



RSEhms

RSE, Inc.

Hotel Management System


1635 Plumas Ave

Seaside, CA 93955

<http://www.myrse.com>

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Booking Preview

Star Date: 5/7/2008 20 Days Go

King balcony 20 Days

Room Type	Total	Hold	Lead	Sold	Not Sold	%Occu.
Executive Room	0	0	0	0	4	20.0
Deluxe Suite	40	0	37	0	0	100.0
Family Suite	50	0	46	0	0	100.0
King Balcony	100	0	46	0	1	80.0
King Cottage	20	0	25	0	3	40.0
Studio	80	0	49	0	5	0.0
Kitchen	50	0	34	0	3	40.0
Q	260	0	31	0	5	0.0
QQ	80	0	31	0	3	40.0
QT/KT	40	0	40	0	0	100.0
Total	740	0	37	0	20	66.0

Occupied and vacancies for the Property

Property: Carmel Inn #Days: 21 Select a Month: 2009 April

Room/Date	04/01/2009 Wednesday	04/02/2009 Thursday	04/03/2009 Friday
01 KF	\$109.00	\$109.00	Amit Miller
02 KF	Indelicati Mechim	\$99.00	Virginia Almand
03 QT	\$99.00	Indelicati Mechim	\$124.00
04 KTF	\$109.00	\$109.00	\$124.00
05 KTF	Jacqueline Hall		\$124.00
06 KF	\$99.00	Yu-chen Yao	\$124.00
07 KF	Idelicati Mechim		\$116.00
08 KT	Kim Chenhall	Patrice Doctors	\$124.00
09 Q	Miller	\$79.00	Muriel Libert
10 QQ	Miller	\$139.00	Muriel Libert
11 QF	Miller	\$85.00	Patricia Weeks
12 QT	Amit		\$107.00
14 QFV	Shan		\$107.00
15 QFV	Shan	Amit	
16 KFV	\$99.00	Shan	
17 KFV	Amit		
18 KFV	\$129.00	\$129.00	\$132.00
99 W	\$999.00	\$999.00	\$831.00
Rooms left	6	7	
Occup. %	64.7	58.8	47.0

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RSE, INC.

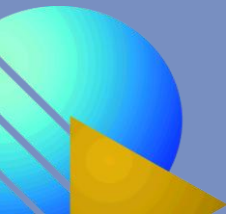


Welcome to our webinar

INTRODUCTION

...more and better business...

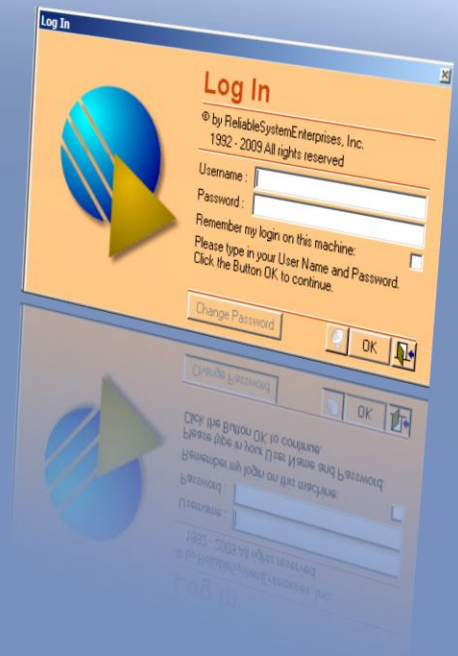
The image shows a screenshot of a financial software application. It features several overlapping windows displaying data tables. The tables have multiple columns and rows, with some cells highlighted in green and others in red, likely indicating positive and negative values or trends. The interface includes various menu options and toolbars, typical of a professional business application.



RSE, INC.



- Andrea Mack
RSE, Inc. President and CFO
Advanced Degree Hospitality, BA Administration
- Dieter Albrecht
RSE, Inc. CEO and VP Development
- RSE, Inc. Sales Representative



RSE, INC.



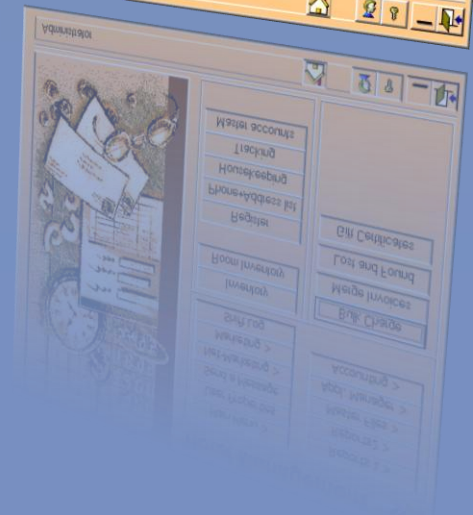
- Reliable System Enterprises, Inc.
- Founded 1998 in Monterey, California
- Founder Andrea Mack and Dieter Albrecht
- Since 2000 in Seaside, California
- More than 120 years of combined hospitality experience

Our philosophy is that although all hotels are the same, each hotel and hotel chain is managed and operated differently.

We believe that it is not the customer who should adopt himself to the system but the system should adopt itself to the customer needs.

This is why the RSEhms is not sold as an “Off the shelf” product but as an integrated system that can be customized to the customer needs.

There are numerous parameters in the system that help the hotel and chain implement their own management concepts into the system.



RSE, INC.



