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Overview:

This is a pick-up of the Hotel OMI press release

Lixto Introduces New Hotel Online Market Intelligence Solution

Published 1st April 2008

New web analytic solution to help travel companies maintain competitive pricing and increase customer loyalty...

Lixto Software (www.lixto.com), the Web intelligence company, today announced the release of its Hotel Online Market Intelligence solution. Lixto Hotel Online Market Intelligence provides online travel companies with a detailed, accurate and complete market picture derived from all relevant online channels which distribute hotel rooms on the internet. The market data is obtained from aggregated information derived from predefined websites. This information is then consolidated and visualized in an enterprise-grade analytic application framework. Preconfigured dashboards and reports empower pricing and yield managers to identify important market events faster and to turn information into insight and action.

Lixto Online Market Intelligence is designed to be used by revenue and pricing managers in online travel companies to increase revenue and profit through higher average daily rates and higher occupancy levels. Important market events such as competitor sell-outs or oversupply situations can be detected faster and with less manual effort. Rate parity checks on different distribution channels can be automated leading to a more stringent execution of the pricing strategy and distribution agreements.

According to Jason Houle, VP of Travel Solutions at Lixto; "Lixto Hotel Online Market Intelligence empowers our customers to better understand their online markets and competitive offerings, getting product information on the most granular level including product attributes such as property name, star rating, occupancy scenarios, room type, rate type, room rate, arrival and departure dates, meal plans, taxes, service fees and even cancellation policies. This allows for very accurate comparison across the peer group and ultimately leads to better pricing decisions."

Lixto Online Market Intelligence is based upon the company's award-winning web data extraction technology that has been designed to access, augment and deliver content and data from highly dynamic web applications that utilise client-side processing techniques such as JavaScript, AJAX and dynamic HTML. This allows for fast reactions to changes in the online channels and ensures continuous service and superior data quality. On top of the data store, Lixto uses enterprise-class reporting infrastructure to provide all necessary reports and analytics to enable an efficient identification of market opportunities that are most relevant for day-to-day business. Important market events are highlighted, and reports customised to show exactly the market data that are of most interest to individual users.

Lixto Software GmbH empowers better decisions by searching & aggregating information in

real-time and delivering end-to-end connectivity solutions. The company's solutions and services are used in metasearch, online market intelligence and web process integration, thus allowing companies and end users to achieve better and more structured results for their queries.

Lixto also helps companies by automating their web-based business processes. Facts and figures about markets, suppliers, customers and competitors can be found more quickly, more accurately and are less expensive to access.

Lixto's customers are international companies in the automotive, travel, e-commerce and IT industries such as ZF Friedrichshafen, ThyssenKrupp Presta, Voss Automotive, shopping.com, the Austrian National Tourist Office, energy provider Verbund and hotel.de. For further information please visit: www.lixto.com