

FILOXENIA.IDS

INTERNET DISTRIBUTION SYSTEM



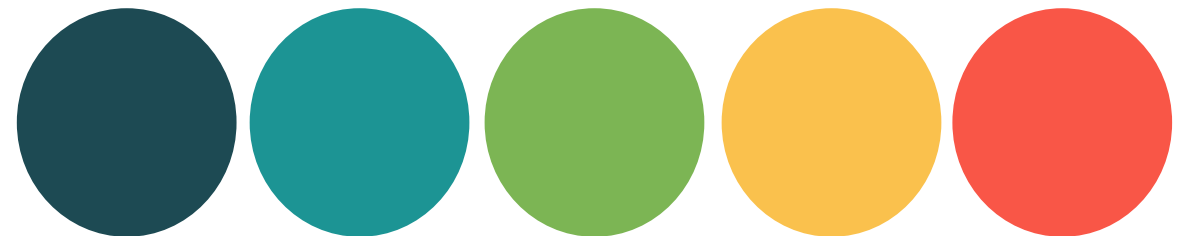
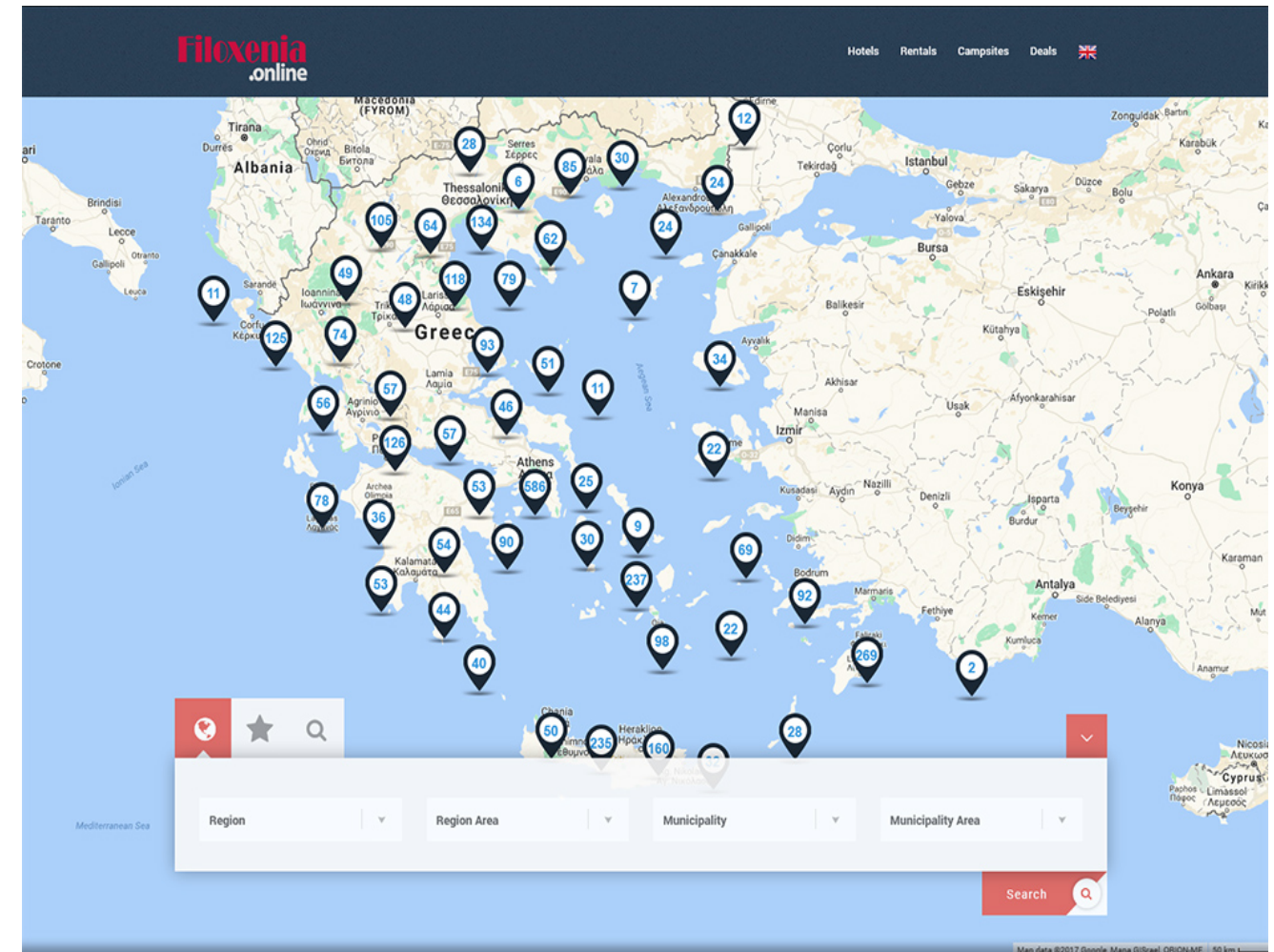
❖ Overview