RSE, Inc.
Hotel Management System

RSEhms

Turnover By Rooms

Between 5/1/2009 and 5/31/2009

Room	Rate	Discount	Current	#	Average	Occu	YTM Rack	YTM Discount	YTM Current	YTM #	YTM Average	YTM Occu
02	\$255.00	\$0.00	\$255.00	2	\$127.50	6.5	\$2,712.00	\$0.00	\$2,712.00	24	\$113.00	15.9
04	\$210.00	\$0.00	\$210.00	2	\$105.00	6.5	\$3,497.00	\$19.90	\$3,477.20	18	\$110.64	11.9
06	\$470.00	\$0.00	\$470.00	2	\$127.50	6.5	\$2,004.00	\$12.50	\$1,991.50	24	\$110.64	22.5
08	\$470.00	\$0.00	\$470.00	3	\$156.67	9.7	\$2,900.00	\$42.50	\$2,857.50	18	\$110.64	11.9
09/10	\$480.00	\$0.00	\$480.00	2	\$240.00	6.5	\$8,389.00	\$74.00	\$8,315.00	41	\$202.80	27.2
21	\$490.00	\$0.00	\$490.00	3	\$163.33	9.7	\$3,057.40	\$12.50	\$3,044.90	22	\$138.40	14.6
26	\$495.00	\$0.00	\$495.00	5	\$99.00	16.1	\$3,651.00	\$41.00	\$3,610.00	37	\$97.57	10.5
28	\$480.00	\$0.00	\$480.00	2	\$240.00	6.5	\$4,428.00	\$0.00	\$4,428.00	24	\$184.50	22.5
32	\$300.00	\$0.00	\$300.00	2	\$150.00	6.5	\$1,050.00	\$0.00	\$1,050.00	24	\$104.17	15.9
34	\$296.00	\$0.00	\$296.00	2	\$148.00	6.5	\$1,728.00	\$0.00	\$1,728.00	24	\$72.00	15.9
35	\$1,005.00	\$0.00	\$1,005.00	2	\$502.50	6.5	\$6,765.00	\$0.00	\$6,765.00	24	\$282.08	37.2
38	\$380.00	\$0.00	\$380.00	7	\$143.57	6.5	\$4,242.00	\$0.00	\$4,242.00	24	\$176.75	22.5
39	\$1,320.00	\$0.00	\$1,320.00	4	\$330.00	6.5	\$8,580.00	\$0.00	\$8,580.00	24	\$357.50	45.0
40	\$730.00	\$0.00	\$730.00	2	\$365.00	6.5	\$4,242.00	\$0.00	\$4,242.00	24	\$176.75	22.5
41	\$1,320.00	\$0.00	\$1,320.00	4	\$330.00	6.5	\$8,580.00	\$0.00	\$8,580.00	24	\$357.50	45.0
43	\$560.00	\$0.00	\$560.00	6	\$280.00	6.5	\$4,242.00	\$0.00	\$4,242.00	24	\$176.75	22.5
44	\$150.00	\$0.00	\$150.00	4	\$75.00	6.5	\$4,242.00	\$0.00	\$4,242.00	24	\$176.75	22.5
45	\$295.00	\$0.00	\$295.00	3	\$98.33	6.5	\$4,242.00	\$0.00	\$4,242.00	24	\$176.75	22.5
46	\$670.00	\$0.00	\$670.00	4	\$167.50	6.5	\$4,242.00	\$0.00	\$4,242.00	24	\$176.75	22.5
Sum	\$8,871.00	\$0.00	\$8,871.00	56	\$158.41							

Source of Business

Report Month: February 2009

Source	Pct	Fix amount	Sales volume	#	Volume YTM	# YTM
AAA	0.00	\$0.00	\$115.00	1	\$1,228.00	13
CAMEL	0.00	\$0.00	\$493.00	4	\$493.00	4
CB	0.00	\$0.00	\$25.00	3	\$95.00	5
CD	0.00	\$0.00	\$710.50	4	\$1,028.80	21
Dig	0.00	\$0.00	\$27.00	2	\$407.50	3
F	0.00	\$0.00	\$125.00	1	\$125.00	1
G	0.00	\$0.00	\$295.00	3	\$1,240.00	10
H	0.00	\$0.00	\$5,519.90	35	\$380.00	2
Inhouse	0.00	\$98.00	\$0.00	1	\$9,503.15	66
J&D	0.00	\$0.00	\$0.00	1	\$90.00	1
L	0.00	\$0.00	\$0.00	1	\$0.00	1
Q	0.00	\$0.00	\$130.00	1	\$725.00	3
R	0.00	\$5,959.00	\$0.00	40	\$11,670.00	75
Rafael	0.00	\$17,341.00	\$0.00	15	\$3,588.25	26
RF	0.00	\$2,195.00	\$0.00	28	\$3,356.00	3
Reiner	0.00	\$0.00	\$0.00	2	\$280.50	3
Sewing	0.00	\$0.00	\$0.00	1	\$3,356.00	4
State Wely	0.00	\$1,710.00	\$0.00	2	\$2,820.50	3
TK	0.00	\$3,356.00	\$0.00	1	\$3,356.00	29
UDAR	0.00	\$2,545.00	\$0.00	15	\$3,356.00	22
UTEL	0.00	\$0.00	\$0.00	16	\$415.00	5
W	0.00	\$0.00	\$0.00	22	\$6,580.00	58
Walkabout Map	0.00	\$0.00	\$0.00	0	\$6,203.00	54
Wedding Referral	0.00	\$0.00	\$0.00	0	\$782.00	7
Unknown Source	0.00	\$0.00	\$0.00	42	\$0.00	7
Average	\$112.25	\$96	\$75,863.80	752	\$100.86	

RSE, INC.

HOTEL MANAGEMENT SYSTEM



Overview

- Fully functional System, fully equipped, designed to support and enhance your business
- Provide all functions and comfort big cooperation's provide only their key member
- Automate many operational and informational aspects of an Hotel
- Frees human resources in a wide range in front and back office
- Ease and simplify operations and informational exchange
- Helps to maximize Revenue and Occupancy with integrated Yield management *easyYield*
- Internal Security with shift and register control, reservation overview and money tracking
- Integrated Net Marketing
- Control of all Sales Channels including Hotel Inventory from one single screen as point of entry and point of receipt
- Support any kind of information exchange as email, mail, fax and MS Excel export
- Fully functional City ledger
- Huge selection of pre assigned reports
- Easy and simple installation and maintenance does not require special knowledge
- Fully interactive Reservation Grid
- Smart Check-Out
- Fast Check-In
- Available today with ALL functions

RSE, INC.

HOTEL MANAGEMENT SYSTEM



Fully equipped and designed to support and enhance your business

The screenshot displays the RSEhms software interface with several overlapping windows:

- Inventory by Room Types:** A calendar view showing room availability and rates for various room types (e.g., 1/ Standard Queen, 2/ King Fireplace) across multiple dates.
- Blue Lagoon:** A detailed view of room inventory for a specific property, showing room types and their status.
- Wayfarer Inn:** Another property's room inventory view.
- Reservation Form:** A central window for managing a reservation. It includes fields for:
 - Room: 26
 - Guest Name: Karen Weir
 - Reservation Date: 12/26/2008
 - Agency Reservation#: 115823081
 - Guests: 2 Adults, 0 Children
 - Room Description: Queen room on second floor overlooking
 - Rate: 99.00
 - Total: 495.00, Total+Tax: 544.50, Paid: \$0.00

RSEhms is a fully equipped Property Management System with a full-empowered *Frontend* and a complete *Backend*.

RSEhms provides any function included in the system and is not a stripped down system designed for a Hotel Chain. Any function is direct available and ready to perform on your fingertip.

RSEhms offers a endless variety on unique and unparalleled functions like the interactive fully functional multi property screen, allowing room move over property boundaries and offers a very fast but also detailed back office or CRS(Central Reservation System) view to a variety of properties.

RSE, INC.

