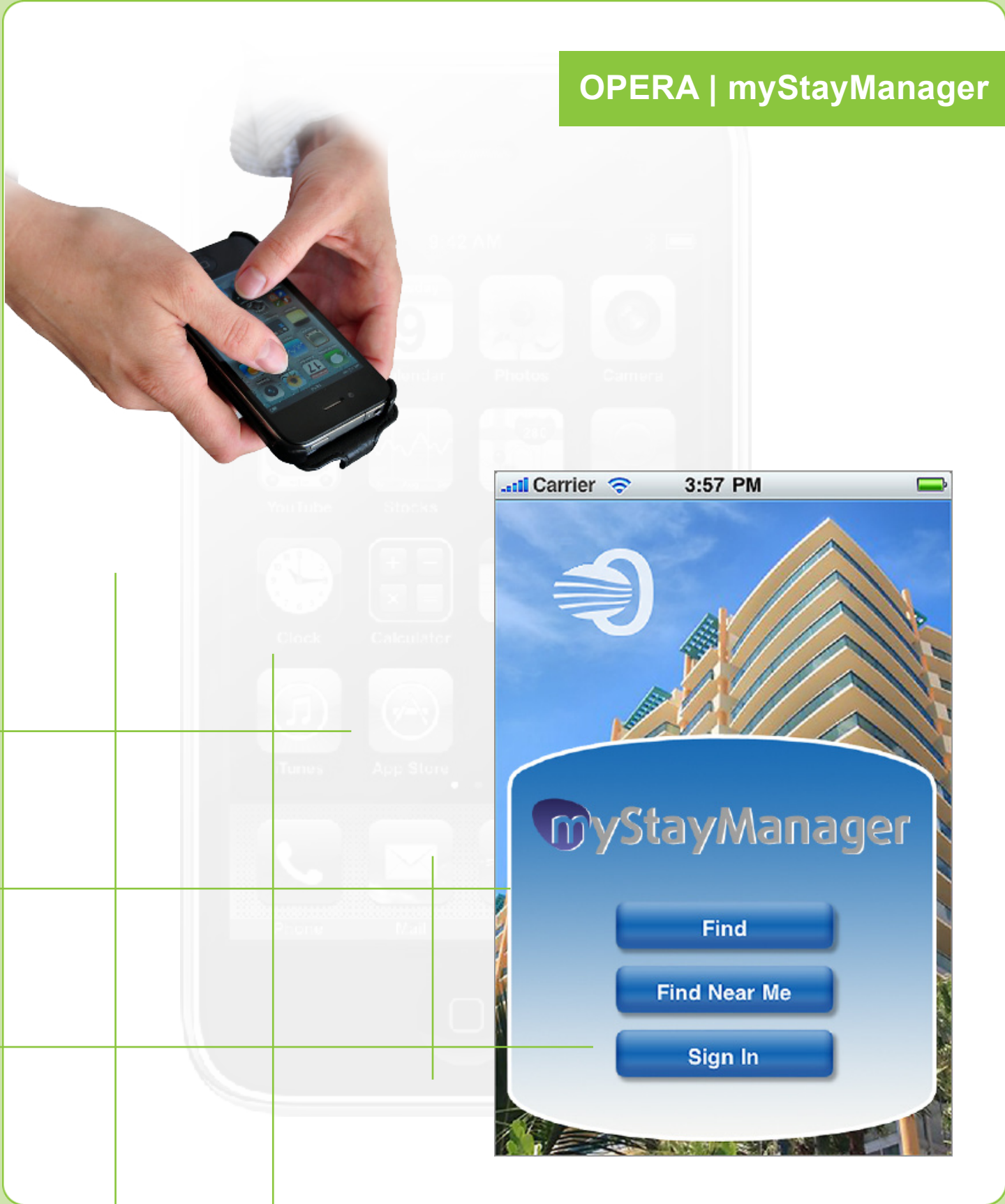


OPERA | myStayManager



What Is myStayManager?

myStayManager is a mobile smart phone app that guests can load onto their hand-held devices to create reservations and self-manage the details of their stays at subscribing chains and hotels. Each subscriber has its own branded and custom-designed **myStayManager** app; the look and feel of each **myStayManager** app can be unique to that chain or hotel.

The **myStayManager** app can be distributed to guests in any of several ways:

- Guest searches smart phone apps (for example, in the Hotels or Travel categories) and initiates a download of the chain's **myStayManager** app.
- Guest receives a link to download the chain's app via an email (for example, a targeted marketing email or an email booking confirmation sent to the guest).
- Guest navigates from a laptop or PDA to the chain's website where a widget or a link provides access to the **myStayManager** app, as an alternative to downloading to a hand held device.