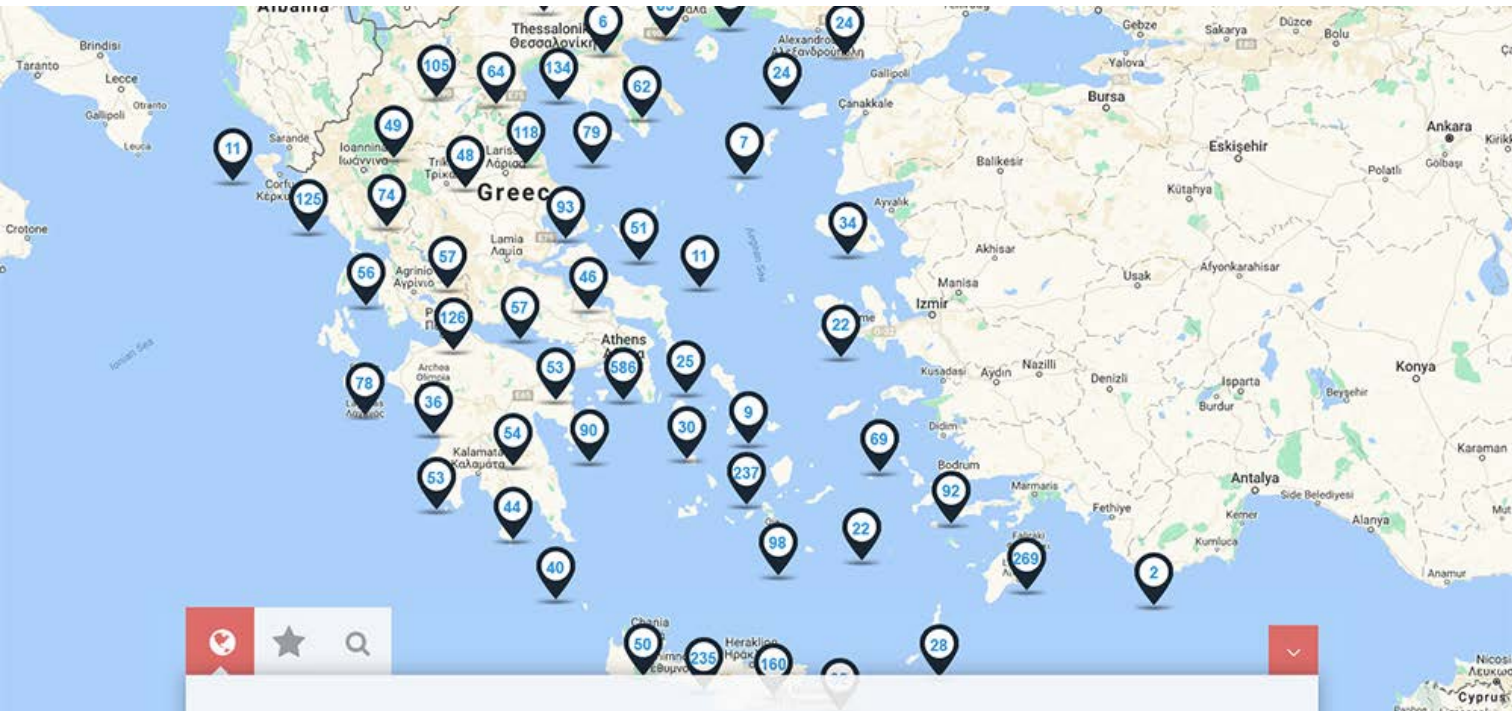
About us and our platform

Filoxenia.ids is an innovative new integrated distribution internet reservation information system.

Designed and developed in Greece, a main tourist country, active in all markets and tourism types, covering the needs of all accommodation types and sizes.

- It collects and integrates prices and availability of hotel and accommodations rooms and offers them on the Internet using new methods.
- The data originate from the hotels and our applications (PMS and RS) they use, from reservation systems (OTA's, GDS, IDS, CRS, etc.) and from channel manager systems.
- The mode is through a portal, channel manager, Affiliate Network, and any other channel.
- Hotels are connected by Internet, with license agreement.
- The cost of use is calculated either by commissions on bookings or by subscription.
- Developed with the new standards for data protection (GDPR) ensuring absolute security and transparency of transactions.
- Filoxenia.IDS constantly evolves, including new trends and demands of the tourist market.