HOTEL MANAGEMENT SYSTEM



Reservation

18 CWI: 110461 Wayfare Inn Reservation Date: 03/15/2009

KVF Status: Reserving Moveable: Agency Reservation#: _____

Guest#: 54510 Adam Koss, RSE, Inc. Source: _____

Guest Name: Adam Koss #Adults: 1 #Childs: 0 TAgent: _____

Driver License: _____ Make of Car: _____ Group: _____

Special Service: Late arrival arrangement Allotm: _____

Note + Address: Company guest. Travel with his dog 1635 Phumas Last room: 18
Mr. Speed. Need a wake up call at Seaside, CA 93955 from 04/20/2009
7:00 every morning. Phone: 831 274 2546 to 04/21/2009

Gift Certificate#: _____ %Discount or amount: 0.00

Company Name: RSE, Inc. Month Day Year Arrival Time Nights: 1

Stay from: Sat Apr 18 2009 06:00 p to: Sun Apr 19 2009 avg. Rate: 189.00

Room: King 18 King bed, ocean view, sofa bed, wet bar. Rollway: 10.00

Pet: 25.00 Breakfast: 10.00 Total: 214.00 Total+Tax: 232.90 Paid: \$0.00

Discount: _____ Administrator: Mike/04/10/09

Sets of Linen: 1 Change Linen daily:

Payment

Folio#: 110470 Room: 02 Guest: Betty Jones

Arrival: 04/15/2009 Nights: 1 Address: CA

Room: 02 Address: CA

RSEhms is a modern, secure, for the independent Hospitality Industry designed System, that offers complete functionality without boundaries.

RSEhms offers a sophisticated unique user privilege management system and transaction tracking system.

RSEhms is designed to enhance occupancy and ADR (Average Daily Room Rate) for the independent Hotel without requesting complex and mostly academic knowledge to operate and maintain the property management system.

RSE, INC.

HOTEL MANAGEMENT SYSTEM

Functions - Unmatched

Date	Min Rate	Max Rate	Set Rate	Lead Day	Round to	Min Occupancy	Max Occupancy	Percent
4/1/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/2/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/3/2009	\$90.00	\$120.00	\$69.00	5	1	30	80	10
4/4/2009	\$90.00	\$120.00	\$69.00	5	1	30	80	10
4/5/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/6/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/7/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/8/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/9/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/10/2009	\$90.00	\$120.00	\$69.00	5	1	30	80	10
4/11/2009	\$90.00	\$120.00	\$69.00	5	1	30	80	10
4/12/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/13/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/14/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/15/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/16/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/17/2009	\$90.00	\$120.00	\$69.00	5	1	30	80	10
4/18/2009	\$90.00	\$120.00	\$69.00	5	1	30	80	10
4/19/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/20/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/21/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/22/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/23/2009	\$70.00	\$90.00	\$49.00	5	1	30	80	10
4/24/2009	\$90.00	\$120.00	\$69.00	5	1	30	80	10

RSEhms offers an included, unparalleled Yield Management System, **easyYield®**.

With **easyYield®** any hotel regardless of its size, is able to take advantage out of the 8 parameter yielding without study several books, hire a hospitality yield management specialist and monitor 24/7 occupancy, cancellations, reservation and many additional parameters.

easyYield® will enhance your revenue without scarifying customer service or requiring hundreds of hours additional work. The integrated artificial intelligence checks constantly and adjust your room rates based on your settings under consideration of all system events.

The easy to use integrated yield maintenance allows you to modify your settings with very few parameters and find rate points.

In concert with **RSEnet Booking easyYield®** will update with availability, actual Room Rate and parameter like requested minimum stay days and closed for arrival thousands of connected ADS (Alternate Distribution) Channels and all 4 major GDS channels without any human interaction several dozen times each and every day. Requires **RSEnet** with GDS two way connection.

RSE, INC.

HOTEL MANAGEMENT SYSTEM



Send Email

Select the Guest Range:

- All Guests
- Guests with Info Code
- Guests with special Date
- Guests with special Source
- Guests State

#	Guest	State	City	Email	Bl
29572	Mr. Yukiko Matly			yukiko_matly@hotmail.com	
29735	Mr. Joanne Keenan	Dublin		joanne.keenan@du.ac.uk	
25742	Mr. Kyunghyun Kim	Oxford		hhhan000@hotmail.com	
29979	Mr. Deli Kwan	Madison		nc0@myns.com	
29984	Mr. Elaine Peach	Cotan Model		elainepeach@hotmail.com	
30113	Mr. Dhaneesh gobedhan	Sunnyvale		Dhaneesh.gobedhan@infreem.com	
30176	Mr. Daniel Hazellon	Oxford		Thrdhaz6@aol.com	
30369	Mr. Janet Hurlford	Valajo			
		Sure			

Add your Message:

Title: _____

RSEhms

Full function System, full equipped, designed to support and enhance your business

Provide all functions and comfort big cooperation's provide only their key member

Automate many operational and informational aspects of an Hotel

Frees human resources in a wide range in front and back office

Ease and simplify operations and informational exchange

Helps to maximize Revenue and

Competitor

- Limited prog designed to
- Very limited enough to
- Automate usually add required.
- Require in to operate
- Requires industry k
- Do not or

Check-in date: mm/dd/yyyy
Check-out date: mm/dd/yyyy
Room Types: _____
Rooms: 1
Adults: 2
Children: 0
Pet: _____
Package: 0.00

Reset Dates
Check Availability
Show Rate Calendar

Queen bedded room
Room with a queen bed located on first or second floor offering a pool side view and private bathroom with a shower. Perfect for one or two persons. Each room is individually decorated. The Dutch doors open up to capture the beauty and freshness of Carmel.

Please Select

- Single Queen
- Single King View
- King/Queen & Twin B&Kitchen
- Two Queens
- Deluxe Two-Room Suite
- King or Bridal Suite
- King Room, private balcony, Ocean View
- King Cottage

Enhance Your Stay

- Horiss Keopistal Package, \$50
- Romantic Evening, \$75
- Birthday Celebration, \$105
- Anniversary Celebration, \$105
- In-Room Massage, \$75
- Golf Stay & Play, \$100

RSE Netmarketing allows you to design, preview, test and send out your own email campaigns. You will be able to target your customer group based on automatic collected information or special parameters like info codes, business source or arrival date.

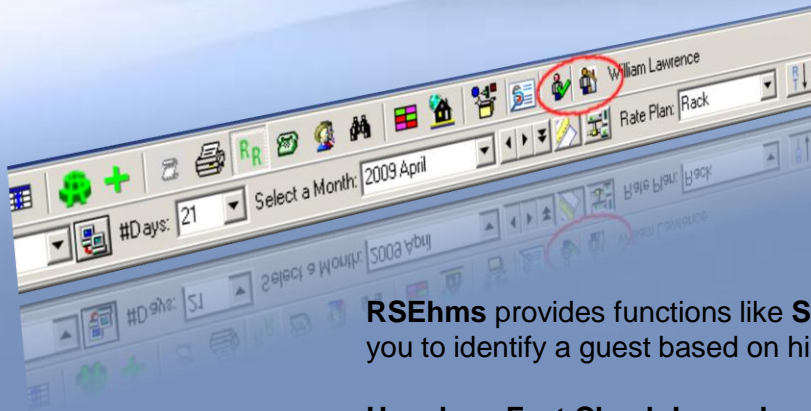
With individual selectable email address information, storable campaign layouts, personalization with database fields like name, address or many more, you are able to build and use a perfect marketing and sales tool without additional cost.

