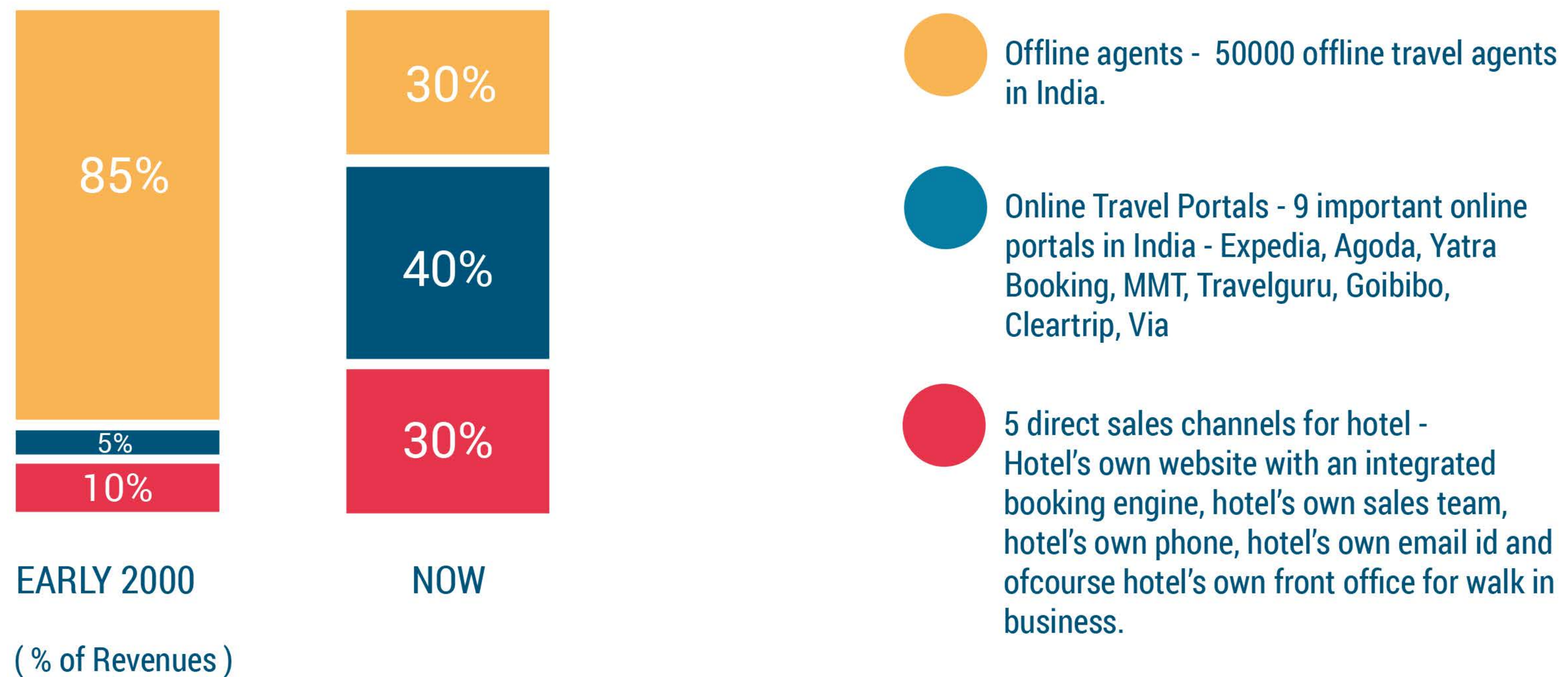


• Mobile ready brand website • Booking engine • Auto Sync Channel Manager • Cloud based booking management system • Analytics •