“ A booking distribution system and “A marketing tool” that increases bookings ”

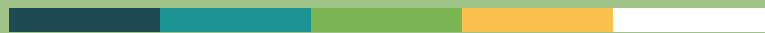
On our platform, the hotel has its own microsite with full presentation (descriptions, photos, videos, maps, etc.). The hotel controls thoroughly its information data and presentation and has the ability to edit it in real time. Hotels and Accommodations can refresh there material, photos, offers whenever they want enter entering the program with there own secret code.

The platform is connectable to the hotel's reservation system and presents the availability and rates decided by the hotel, and allows booking at any chosen level. Bookings and receipts are controlled by the hotel. Visitors make their payments directly to the hotel, in any way you choose, without any intermediary or delays.

Our platform covers the new GDPR regulations for personal data and connects with your bank through secure payment system (deposit, credit, debit cards) directly to your accounts without the need to install extra security measures.

OUR SERVICES

RESERVATIONS MANAGEMENT AND DISTRIBUTION



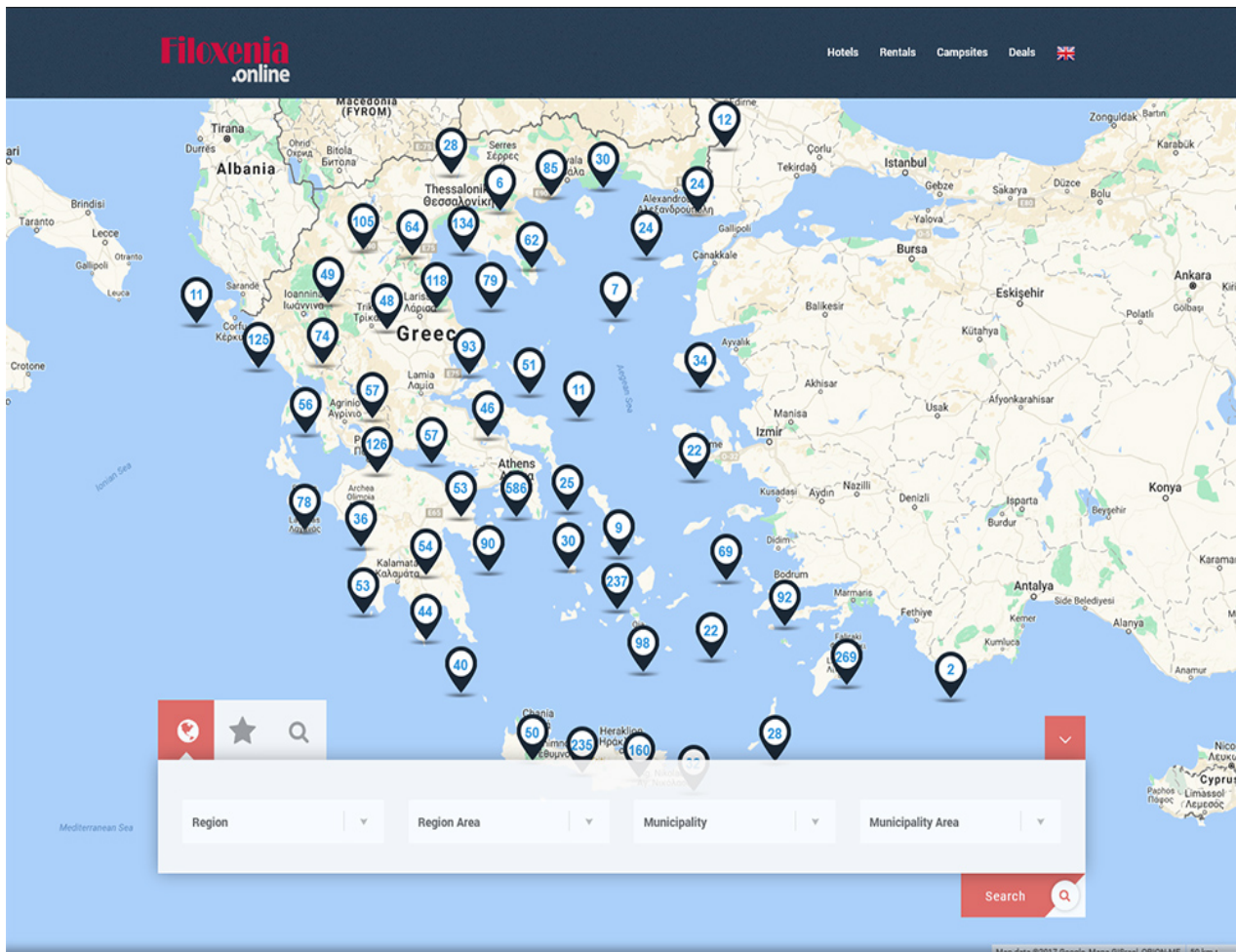
Our services

Internet Distribution System (IDS)