RSENetmarketing is also free of additional charge included in the RSEhms.

Save up to \$7,000.00 per email campaign, don't risk your valuable customer's to spammers and launch your campaign on your fingertip.

RSE, INC.

HOTEL MANAGEMENT SYSTEM



RSEhms provides functions like **Smart Check-Out** and **Fast Check-In**. Fast Check-In allows you to identify a guest based on his credit card or name on his credit card.

Here how Fast Check-In works:

The clerk or the guest swipes his credit card at the time he checks-in and the **RSEhms** search this guest in the database (remaining arrivals), open the folio, provide the registration card and perform a authorization of the credit card uses to guarantee the reservation or on the card used to locate the reservation.

The long line at the front desk at the time of check-in belongs to the past. You will have very happy guests.

Smart Check-Out

provides for the check-out a comparable functionality. With the swipe of the credit card RSEhms identify the guest, open the folio, prints the invoice – folio and invoice are always current – charge the credit card with the remaining balance and the guest is on his way in a couple of seconds. Wait time at check-out are eliminated.

RSE, INC.

HOTEL MANAGEMENT SYSTEM



Merge Bills

Group: select one Date range between: 3 / 9 / 2009 and: 3 / 25 / 2009

Folio#	Room	Arrival	##	Name	S
110501	4	03/21/09	1	54769/ Jennifer Bearden	IN
110679	6	03/21/09	1	54610/ Leslie Powers	IN
111120	9	03/21/09	1	54143/ Shan	IN
110569	7	03/22/09	2	54618/ Linda Wiggins	IN
110568	8	03/22/09	2	54616/ Fahim Rahimi	IN
110570	11	03/22/09	2	54620/ Sharon Beall	IN
110571	12	03/22/09	2	54622/ Joe Cannizzaro	IN
111164	17	03/22/09	2	54761/ Stephen Hayes	IN
111190	1	03/23/09	1	54654/ Mike Patel	IN
110576	6	03/23/09	1	54632/ Louise Enestrom	IN
110573	14	03/23/09	3	54626/ Jennifer Baines	IN
111177	15	03/23/09	1	54632/ Louise Enestrom	IN
110684	5	03/24/09	1	54709/	IN
110578	6	03/24/09	1	54636/	IN
110577	12	03/24/09	2	54634/	IN
111180	18	03/24/09	1	54765/	IN
110582	3	03/25/09	1	54640/	IN
110580	5	03/25/09	4	54636/	IN
111191	6	03/25/09	3	54601/	IN
110581	10	03/25/09	1	54644/	IN
111122	11	03/25/09	4	5472/	IN

Bulk Charge

Group: select one Date range between: 4 / 10 / 2009 and: 4 / 10 / 2009

Folio#	Room	Arrival	##	Name	S	Ma
109034	8	04/10/09	2	54145/ Shan	RE	
110478	9	04/10/09	1	54179/ Brent Lyons	RE	
110709	14	04/10/09	2	54172/ Amit	RE	
110687	16	04/10/09	1	54715/ Michael Wilson	RE	

#	Description
132	Breakfast
123	Deposit
119	Discount
99	Fax charges
105	Miscellaneous items
130	Monterey Aquarium
78	overnight stay
80	Overnight stay K room
79	Overnight stay KT room
81	Overnight stay Q room
83	Overnight stay QQ room
82	Overnight stay QT room
118	performance dummy
131	Pet
100	Photocopies

Date: 04/10/2009 Description: Amount: 0 Total: 0.00

Group/Contingency/Allotment Management

RSEhms provides many unique features to manage groups and contingencies.

Starting with the request over the whole lifetime of each specific request, you will enjoy the unique support of the RSEhms.

You may charge all member of one group the same service with one click, merge invoices together or direct specific charges to one single invoice.

Splitting of invoice, separate tax amounts, transfer specific kind of charges, the possibilities are endless.

All functions are fully integrated and city ledger as well as invoicing is available at your fingertip.

RSE, INC.

HOTEL MANAGEMENT SYSTEM



RSEhms - Get the Job done



RSEhms can perform a wide variety of revolving task.

To name only a few:

- Generate and print daily, weekly, monthly reports.
- Print arrival cards, Invoices, folios, reservation reports.
- Yield the room rate every 10 minutes,
- Publish current room rates,
- Publish availability,
- Publish minimum stay days,
- Publish “closed for arrival”
and many other parameters to a couple of thousand booking sites (ADS) and the GDS Channels.

RSEhms may transfer arriving reservations to your inventory screen, charge automatic advanced deposit and may suggest a release of a charged deposit if a cancellation arrives.

RSEhms can settle each and every night your charges as well as manage your granted refunds. Real multiuser and network capability synchronize all related events in real time. A manual transfer of information, sales and or booking data is not necessary.

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HOTEL MANAGEMENT SYSTEM



Inn - 4th Mission Street - Carmel By The Sea, California 93921

Amit Miller
1635 Plumas
Seaside, CA 93955

Date: 04/03/2009

Confirmation CWI11220

Dear Amit Miller:
Thank you for your recent reservation!

This will confirm your reservation at our Carmel By The Sea, California 93921.

You have reserved Friday, April 03, 201

Dates: 04/03
Rates: \$114.00
plus 10% room tax
Room Type: King t

Thank you for cho

Carmel Inn - 4th Mission Street - Carmel By The Sea, California 93921
Tracey Nelson

Date: 04/10/2009

Invoice CWI2009002561

Dear Tracey Nelson:
Thank you for staying at the Carmel Inn

Item	Date	Description	Amount
1	04/15/2009	overnight stay	\$134.10
2	04/15/2009	TID Assessment	\$0.50
Total:			\$134.60
Room Tax (10%):			\$13.41
Sub Total:			\$148.01
Current Charges:			\$0.00
Total amount due:			\$148.01

Deposit: \$0.00
Debit: \$0.00
Cash: \$0.00
Credit: \$0.00
Credit Card: \$0.00

Thank you for your business!

- ✓ Automatic close of shifts, providing reports and hand outs like maiden list and repair requests. If you allow **RSEhms** will perform a daily audit and provide a number of daily reports.
- ✓ **RSEhms** create many forms and letters on demand, merges letters, emails and provides labels for mass mailing.
- ✓ **RSEhms** provide solid and detailed information for your CPA, ready to be imported into any program able to read Excel data. With massive support for group payment, summary payments and invoicing you will be able to manage your debit accounts in a fraction of the usual time.
- ✓ Group functions, 30,60 and 90 days overdue reports, summary invoicing and more allows you to keep your time consumption under control.
- ✓ Account grouping delivers always up to date overviews without scarifying details or accuracy of your data.
- ✓ **RSEhms** manage every travel agent you are working with, agree commission and received reservations. With integrated commission tracking, commission payment and check payment based on agreed commission and delivered and consumed nights, you print your Travel Agency Checks in a couple of minutes.
- ✓ The all overall accuracy, integration and synchronization between all points of data entry saves you and your staff countless hours each day.
- ✓ As any good organizational concept **RSEhms** provide as basic organizational tool the assumed benefits in your organization.

