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Article Overview:

The article is a news piece based on the hotel.de announcement

Lixto to provide market price updates to hotel.de

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By Bhavana Navuluri

Lixto Software, a web intelligence company, has said that hotel.de, a German hotel reservation service, has deployed Lixto Online Market Intelligence system to gain knowledge of market prices.

Hotel.de offers its customers access to over 210,000 hotels worldwide. It has selected Lixto to know about the prices and deals being offered by its competitors and ensure that hotels are not offering better deals to other booking agents.

Lixto Online Market Intelligence is based on the company's web data extraction technology that can access and deliver content from dynamic web applications that utilise client-side processing techniques such as JavaScript, AJAX and dynamic HTML.

Lixto says that its system collects pricing and booking information of over 18,000 hotels after analysing the websites of hotel.de's competitors. The end price information rendered by Lixto also includes all attributes such as breakfast or cancellation conditions.

Lixto automatically informs hotel.de about any price violation by a hotel. It also sends an automated email to the hotel with details of rate violation. It helps hotel.de maintain price competitiveness, hotel compliance on prices and booking conditions and also improve internal efficiencies.

Reinhard Wick, head of sales and purchase at hotel.de, said: "The Lixto solution delivers customisable standard reports that highlight the hotels with rate parity violations based on our own rule-based system. The Lixto solution is fully automated and does not require any manual intervention."