www.djubo.com

DISTRIBUTION OF SMALL HOTEL BOOKINGS IN INDIA

SHIFTING RELEVANCE OF BOOKING CHANNELS

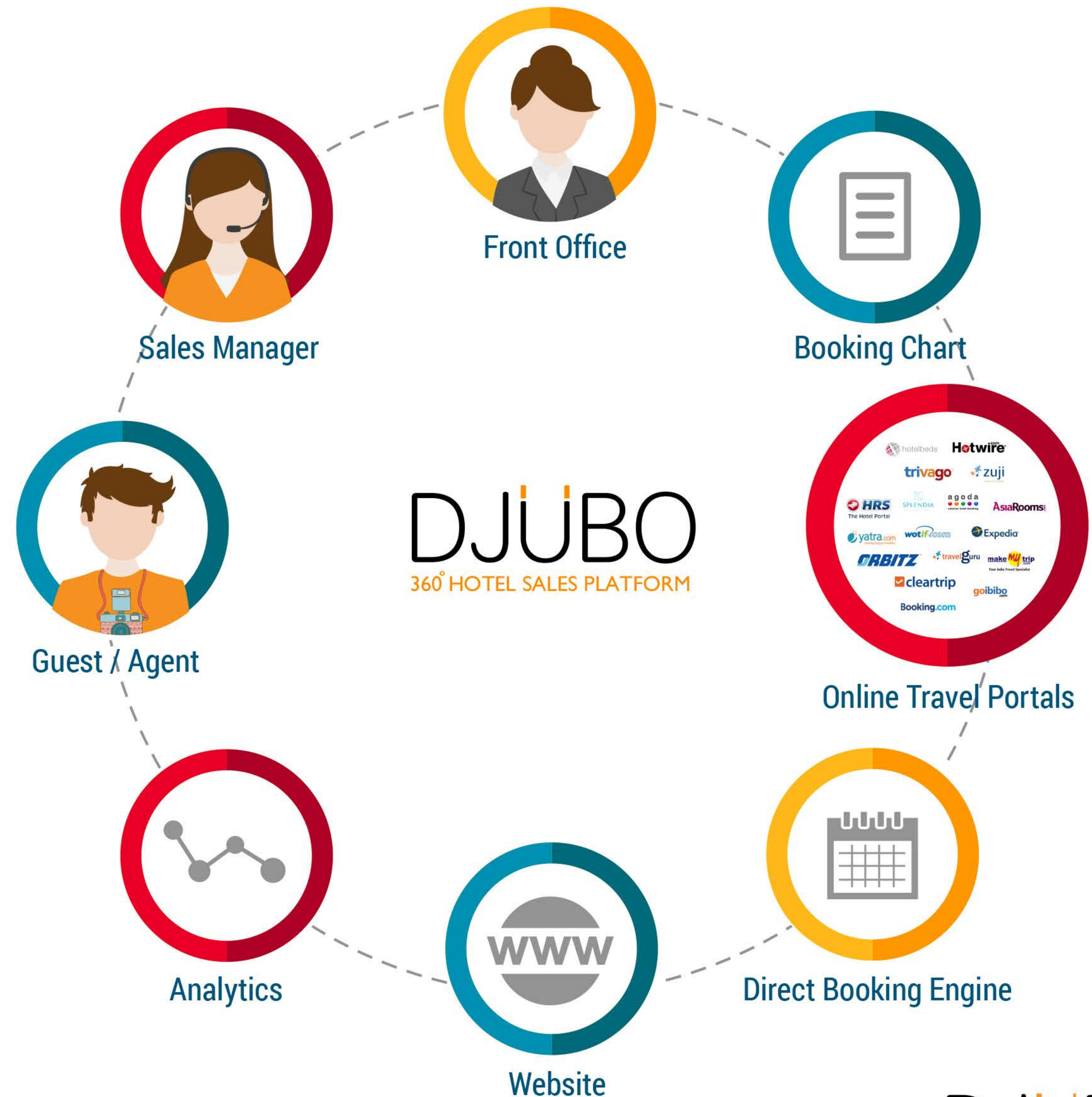


WHAT IS DJUBO

What you should know.