RSE, INC.

HOTEL MANAGEMENT SYSTEM



Ease and Simplify

Occupied and vacancies for the Property

Property: Carnell Inn

Room/Date	04/01/2009 Wednesday	04/02/2009 Thursday	04/03/2009 Friday	04/04/2009 Saturday	04/05/2009 Sunday
01	KF \$109.00	\$109.00	Amel Miller	\$149.00	
02	KF Indelicat: Mechum \$99.00	\$99.00	Virginia Almond	Shoshelhorst: Catherine	
03	QT \$99.00	Indelicat: Mechum	\$124.00	Amel Miller	
04	KTF \$109.00	\$109.00	\$124.00	Virginia Almond	
05	KTF Jacqueline Hall		\$124.00	\$149.00	Rak
06	KF \$99.00	Yuchun Yao	\$124.00	Piyanka Chopra	
07	KF Indelicat: Mechum		\$116.00	Piyanka Chopra	
08	KT Kim Chenhai	Patrice Doctors	\$124.00	\$149.00	Am
09	Q Miller	\$79.00	Mural Libert	\$119.00	
10	QQ Miller	\$139.00	Mural Libert	Peggy Hazzan	
11	Q Miller	\$95.00	Patricia Weeks		
12	QT Rent		\$107.00	\$129.00	
14	QFV Shan				
15	QFV Shan	Amel			
16	KFV \$99.00	Shan		Alexander Korth	
17	KFV Amel		\$132.00	\$159.00	
18	KFV \$129.00	\$129.00	\$99.00	\$99.00	
99	W \$999.00	6	7	9	7
Rooms left					58.8
Occup. %		64.7	58.8	47.1	28.8

- **RSEhms** provides two interactive inventory screens. The inventory screen for the front desk based on rooms and an inventory screen based on room types.
- Both inventory screens deliver maximum performance and provide maximum overview with color codes, guest names, room rates, weekdays in the date grid as well as events and event descriptions.
- Consequently shown room types and room sales description is available on mouse move.
- Room move, drag and drop guest move, management of virtual rooms, blocking rooms for maintenance and display of housekeeping status rounding the symphony of instant information in a clear and fast consumable presentation.
- **RSEhms** is the only property management system on the market with presentation of all necessary information in an easily detectable matter.
- Fast access buttons on the top of the screen offer direct pathways to folio, charge, history and invoice information for every guest in present past and future.
- **RSEhms** delivers even more. The unique interactive multi property inventory screen allows an even faster intuitive overview with a focus on Rates and availability on room type level.
- Easy Switch allows on the inventory also access to detail information for each room type. Drag and drop of reservations even over property boundaries deliver additional handling comfort and speed.
- Simple drag operation allows selection of several days or rooms, point and click assignment of rooms for one reservation, running calculation of room summaries deliver any necessary information for the daily operation.

RSE, INC.

HOTEL MANAGEMENT SYSTEM



Reservation
18 CWI: 110461 Wayfarer Inn
KFV Status: Reserving Moveable: Agency Reservation#: Reservation Date: 03/15/2009
Guest#: 54510 Adam Koss; RSE, Inc. DL Source:
Guest Name: Adam Koss #Adults: 1 #Childs: 0 TAgent:
Driver License: Make of Car: Group:
Special Service: Late arrival arrangement

Note + Address: Company guest. T
Mr. Speed Need
7:00 every mornin

Gift Certificate#:

Company Name: RSE, Inc.
Month Day Ye
Stay from: Sat Apr 18 20
Room: King 18 K
Pet: 25.00
Discount:
Sets of Linen: 1

Guest History
Guest: Amit Miller; RSE, Inc. 54156

House	Room	Status	From	To	Nights	Rate	Sta
Wayfarer Inn	01	Reserving	04/03/2009	04/08/2009	5	124.00	
Wayfarer Inn	09	Contingency	04/01/2009	04/02/2009	1	110.00	
Wayfarer Inn	02	In House	03/31/2009	04/01/2009	1	109.00	
Wayfarer Inn	09	Contingency	03/30/2009	03/31/2009	1	110.00	
Wayfarer Inn	11	Contingency	03/29/2009	04/02/2009	4	110.00	
Wayfarer Inn	10	Contingency	03/29/2009	04/02/2009	4	110.00	
Wayfarer Inn	09	Contingency	03/29/2009	03/30/2009	1	110.00	
Wayfarer Inn	02	Cancelled	03/08/2009	03/12/2009	3	114.00	Turnover

Address Properties
File Tools
New Delete Save Print Search Close

Actions History Documents
Basic Private Business Notes

Company: RSE, Inc. Phone: 831 274 2546
Position: Fax:
Department: Cellular:
Street: 1635 Plumas Email: info@myrse.com
WWW: myrse.com
PO Box:
City: Seaside
State: CA
Zip: 93955
Country: US, United States

- ✓ **RSEhms** collect for each folio and for each guest a complete collection on information.
- ✓ Lifetime notes for guest and reservation assure proper transfer of information.
- ✓ History information for every guest present a fast and easy overview about past and future transactions. Folio history display changes and originator of these changes with time line.
- ✓ Charge and payment information beginning with advanced deposit allow an accurately tracking of charges and payments.
- ✓ Automatic generated registration cards, Confirmation letters, invoice with signature line for Credit Card processing deliver additional handling comfort.
- ✓ All documents can be send by email to the guest and a complete tracking of each document printed or emailed is also included.
- ✓ **RSEhms** offer template creation to follow corporate identity designs and keep a smooth and lined up presentation.
- ✓ The template design could also be used to design special letters for classic mail out, special confirmation for special events and many more task.
- ✓ **RSEhms** provides countless additional functions like the daily tracking containing the changes and folios per day, reinstating of cancelled reservations, integrated search functions for reservations, guests or payments by example.
- ✓ Last activities, pending reservations and register functions provide additional help to operate smooth without delay or losing of information.

RSE, INC.

HOTEL MANAGEMENT SYSTEM



RSE easyYield[®]

Selling rooms and services at the right price, at the right time, to the right people.