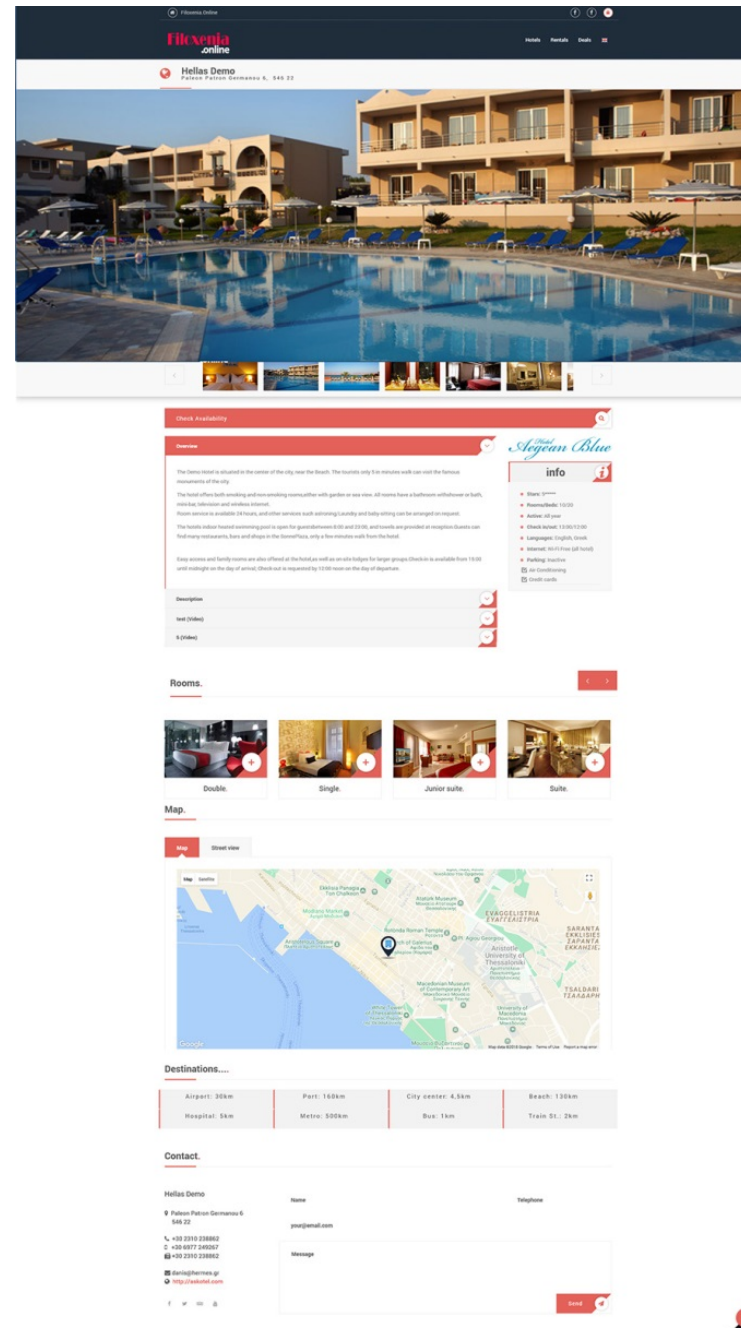
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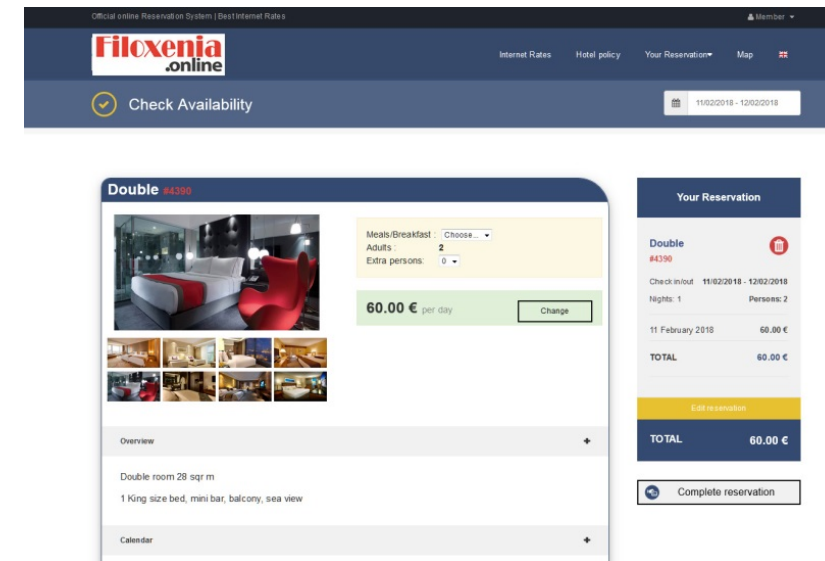
Home Page



