



DATA-DRIVEN SAAS SOLUTION FOR HOTEL MANAGEMENT AND RESERVATION

Telic Minds looked for a partner able to build custom and modern hotel management software. The software was intended to connect hotels and visitors and help hoteliers ensure an unforgettable visitor experience. Our senior developers helped the client build an intelligent SaaS system for hotel and property management that eases day-to-day managerial work and streamlines the user path to booking a hotel stay.

ABOUT TELIC MINDS

Telic Minds is a consulting company that focuses on solving business challenges. They help other companies acquire a competitive advantage and build customer-centric strategies by leveraging the power of technology. We were partnering with Telic Minds since 2012 and providing them with senior-level software engineering expertise.

Client:

Telic Minds

Location

Sweden

Product type:

Custom SaaS solution

Team composition:1 Senior .NET Engineer,
1 Senior Front-End
Engineer **Founded in 2011** **Followers of the Agile methodology** **Practice continuous development** **Build solutions for the hotel industry**

SCOPE OF THE PROJECT

We started cooperating with Telic Minds in 2012. The client came to us with the idea for hotel management software. They needed an experienced development team to work on the frontend part of the software while they worked on the backend part from their side. As the cooperation continued and the client's trust in our expertise grew, the Forbytes team took over the entire development of the solution while the client switched to more business-related tasks.



Right from the start, we have managed to establish effective communication between the team and the client. This way, we always had access to user feedback and could quickly introduce new features, make changes or adjustments to further improve the solution. A custom SaaS system we built allows for day-to-day hotel and property management for small-to-big hotels. It also enables users to book a hotel reservation, get in touch with the hotel, compare it with other options, and more. The solution is hosted on one of the best and most popular cloud services in the world — Azure by Microsoft. Basil365 can be accessed at once without installation and offers automatic data backup.

In the end, the client got intelligent software with features that make managing properties and hotels a lot more convenient and efficient. The module of Basil365 includes several systems. Namely, the functionality for property management, channel management, visitor's side system, payment management, revenue management, reporting, and more. As a result of our cooperation, Basil365 became one of the Top 10 Travel and Hospitality Tech Solution Providers.



THEIR CHALLENGES

Telic Minds wanted us to build an all-in-one system with all the necessary features for effective and convenient property management that would be in demand among property owners.

The client expected us to integrate the software with hundreds of booking channels as well as social networks. This would increase the demand for Basil365 and help them reach a new audience via multiple channels.

As we developed the solution from scratch, Telic Minds needed to ensure 100% data protection and security for their audience. For this, they needed to back up their data and ensure secure access to the system.

The system was expected to be accessible 24/7 for the hotel management staff. They had to get the chance to use the system from any device and quickly get system upgrades.

HOW WE ADD VALUE

01. BLUE-GREEN DEPLOYMENT

During the development process, our team of senior software engineers used the blue-green deployment method. It made hosting a lot more secure and prevented application downtime during updates. In addition, our developers implemented an automatic application deployment system. This made the introduction of new features a lot more time- and cost-effective.

OUR SOLUTIONS

1

Forbytes built a high-performance SaaS solution that allows users to create and customize bookings, customize prices and offer discounts, sell additional services and products for visitors during their stay, manage, change and upgrade rooms, and much more.

2

We implemented HotelRunner, a leading channel manager on the market, in the solution. HotelRunner allows Basil365 to integrate with many external booking channels, such as Booking.com, Expedia, Airbnb, TripAdvisor, Facebook, etc.

3

Our team created flexible role-based permission schemes that prevent the system from third-party breaches. We also enabled automatic data backup. It prevents data loss and gives the chance to get back to the previous system version if needed.

4

Our senior developers chose Azure multi-environment hosting for Basil365. Being a cloud-based solution, Basil365 ensures constant accessibility. The advanced architecture of the SaaS system enabled our team to introduce new features and upgrades quickly and get real user feedback on system usability.

02. REAL-TIME DATA SHARING

The system always provides accurate and up-to-date data about property availability. Users receive notifications triggered by certain events, which they can customize. The reception receives information on room cleaning, availability, and status, direct requests from the customer for changes/upgrades to their room bookings, and other requests as well as updated accounting documents that can be exported for further calculations or changes.

03. REPORTING AND ANALYTICS

The software has powerful reporting tools that can be customized and tailored to specific business needs. This allows property owners to become even more effective at analyzing the performance of their business. Insights gained from reporting help hotels build data-driven decision-making strategies, set realistic goals, and use data to analyze the effect of marketing on user engagement.

04. MARKETING OPPORTUNITIES

We integrated Basil365 with Channel Manager and various marketing tools. The hotel staff can link the system to external sales channels and online travel agencies (OTAs). The system shares hotel data across channels and synchronizes prices as well as hotel reservation info. The hotel staff can use multiple tools, including the system's guest page, to promote their offers, engage clients with welcoming or thank-you messages, attract users from other platforms, etc.