Date	Min Rate	Max Rate	Set Rate	Lead Day	Round to	Min Occupancy	Max Occupancy	Percent	Set
1/1/2010	\$125.00	\$130.00	\$125.00	2	1	30	80	10	
1/2/2010	\$125.00	\$125.00	\$125.00	3	1	30	80	10	
1/3/2010	\$114.00	\$125.00	\$114.00	3	1	30	80	10	
1/4/2010	\$45.00	\$45.00	\$45.00	3	1	30	80	10	
1/5/2010	\$125.00	\$125.00	\$125.00	3	1	30	80	10	
1/6/2010	\$45.00	\$45.00	\$45.00	3	1	30	80	10	
1/7/2010	\$99.00	\$99.00	\$99.00	3	1	30	80	10	
1/8/2010	\$110.00	\$110.00	\$110.00	3	1	30	80	10	
1/9/2010	\$99.00	\$99.00	\$99.00	3	1	30	80	10	
1/10/2010	\$125.00	\$125.00	\$125.00	3	1	30	80	10	
1/11/2010	\$135.00	\$135.00	\$135.00	3	1	30	80	10	
1/12/2010	\$135.00	\$135.00	\$135.00	3	1	30	80	10	
1/13/2010	\$125.00	\$125.00	\$125.00	3	1	30	80	10	
1/14/2010	\$125.00	\$125.00	\$125.00	2	1	30	80	10	
1/15/2010	\$105.00	\$105.00	\$105.00	3	1	30	80	10	
1/16/2010	\$99.00	\$99.00	\$99.00	3	1	30	80	10	
1/17/2010	\$105.00	\$105.00	\$105.00	3	1	30	80	10	
1/18/2010	\$135.00	\$135.00	\$135.00	3	1	30	80	10	
1/19/2010	\$147.00	\$147.00	\$147.00	2	1	30	80	10	
1/20/2010	\$137.00	\$137.00	\$137.00	3	1	30	80	10	
1/21/2010	\$125.00	\$125.00	\$125.00	1	1	30	80	10	
1/22/2010	\$105.00	\$105.00	\$105.00	3	1	30	80	10	
1/23/2010	\$137.00	\$137.00	\$137.00	3	1	30	80	10	
1/24/2010	\$133.00	\$133.00	\$133.00	3	1	30	80	10	

Yield management calculate the rates, rooms and restrictions on sales in order to best maximize the return.

Yield management measure constrained and unconstrained demand along with pace to gauge which restrictions. Revenue Managers in the hospitality industry have evolved tremendously over the last 10 years and in this global economy yield management plays an important role in revenue management.

Yield management is particularly suitable when selling perishable products, goods that become unsellable at a point in time (for example hotel room for a particular day/night after the day/night past).

You can't sell yesterday's room night today.

Many, today on the market available HMS systems define yield management as a very limited implementation and promote a questionable understanding from our point of view that may led to many negative responses in the market place.

RSE, INC.

HOTEL MANAGEMENT SYSTEM



Minimum Stay Days

Year: 2009

Set Weekday Pattern

Sunday Friday
 Monday Saturday
 Tuesday Events
 Wednesday
 Thursday

Set Date Frame
Between: 01 January and 31 December
Number of Day's: Set Day's to Pattern

Set Event Pattern

Yield Maintenance

From Year: 2009 To Year: 2010
Change Minimum: 5 %
Change Maximum: 5 %
Change Set Rate: 10 %
Find and set Max Rate:
Find and set Min Rate:
Date: 1/31/2009
Room Type: 1
Max Charge: 125.00
Min Charge: 55.00

Set Market Rate

Date: 04-11-2009
Current Rate: \$90.00
Rate: 0.00
Turn Yield off:
April 2009
Sun Mon Tue Wed Thu Fri Sat
29 30 31 1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 1 2
3 4 5 6 7 8 9
Today: 4/11/2009

With 8 simple to understand, basic parameters:

- Minimum room rate you are willing to sell,
- Maximum room rate you believe the room values,
- Last minute rate if you could not sell the room,
- Start occupancy in percent,
- End occupancy in percent,
- Rounding for room rate,
- At what percentage increase the next level will be triggered.

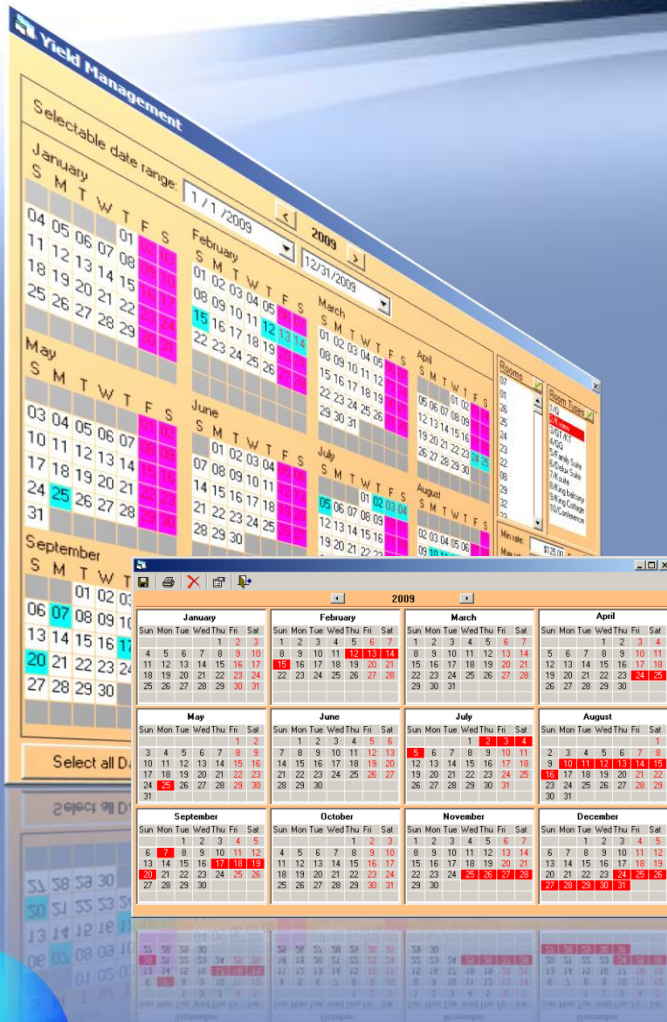
RSEhms offers a very easy understandable, and without creating a challenge, manageable path to real and efficient yield management.

easyYield® calculates the current room rate based on the 8 easy to provide basic parameters.

RSEhms will collect all additional, for the calculation necessary information out of the daily business.

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HOTEL MANAGEMENT SYSTEM



With Yield Maintenance **RSEhms** allows the user to optimize his settings, write the settings with linear modifications to the next year and find rate set points out of the data in the past and future.

This easy to use but yet very powerful function helps to define rate points and optimize revenue and occupancy even more.

RSEhms provides many other functions as well that are used and considered as yield management. This functions are provided as included components that may contribute data and limitation to the yield management.

Set Market Rate is one of the many functions in **RSEhms** allow the user to keep his edge above the competition. In case that the daily market rate change dramatically the user is able to adapt this market rate with one simple click into his rate structure.