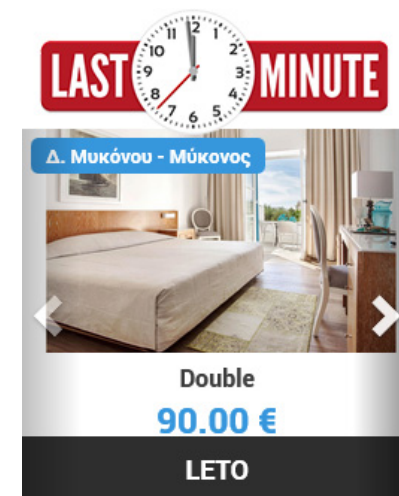
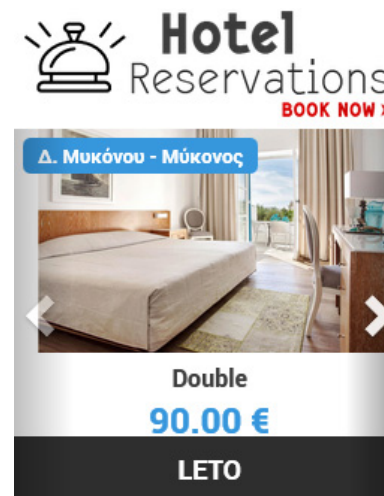
Hotel's Microsite



Reservation page



Affiliate Network Banners



ADVANTAGES

ADVANTAGES AND DIFFERENCES



❖ Advantages and Differences

COMPARISON WITH COMPETITION

7

ADVANTAGES

Positive reaction of the market :

- Usability, appearance, friendliness, functionality
- Pricing and credit policy
- Data and transaction security
- Relationship management

New sales and promotion channels :

- Network of Affiliate Sites,
- Social Networks,
- Tourist agencies, etc..

Marketing Tools:

- **Special offers and Deals**
- **Last minute / Early Booking** reservations
- **Discount coupons** for selected users
- **Gift vouchers** to create "whispering dynamics" in society.
- Send **promotional** messages to visitors.
 - e-mail
 - newsletter
 - sms
- **Social media campaigns** marketing
- **Online information** to the members, who are DIRECTLY recipients of your messages, which is not usually ensured by other communication methods.
- **Members Bonus Club** (loyalty card)

DIFFERENCES

In cooperation with hotels:

- Reservation is managed exclusively by the hotel (Availability, Request, Acceptance, Cancellation, No show, etc.)
- Financial management is provided exclusively by the hotel (Rates, Discounts, Proceeds, etc.)
- Booking conditions are determined exclusively by the hotel (Cancellations, Non refundable, Children charges, Extra charges, etc.)
- Better visibility and presentation of the Hotel in the system
- Collaboration with "small" Travel Agencies, not usually signing Allotment contracts
- Data and Transaction Security (GDPR standards)

In payment methods (selected exclusively from the hotel):

- Bank deposit or transfer
- Interbank payment id code (at low commission)
- Credit cards (online clearance and transfer to account)
- E-wallets (PayPal, ViVa.gr, etc.)
- We support all known payment methods
- Data and Transaction Security (GDPR standards)

In Promotion and Display Network::

- New sales and viewing channels
- Strong Marketing Tools
- Dynamic promotion campaigns

HOTELS

REGISTERING PROCEDURES AND ACTIONS



❖ Activate a hotel account

REGISTRATION AND BOOKING ACTIONS AND PROCEDURES

The following figure shows the procedures and steps from the hotel registration to the final reservation



