

## **eRevMax Nominated For The Retail Business Show Awards 2009**

*RTAllocator Shortlisted for Hospitality Solution*

Mumbai, Maharashtra, December 10, 2008 /[India PRwire](#)/ -- RateTiger has been nominated and short listed in The Retail Business Show Awards 2009 for its leading channel management product.

The Retail Business Show Awards, to be held Wednesday 29 January 2009 at The Grosvenor House Hotel in Mayfair, London, comprises 15 categories, including Hospitality Solution. ***eRevMax has been identified and selected as one of three companies that have understood the hospitality market and made a significant difference to it's customers in 2008 .***

RTAllocator – a tool that helps hoteliers to manage their rates and inventory across multiple online distribution channels - was submitted after a successful installation at award-winning Hotel53 in York. Hotel53 experienced a revenue increase of 10% and occupancy levels rose by 15% in the first few months of use.

eRevMax has been expanding rapidly internationally, as it becomes a leader in channel management applications. Earlier this year the company received certification from Expedia for its room rate and inventory distribution technologies for the hospitality industry. Rate Tiger is also backed by ISO-27001:2005 certification that implements security controls customised to the needs of individual businesses to protect information assets and give confidence to hoteliers using RateTiger products.

Front of House Manager Sarah Culshaw had been logging online each day to update all websites manually making it a time-consuming activity taking over eight hours each week. Since the installation of RateTiger products Sarah saved 75% of her time managing the different sales channels.

About the product Culshaw said: "Because all our rates can now be updated almost instantly, it not only frees up a lot more of my time, but it means we can react more quickly to the market. We have four different room types, and thanks to RTAllocator Lite, I can now make 16 daily rate updates very quickly and very accurately. Even though RTAllocator Lite is easy to use, even for a virtual novice, it is reassuring to know that there is round-the-clock help so that any difficulties can be resolved straight away."

The final judging panel consists of Miya Knights – Editor of Retail Technology Magazine, Jon Davison, Managing Vice President, Gartner Industry Advisory Services, Retail, Paul Rodgers, Chairman, Vendorcom, James Roper, CEO, IMRG and Richard Cobbold, CEO, The Screen.

"This is a great achievement for the eRevMax team and truly shows the value of our channel management technologies," said Sascha Hausmann, COO, eRevMax. "The return for Hotel53 represents the benefits hoteliers across the industry can reap from using intelligent shopping and allocation products for rooms and rates across third party distribution channels. We have been making extraordinary developments in 2008 and this is the icing on the cake as we end a successful year."

Judges will focus on entries that either exhibit a measurable business benefit and bottom line contribution or show genuine innovation and development, complete with evidence to demonstrate the underlying core value of bringing tangible benefits to the end user.

To view the short listed companies in each of the 15 award categories visit:

<http://www.trbsawards.co.uk/content/shortlisted-companies>

### **Notes to Editor**

#### **About eRevMax**

eRevMax has been a leader in online distribution management tools since 2001 and continues to pioneer new technologies for the hospitality industry. RateTiger, by eRevMax, now operates in 60 countries and 415 cities across the world and has become the industry-wide benchmark for managing online distribution. The RateTiger

product portfolio enables hoteliers to switch from a time-consuming and complicated multi-channel process to a single point of entry to the market, hence allowing for easy update of distribution channels and travel portals, and rate comparison with competitors, in real-time.

Features and Functionality: eRevMax is known for its innovative product offering that allows hoteliers to:

- View current inventory allocation and rates at multiple Web sites on one screen
- Allocate rates and inventory to maximum gain
- Maintain rate/room type plans to reduce manual interference during updates
- Update revised allocation and rates in real-time
- Maintain an updated log of competitor updates
- Access summarized reports to view entire inventory positions
- Access built-in extranet rules, allowing users to adhere to each site's capabilities and restrictions.

eRevMax is headquartered in the U.S., with an office in London and technical development center in Kolkata, India. eRevMax employs more than 170 people across the globe. It is rapidly expanding across the European and American markets. For more information please visit [www.ratetiger.com](http://www.ratetiger.com)

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