RSEhms will calculate a new current rate for each room type based on that given rate to match the competition or to beat them.

All rates, availability and restrictions are published to every sales channel you are working with. If you set a new rate, by example with "Market Rate", your new rate is on your web site – if you use **RSEnet** as soon as the yield management finished the calculation. In the speed your sales channels allows you to update your rate, your new rate will be online in all your channels.

Speed, accuracy and results are unmatched and can't be matched by classic yield management procedures in the future and are only limited by the limited functionality of the various sales channels.

RSEhms provides this leading edge function as imbedded function.

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HOTEL MANAGEMENT SYSTEM



RSE Net Booking

Design Center

Home

Check Rates & Availability

NEW ORLEANS
Hotels from \$51
Flight + Hotel from \$372

Net Booking

Property: Central Inn
Arrival: Apr 14
Interval: 1
Next Update: 03:21 PM
Version: 8.0.5

RSEhms
Enterprise, Inc.
Web: http://www.rse.com

Log Notes

Date	Tracking#	Name	Amount	Status

NEWSLETTER

Name: _____
Email Address: _____
Password: _____
Confirm Password: _____

CASUAL ELEGANCE, PERSONAL SERVICE AND TRADITIONAL FAMILY HOSPITALITY.

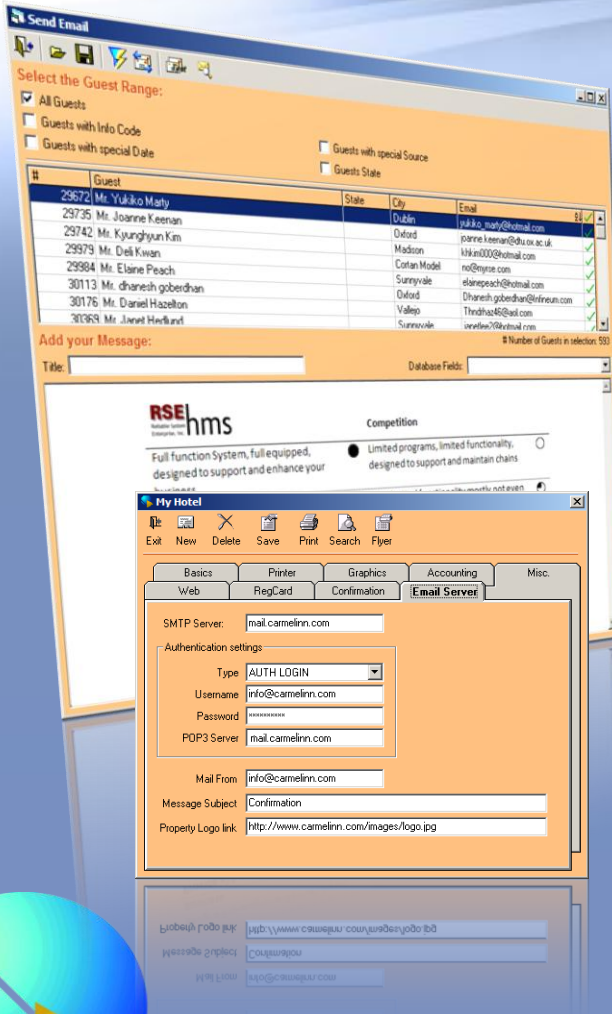
Rooms Available

Room Type	Rate	Availability
Single Queen	\$118.50	10
Double Queen	\$138.50	5
King Suite	\$158.50	3

- The designation *Net Booking* has his roots in the term network. Our understanding of network includes any kind of connection used to connect different computers for the purpose of exchanging information. The Internet or World Wide Web is one of those networks, GDS or Global Distribution System is a different network.
- **RSEhms** communicate with those networks on a constant base to publish your information, make them available, and get information, by example reservations, out of the particular network.
- With **RSEhms** all information about your property are constantly updated. **RSEnet** watch persistently all sales channels and import all your reservations direct into the **RSEhms** Inventory.
- **RSEnet** will manage all distribution and sales channels. This includes assigned ADS (Alternate Distribution Channels) or IDS (Internet Distribution Channels), GDS (Global Distribution Channels) and the web booking engine.
- **RSEnet** will modify the given room rate in the distribution channels and mark up the particular distribution costs.
- From a given room rate (**RSEhms** inventory) of \$100.00 **RSEnet** could publish (parameter setting required) a room rate of \$118.50 for booking in a particular channel. **RSEnet** allows the user to add reservation costs like technology fees and commissions on a flat rate or percentage base.

RSE, INC.

HOTEL MANAGEMENT SYSTEM



RSEnet provides in addition to the ongoing rate and occupancy publishing an integrated marketing feature.

With powerful, yet simple to use, selection options the user is able to target a specific market defined by Info Code, Business Source, Lodging Date or State. Based on that pre-selection the user may select or unselect single email addresses.

To personalize the email, **RSEnet** offers a variety of database fields like:

- GUEST#
- TITLE
- LAST NAME
- ADDRESS 2
- CITY
- FAX#
- DEPARTMENT
- DATE
- FIRST NAME
- EMPLOYEE
- ZIP CODE
- STATE
- PHONE#
- DEAR
- MIDDLE NAME
- ADDRESS 1
- PO BOX
- COUNTRY
- COMPANY

The powerful imbedded SMTP email server component will blast out your email campaign to your email list in a matter of minutes.

RSEnet allows you to save and manage your campaigns, including your HTML layouts. We strongly suggest to use only your own email addresses to avoid any spam problem.

Do not send out more than one campaign per month, that could also be considered as spam.

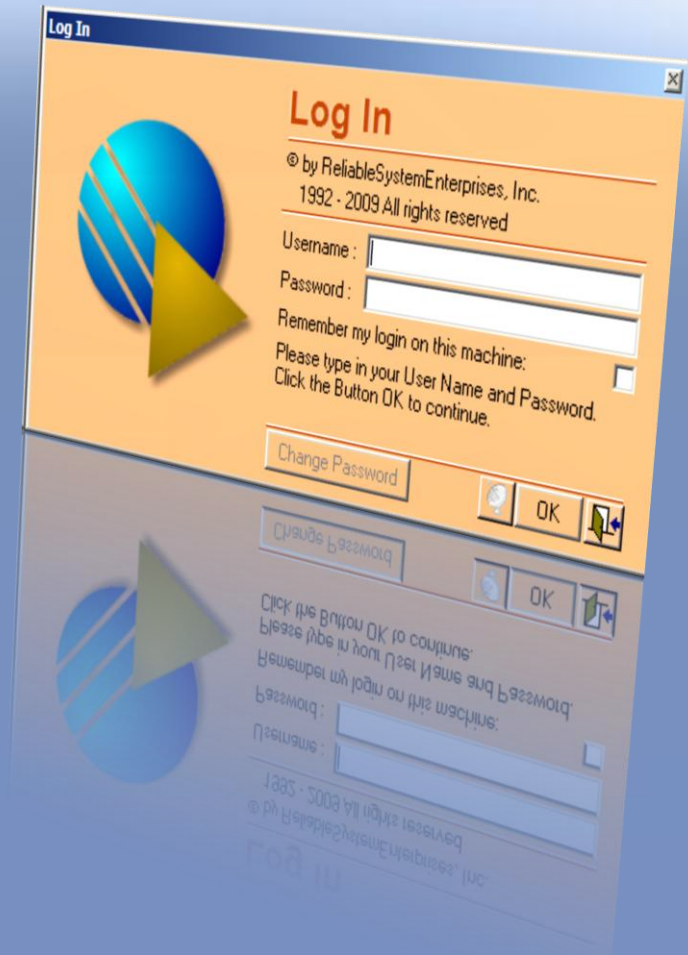
RSE, INC.