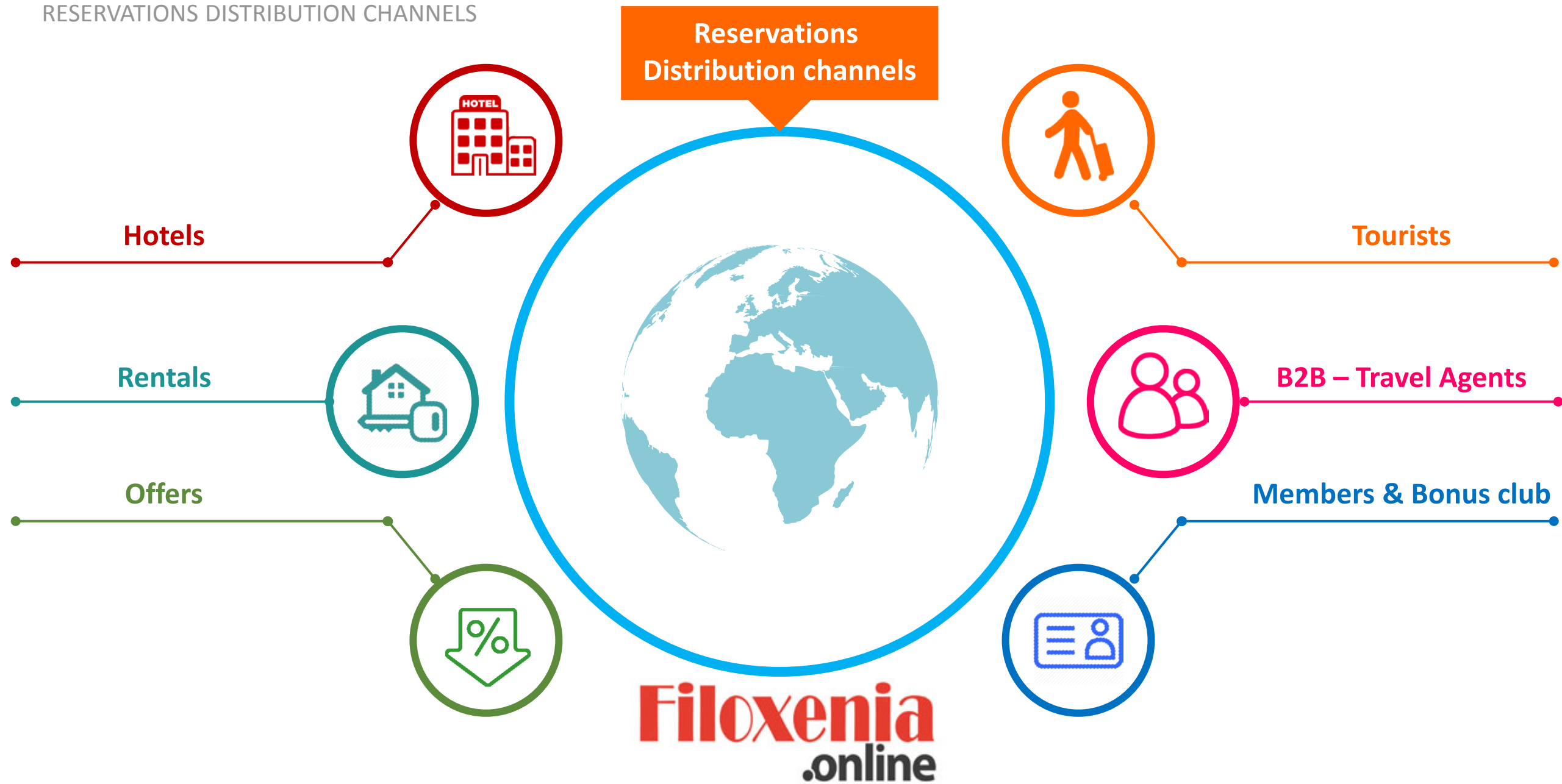
RESERVATIONS

RESERVATION DISTRIBUTION CHANELLS



❖ RESERVATIONS

RESERVATIONS DISTRIBUTION CHANNELS



We offer an easy-to-use, cost-effective but powerful solution to showcase your business, which is also a sales and marketing tool. It works efficiently in both small businesses and large chains, providing real-time communication with the final customers via Internet.

MARKETING TOOLS

CAMPAIGNS / OFFERS / etc



❖ Marketing Tools

NEW MARKETING CHANNELS FOR TRAVELERS



Special offers



Lastminute



Early booking



Offer packages

Stay 3 Pay 2, Free nights, etc.



Members bonus club

(Loyalty card)