- Djubo is a cloud based 360° Hotels Sales Platform. Djubo manages booking confirmations, room hold requests, room queries, online channel partners, booking engine, payment follow up and much more through a single interface.

SO IF YOU HAVE ROOMS TO SELL,
DJUBO WORKS AROUND THE CLOCK TO SELL THEM.



WHY DJUBO

Djubo connects all sales channels seamlessly. Here's why it's important.



MORE REACH



MORE REVENUE



LESS HASSLE

All channels are important

OTAs, Direct Websites, Offline sales and Direct walkin are equally important channels for sales all of which have a high likelihood of conversion. The most accurate rate and inventory information needs to be pushed on all channels to ensure you are not bypassing sales opportunities anywhere.

Rise of Metasearch engines/apps necessitate Rate Parity

Hotels ARR's are gravitating towards the lowest visible selling rate visible on any single OTA. Even if a guest is walking in to your hotel he can easily look up lowest rate available online across all portals through a single click.

A disconnected Direct Booking Engine can turn your Direct Revenue strategy upside down

Travelers will only use your Direct Booking engine if you are matching the BAR visible anywhere else online and offering more services like extra Inclusions, add-ons or customized packages.

The Billboard Effect

Under exposure of inventory on any online channel not only leads to suboptimal OTA Revenue it also minimizes the positive spiral effects of the spillover Direct Revenue which is as much as 26% if all your sales channels are in sync.

**I ALREADY HAVE AN
ONLINE CHANNEL MANAGER
WHY DO I NEED DJUBO?**

TYPICAL SALES DESK PROCESS IN SMALL HOTELS

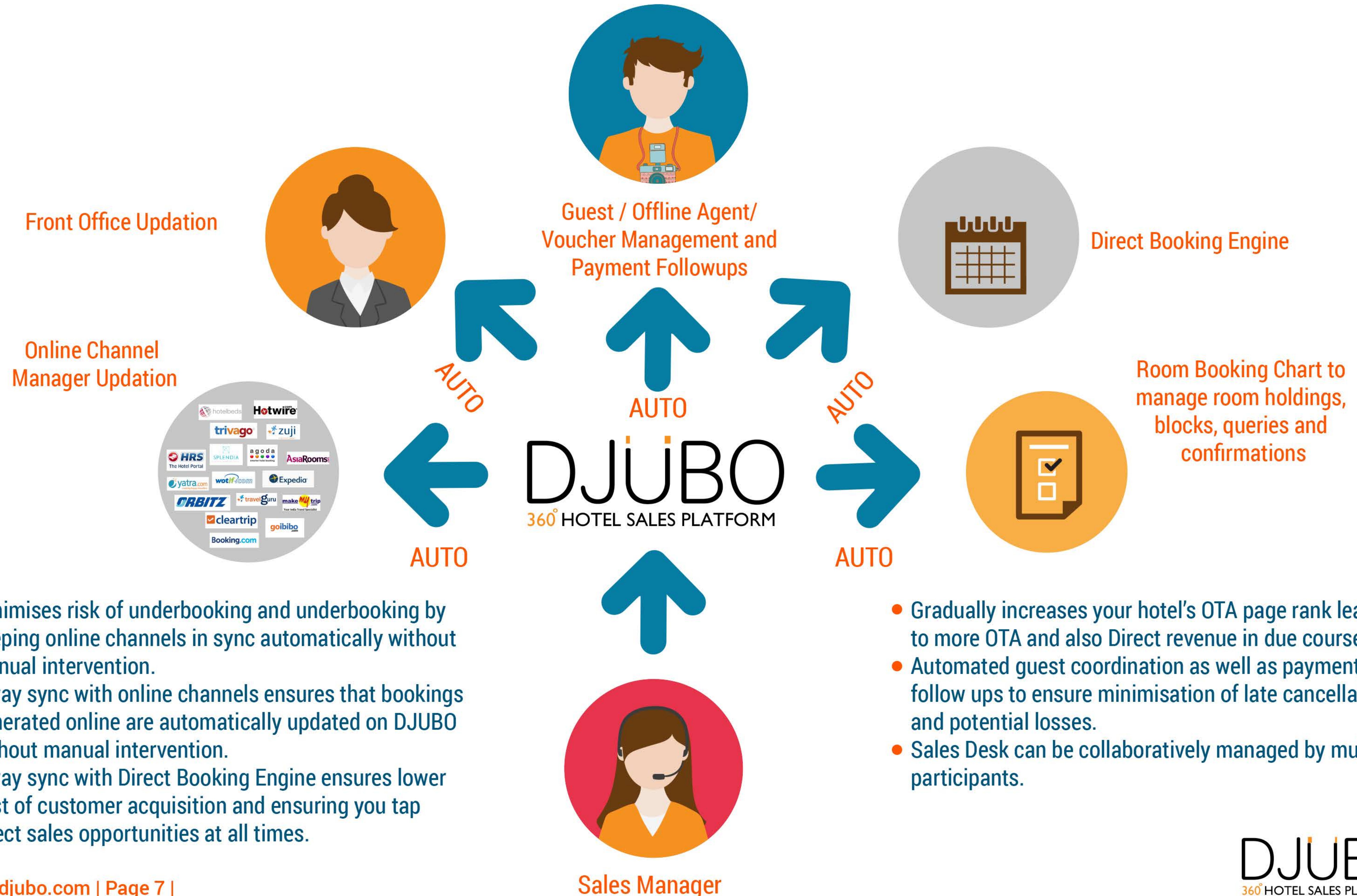
Sales management is adhoc, manual and inefficient due to overdependence on human intervention