Once the **myStayManager** app is installed on the guest's mobile device the guest may use the app to sign on with a unique ID and password in order to access the MyStayManager host program at the MICROS Data Centers. The MyStayManager host program, in turn, validates the guest and connects the guest with the OPERA PMS at the property of interest. (See **myStayManager Connectivity with OPERA PMS.**)

Central to **myStayManager** are the OPERA Web Services – java components that run on a server at each participating property. The Web Services act as intermediaries between **myStayManager** and the Opera database. Some of the **myStayManager** features made possible by OWS include:

- Find hotels based on city, state, or other address information
- Find hotels near the guest's current location (on hand held devices with GPS locator services)
- Make new reservations
- Change existing reservations (for example, to extend a stay)
- Cancel future reservations
- Secure deposit payments
- Change the credit card payment methods on stays
- Check in and check out



- View folios
- Order room service (via MICROS 9700 or Symphony)
- Retrieve messages
- Manage guest preferences (e.g., newspaper, type of pillow, smoking/non-smoking, etc.)
- Add packages to a reservation
- Update guest locator details
- Look up hotel events
- Request housekeeping, turndown, laundry and bell services
- Make table reservations at restaurants attached to properties (via GuestConnect)
- Make golf and spa reservations (via OpenCourse)
- Manage guest profiles when connected to a CRS/ORS
- Schedule a wakeup call
- Access third party online services (for example to find nearby theaters and restaurants)

Wireless Door Key option (via OpenWays).

What Are the Benefits?

myStayManager's ubiquitous real-time access to the OPERA database empowers the guest to an extent never before possible. Guests can conveniently interact with OPERA using their hand-held devices to manage the details of current and future stays in real time, wherever they may be. **myStayManager** helps cut through the hassle and red tape to speed and simplify business or leisure travel.

From the hotel's perspective, **myStayManager** provides the basis for a comprehensive, custom-designed travel-management tool that adds unique value to the hotel brand by leveraging OPERA information resources already available.

In addition, **myStayManager** can be used to encourage guests to enjoy hotel amenities such as spa, dining, and recreational venues, as well as special packages and loyalty membership benefits. And through partnerships with trusted web communities (such as cultural, entertainment, and restaurant websites) **myStayManager** can extend the hotel's own service offerings with timely information, special packages, and useful "local knowledge" that will make the guest feel comfortable and welcome. It's all about fostering guest loyalty.

myStayManager In Action

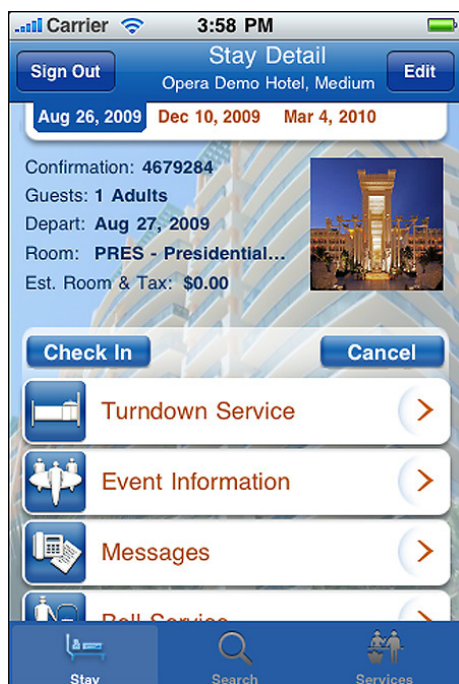
Here's a scenario that illustrates some of the ways **myStayManager** can speed and simplify the life of a typical business traveler. Meet "Ann," a tech-savvy, on-the-go New York business person who routinely makes her travel arrangements online. The Internet, email and text messaging are staples of her workday.

Monday

1:30 PM - Ann learns that she needs to be in Los Angeles tomorrow for a 2-day meeting with clients. No problem. Not being brand-loyal, she checks online to find a mid-priced hotel near the client's office. The hotel confirms by email and the message includes a link to the chain's new **myStayManager** feature. Being curious, Ann clicks on the **myStayManager** link, signs on, and browses the features. "This looks really practical and easy to use," she says to herself.

Tuesday

3:00 PM - On the way to the airport, Ann opens **myStayManager** and arranges for auto-checkin at the hotel. Before logging off, she notices that the hotel is



offering half-price spa treatments so she books a facial for the second day of her stay.

5:40 PM - Upon landing in L.A., Ann checks her messages. A text message from the hotel informs her that room 1229 is reserved and she is already checked in. All she needs to do is pick up her key at the front desk or reply to the message to activate her in-phone key.

6:15 PM - At the hotel, Ann bypasses the line at the front desk and takes the elevator to 1229. To activate the door lock, she passes her smart phone in front of the sensor and the door opens. OPERA changes her reservation status from Due In to Arrived and completes the check-in details in the background.