HOTEL MANAGEMENT SYSTEM



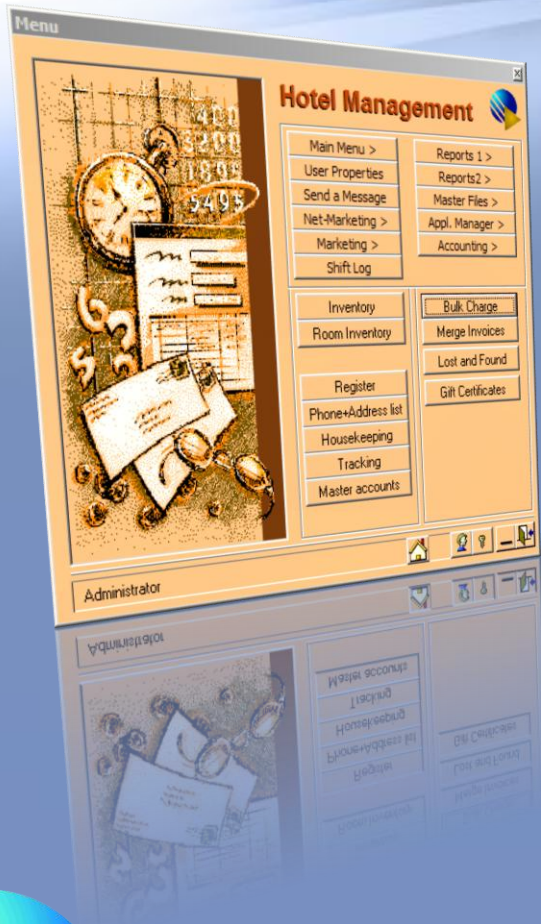
RSEhms

COMPONENTS



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HOTEL MANAGEMENT SYSTEM

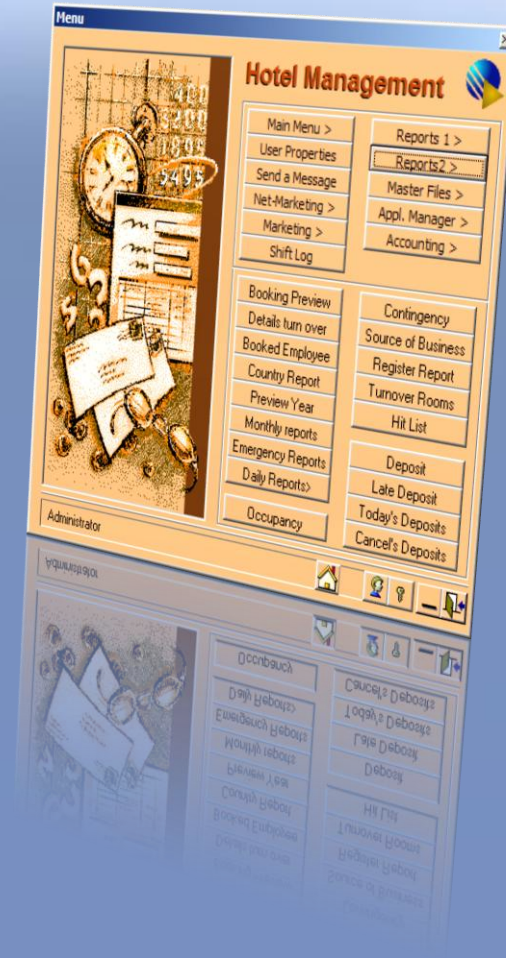


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HOTEL MANAGEMENT SYSTEM



RSEhms Requirements



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First Workstation for up to 3 workstations connected with RDC



Description	Part#	Quantity
ThinkCentre A57 Series Tower – On-site Warranty 1 Year Parts / 1 Year Labor	9702CTO	1
Operating system: Genuine Windows Vista Business		
Operating system language: Genuine Windows Vista Business – English		1
Form factor: Mechanical Package Tower 4x5 Robust no FDD		1
Memory speed: PC2 5300 667MHz Memory		
Total memory: 2GB PC2-5300 SDRAM (1 DIMM)		1
Video adapter: Intel GMA 3100 Integrated Graphics		1
Audio adapter: Integrated High Definition Audio		1
Hard Drive: 160GB Hard Disk Drive, 7200RPM SATA II		1
First optical device bay: DVD Recordable (With DVD Playback/Burner Software) for Vista		1
Networking: Integrated Gigabit Ethernet		1
Keyboard: Lenovo Preferred Pro USB Full Size Keyboard - US English		1
Pointing device: Lenovo Optical Wheel Mouse - USB Primax 400 DPI		1
Power cord: Line Cord – US		1
Publications pack: Language Pack – English		1
Terminal Server Software		1
Terminal Server Printer Software		1

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HOTEL MANAGEMENT SYSTEM



Server for up to 6 workstations connected with RDC



<u>Description</u>	<u>Part #</u>	<u>Quantity</u>
ThinkStation S10 Series	6423CTO	1
Processor: Intel Core 2 Quad Q6600 Processor (2.40GHz 1066MHz 8MB L2)		1
Operating system: Windows Vista Ultimate		1
Operating System Language: English		
Form factor: Tower 5x6 Mechanical with Intel X38 Motherboard		1
Total memory: 4GB ECC DDR3 PC3-8500 SDRAM (2x2GB uDIMMS)		1
First Video adapter : NVIDIA Quadro NVS 290 (256MB, Two Single-DVI-I via DMS59 connector)		1
Audio adapter: Integrated Audio		1
Storage adapter: SAS Controller Card		1
First hard drive bay: 73GB SAS Hard Drive - 15000 rpm		1
Second hard drive bay: 73GB SAS Hard Drive - 15000 rpm		1
First optical device bay: Lenovo 16x DVD +/- RW Dual Layer		1
Ethernet adapter: Dual Broadcom NetXtreme Gigabit Ethernet		1
Power cord: Line Cord – US		1
Publications pack: Language Pack – English		1
Terminal Server Software		1
Terminal Server Printer Software		1

