (auto-pilot) or manually (day by day or in batches) to Guestline Rezlynx PMS depending on the setup.

## 4. Channel Distribution

Guestline Rezlynx PMS sends the new rates in real-time to the Channel Manager, so they are distributed across the different channels.