7:00 PM - Ann checks out her email and finds a welcome message from **myStayManager**. She clicks the link, signs on, and is presented with an array of dining options, both at the hotel and in the surrounding area. Ann opts for room service and selects a fruit and yogurt plate from the menu presented by **myStayManager**. She clicks "Yes" to the first-time-guest discount package offered by the lobby gift shop. (The gift shop POS will automatically deduct 10% off all her purchases.)

While she dines, Ann again accesses **myStayManager** to set preferences for her stay - Newspaper: USA Today; Turndown service: Not required; Green options: Housekeeping every other day. She also schedules a wake-up call for 7:30 AM.

Wednesday

8:30 AM - After breakfast Ann signs on to **myStayManager** and sees that her spa appointment is confirmed for 4:30 that afternoon. The iConcierge also recommends a jazz session that evening at a nearby club and offers to make reservations. She accepts before leaving for her business meeting.

3:30 PM – The business meeting went well and Ann can shorten her stay by 1 day. In the taxi on the way back to the hotel she powers up her laptop and opens the hotel website. She clicks on the **myStayManager** link and cancels the last night of her stay. She also uses **myStayManager** to make reservations at the hotel restaurant for that evening.

11:00 PM - After returning to the hotel, Ann signs on to **myStayManager** and schedules a wake-up call and continental breakfast in her room for the next morning. She plans on an early start for her return to New York.

Thursday

8:30 AM – Ann has had breakfast and is ready to check out. She signs on to **myStayManager** to review her folio balance. All is in order so she clicks the Check Out button. OPERA de-authorizes her phone key and sends a message to housekeeping that room 1229 is ready to be cleaned. While enroute to the airport, Ann receives an e-folio on her smart phone; at the same time a copy of the folio is forwarded to her company's expense management system for processing.

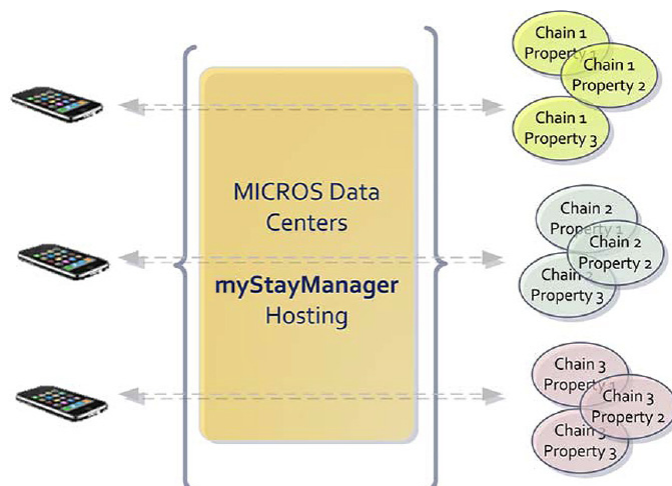
9:30 AM – Stretching out in her seat on the plane before takeoff, a text message from the hotel chain's headquarters arrives expressing appreciation for her business and extending an invitation to stay at one of their hotels again in the future. Ann smiles and thinks, "That **myStayManager** 'Find Hotels' feature just may come in handy."

myStayManager – The app that creates guest loyalty.

20 Items		Taxes: \$3.18 Total: \$139.02
2009-08-26	Champagne	\$35.00
2009-08-26	Valet Parking Charge	\$10.00
2009-08-26	Long Distance	\$9.99
2009-08-26	Room Charge	\$5.25
2009-08-26	State Tax 10%. TEST TES'	\$0.53
2009-08-26	City Tax 5%	\$0.26
2009-08-26	Resort Fee Resort Fee Res	\$5.00
2009-08-26	Room Charge	\$5.25
2009-08-26	State Tax 10%. TEST TES'	\$0.53
2009-08-26	City Tax 5%	\$0.26
2009-08-26	Resort Fee Resort Fee Res	\$5.00

myStayManager Connectivity with OPERA PMS

myStayManager is provided as a hosted service (SAAS) from any of several MICROS Data Centers. The guest can access the **myStayManager** host by using a smart phone app or by clicking a widget or link on the chain's website (for example, from a PDA or laptop). The **myStayManager** hosting software at the Data Center provides connectivity to the OPERA PMSs at participating chain properties.



About MICROS-Fidelio

Serving the hospitality and speciality retail industries, we are the world's leading developer of enterprise applications. Our global presence and local support have helped us build a long list of references – hotels, restaurants, conference centres, retail, stadiums, theme parks, casinos and cruise ships. We maintain an intense dialogue with colleagues throughout these industries. The result is a wide range of integrated software, hardware and business technology solutions and services. These help to optimise your operation and increase profits by providing your guests with a personalised service.

Find out more about what
myStayManager
can do for you

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