Discount coupons

For special users



Contests - Gifts

For the "dynamics of the whisper" in society



Message campaigns

E-mail, SMS, newsletters



Social media

Campaigns



Online reception *

* Coming soon

It offers quick and immediate dissemination of information

CONTACT US

MORE INFO





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FILOXENIA.IDS

THANK YOU



APPLICATION SYSTEM ANALYSIS - SUBSYSTEMS

App	System App	Subsystem	QTY	Price	Amount	
GLOBAL RESERVATION SYSTEM	1	Registration and Hosting	1. Domain Name Registration and Hosting	1		
	2	Web site (portal)	1. Website development and management	1		
			2. Content Management System (CMS)	1		
			3. Administrators subsystem (admins)	1		
	3	Global Reservation System	1. Electronic directories subsystem			
			2. Interactive Maps subsystem			
			3. On-line booking reservation subsystem	1		
			4. Electronic offers, vouchers subsystem			
			5. Places / services on-line reservation subsystem	1		
			6. Reservation and restaurant subsystem	1		
			7. Multimedia subsystem	1		
			8. Members / Visitors subsystem	1		
			9. Announcements and Newsletter subsystem	1		
			10. Social networking subsystem	1		
	4	Customers Relations	1. Customer Relationship Management (CRM) system	1		
			2. Consumer Centric Marketing (CCM) system	1		
	5	Tourism Resources Management Visitors Satisfaction survey	1. Visitors experience subsystem	1		
			2. Tourism resource evaluation / management system	1		
			3. Visitors Satisfaction survey subsystem	1		
			4. Tourism product management system	1		
6	On line marketing campaigns	1. Communication policy study	1			
		2. Online advertisement campaigns (e.g., Adwords)	1			
		3. Promotional campaigns (banners, etc.)	1			
7	Mobile apps	1. Software for smartphones	1			
8	Data editing Backups	1. Edit and import data	1			
		2. Data exchange subsystem	1			
		3. Backup subsystem	1			
9	Training	1. Training / Knowledge transfer	1			
10	Support	1. Optimization platform services	1			
TOTAL (€)		VAT not include			0 €	0 €

1. Registration and Hosting

2. Portal subsystem

2.1. Website development and management

- Designing - developing and creating website
- Phase 1. Analysis
- Goals of the site
- Sitemap of the site
- Functional analysis
- Technological and Creative Analysis
- Phase 2. Implementation
- Phase 3. Testing, training and starting
- Phase 4. Maintenance and updating

2.2. Content Management System - CMS)

- Content format with embedded HTML / WYSIWYG
- Use through any browser (Mozilla, Chrome, IE, Opera, Safari, etc.)
- Updating content from multiple users and different computers
- Manage and edit menu
- Create, edit and delete categories, subcategories, pages
- Choosing templates
- Ability to add external links to the menu
- Managing links
- Sitemap dynamically whenever the structure of the site changes
- Multilingual support
- Help and manual on line
- Dynamic youth management
- Classification and start-up date of new articles
- Priority to view new articles
- Ability to add comments from readers - users
- Photo Gallery
- Video Gallery (YouTube, Vimeo)
- Banner management mechanism
- Search engine optimization capabilities
- Managing Meta Tags (Title, Description and Keywords)
- Compatible with google analytics and google tracking codes
- Dynamic third-party application integration and script
- Search the content by words or phrases

2.3. Administrators and users subsystem

- **Access Rights**
 - Super Administrators
 - Administrators
 - Managers
 - Members registered
 - Members single
- **Editorial Rights**
 - Chief Editors
 - Editors
 - Authors
 - Reviewers
 - Internet users

3. Tourism Resources Management and Promotion Information System

3.1. Bussines Directory subsystem

- Accommodation
- Tourism industry Enterprises
- Dining, Entertainment and Nightlife Enterprises
- Leisure and outdoor activities
- Information (tourists information network)
- Other businesses

3.2. Interactive Maps subsystem

- Multiple backgrounds Maps (Google, Bing, Yahoo, Openstreet, etc.)
- Enriched content
- Register and edit points of interest
- Categorization, Grouping Collation
- Presentation levels
- Multiple point presentations
- Register and edit routes

3.3. On-line booking reservation subsystem

- **Rooms - Offers**
 - Detailed and sort presentation of the rooms with a photograph or not.
 - Detailed and sort presentation of the offers with a photo or not.
 - Multiple residence conditions (RR, BB, HB, FB, All inclusive, etc.).
 - Minimum stay.
 - Preferred rooms or promotions (Advertising message).
 - Increase in room availability.
 - Supporting discounts and cancellation fees.
 - Unlimited number of room types.
 - Unlimited number of periods.
 - Stop sales.
 - Real time updating price lists.
- **On line reservation system**
 - Select date - room – terms
 - Sign in – Members registration
 - Reservation confirmation
 - Way of Payment
 - Send Voucher
 - Send thank you message
- **Manage reservations**
 - Sending information emails
 - Multiple pricelists
 - Reservations status (accepted, waiting, cancelled, stay, deleted, confirmed κ.α.)
 - Manage reservations – Notes
 - Εκτυπώσεις Reservations

3.4. Marketing tools (on line marketing)

- Last minute, Early booking, holiday packages
- Coupons, draws, gifts
- Outlet / Best buys / new products
- Related / related products
- On Line Reception
- Bonus & Members Club
- Special prices for companies and dealers
- Sending e-newsletters
- Sending Mobile Messages (sms)
- B2B Partner ProgramB2B

3.5. Places / services on-line reservation subsystem

- Conferences and events
- Halls and places
- Cultural events
- Recreation
- Activities
- Services
- Arts
- Events

3.6. Restaurant Reservation and ordering Subsystem

- Menu
- Daily menu
- Product search engine
- View the most popular items by category
- Order Basket
- Extra charitable items
- Ability to cancel / modify or reset canceled orders
- Discounts of quantities or percentages
- Coupons, draws, gifts
- Registration form from the store
- Special prices for companies and dealers
- Billing
- Interactive maps
- On-line payment (credit cards, PayPal, transfer or deposit, etc.)
- Display and editing customer data
- Display account history records
- Daily traffic status per waiter / distributor λογαριασμού
- Daily reports

3.7. Multimedia subsystem

- Managing photos
- Managing video files
- Managing audio files
- Managing other multimedia files

3.8. Internet / visitors users subsystem

- Members (simple and certified)
- Visitors
- Special interest groups (climbers, hunters, young people, etc.)

3.9. Announcements and newsletter subsystem

- Send newsletter to registered users
- Send SMS to registered users
- Posting announcements

3.10. Social media subsystem

- Facebook, Twitter, Google+, YouTube, Flickr, Picassa, Panoramio κ.α.
- Blog, Forum, Wiki's
- Social media managing application

4. Customer Relationship Management

4.1. Σύστημα Customer Relationship Management (CRM)

- **Sales Force Automation**
 - Leads
 - Opportunities
 - Contacts
 - προτάσεις, offers, orders
 - Accounts
 - Calendar
- **After sales support / Helpdesk**
 - Tickets support
 - knowledge base
- **Marketing Automation**
 - Mass mailing
 - Leads and products Management.
- **Inventory Management**
 - Products Management
 - Offers
 - Orders
 - ERP interface

4.2. Σύστημα Consumer Centric Marketing (CCM)

- Contacts with customer (calls, appointments, calendar),
- Customer ticket support,
- Customer sales history,
- Customer support history,
- Customer Trends, and Economic Assessment.
- Analysis of customer behavior and profitability (Business Analytics)

5. User Satisfaction Survey - Tourism resources management

5.1. Visitor experience subsystem

- Suggestions interactive Subsystem
- Electronic voting subsystem
- Assessment subsystem
- Critical subsystem

5.2. Tourism resource evaluation / management system

- Tourism resource evaluation subsystem
 - Tourism resource evaluation subsystem
 - Competitive advantages
- Υποσύστημα αειφορίας τουριστικών πόρων
- Tourism resource sustainability subsystem
- Tourist capacity
- Maximum Sustainability
- Social planning
- Human resources
- Dynamic resources balance (recognition, promotion, maintenance, sustainability, dispersion)
- SWOT Analysis
- Programming projects
- Investment opportunities

5.3. Users Satisfaction Survey

- Υποσύστημα electronic questionnaire subsystem

5.4. Tourism product management system

- Tourism Services Subsystem (Research Identification and Target Analysis)
 - Tourism markets (existing and emerging)
 - Expectations and satisfaction of visitors
 - Consumer perceptions
 - Identification of stakeholders
 - Local community satisfaction
- Tourism Services Subsystem (tourism appraisal)
 - Products and services
 - Experiences
 - Partnerships
 - Sightseeing, events, etc.
- Demand / distribution monitoring system. (Tourism Production Management System)
Existing marketing factors assessment, that affecting the markets.
 - Proximity strategy
 - Access strategy
 - Demand strategy
 - Distribution strategy
- Gap analysis between supply and demand

6. Online marketing campaigns

6.1. Communication policy study

- Research and select keywords and phrases
- Competition Study
- Evaluation "key words and phrases"
- Putting keywords on the site
- Improving your site content (context)
- Drafting of the study - Suggestions

6.2. Online advertisement campaigns (e.g.Adwords)

- Proposals implementation of the study

6.3. Promotional campaigns (banners etc.)

- Promote at local interest sites (geotargeting, special content)

7. Mobile apps (Software for smartphones and tablets)

7.1. Software for smartphones and tablets

- Mobile web Interfaces (mobile Windows, Android, iOS etc.)
- Mobile complaints, criticism and comments subsystem
- Native Mobile Apps

8. Editing and Updating data – Backup system

8.1. Editing and Updating data

- Collecting data
- Digitizing and editing photos.
- Digitizing and organizing text and other data.
- Homogeneity of data
- Introduction and processing of geospatial data
- Importing data into the database
- Quality control according to the quality control procedures.
- Importing content into a dynamic website.
- Translating texts into application languages
- Delivery in digital form of the content used.
- Transferring data from existing files.

8.2. Exchange data subsystem

- Third party content interfaces
- Third party content and data (via XML, RSS, web services, etc.)

8.3. Backup subsystem

- On web (cloud) backup
- Local backup (HD, NAS, ext HD)

PROJECT WORKFLOW TIMETABLE

	Subproject	Παραδοτέα	Months							
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