- Leads to oversold and undersold situations because of human errors
- Adhoc updation of channel manager leads to potential sale opportunities being bypassed which result in low OTA Page rank
- Adhoc updation of direct booking engine results in direct sale opportunities getting lost & booking getting diverted back to OTAs charging much higher commissions.
 - Inefficient guest and payment coordination leading to poor collections , late cancellations and confusions on checkin.
 - Sales Desk is under the control of one person only.

HOW DJUBO WORKS

The Sales Manager only needs to manage the booking chart on DJUBO and DJUBO manages everything else !



- Minimises risk of underbooking and underbooking by keeping online channels in sync automatically without manual intervention.
- 2 way sync with online channels ensures that bookings generated online are automatically updated on DJUBO without manual intervention.
- 2 way sync with Direct Booking Engine ensures lower cost of customer acquisition and ensuring you tap direct sales opportunities at all times.

- Gradually increases your hotel's OTA page rank leading to more OTA and also Direct revenue in due course.
- Automated guest coordination as well as payment follow ups to ensure minimisation of late cancellations and potential losses.
- Sales Desk can be collaboratively managed by multiple participants.

DJUBO FEATURES

DJUBO FEATURES

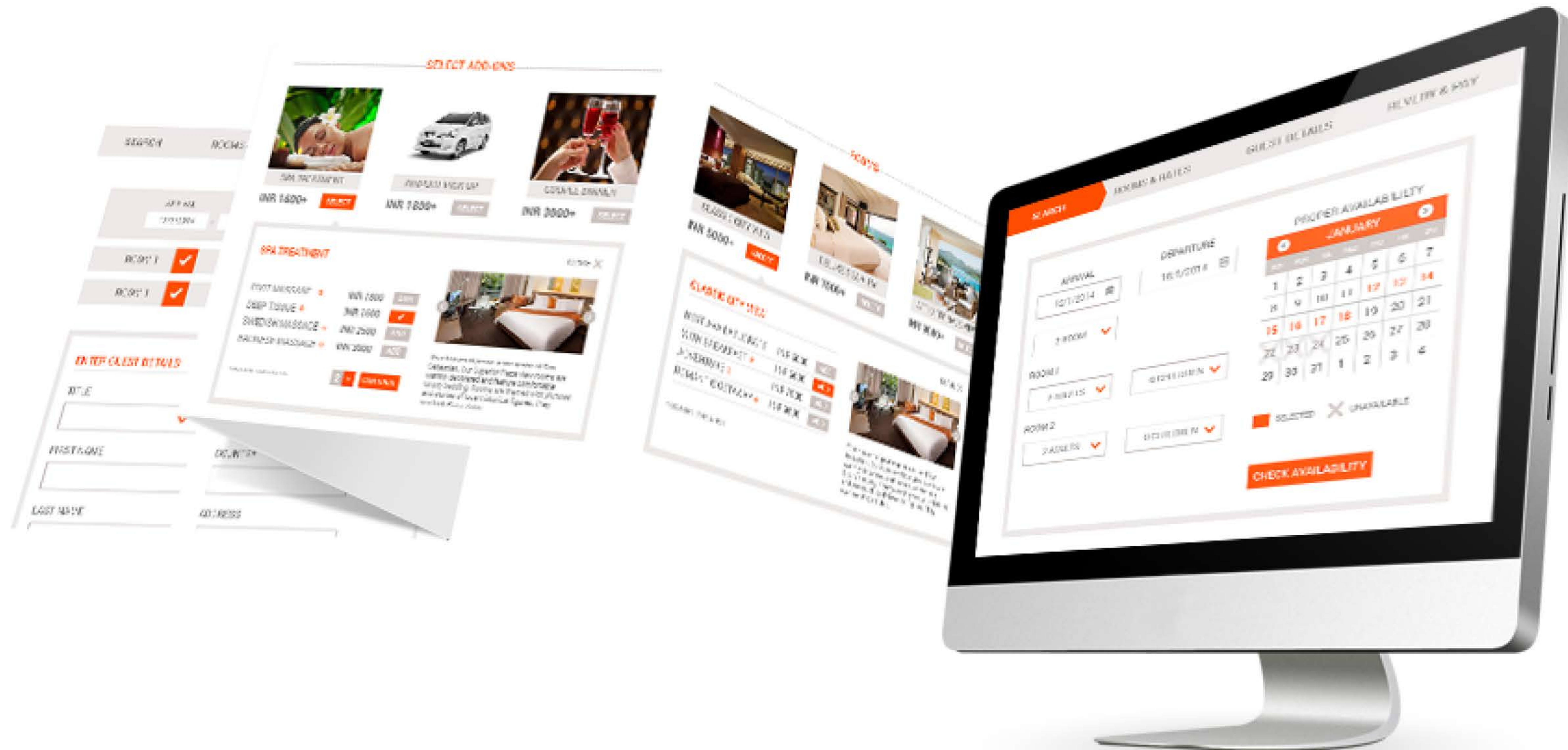
Mobile Ready Brand Website



Customizable website templates designed by UI, UX and SEO experts to provide easy navigation and a great user experience on every screen from desktop to tablet to mobile. Clean code and adherence to latest search engine algorithms, delivers a website with high search visibility that converts visits to direct booking.

DJUBO FEATURES

Booking Engine



A 4-step booking engine, designed for superior user experience and connected to the DJUBO CRS for easy management, let's your guests reserve rooms directly on your website.

- PCI DSS Secure gateway.
- No cost integrated payment gateway.
- Receive payments online for room bookings.
- Multiple payment methods accepted including debit cards, credit cards, wire transfer and online wallets.



DJUBO FEATURES

Cloud based booking chart

The screenshot displays the DJUBO interface for 'Luxe Hotel'. At the top, there's a navigation bar with the DJUBO logo, hotel name, search voucher, and user profile. Below this is a calendar view showing room availability for a week starting from Tuesday, 17-Mar-15. A modal window is open for a booking on Mar 19 - Mar 20, 2015, for a Deluxe room (6) for Mr Piyu Seths, priced at INR 25,200/- with an advance of 25,200/-. The interface also includes a search bar, user profile, and an alerts panel on the right.

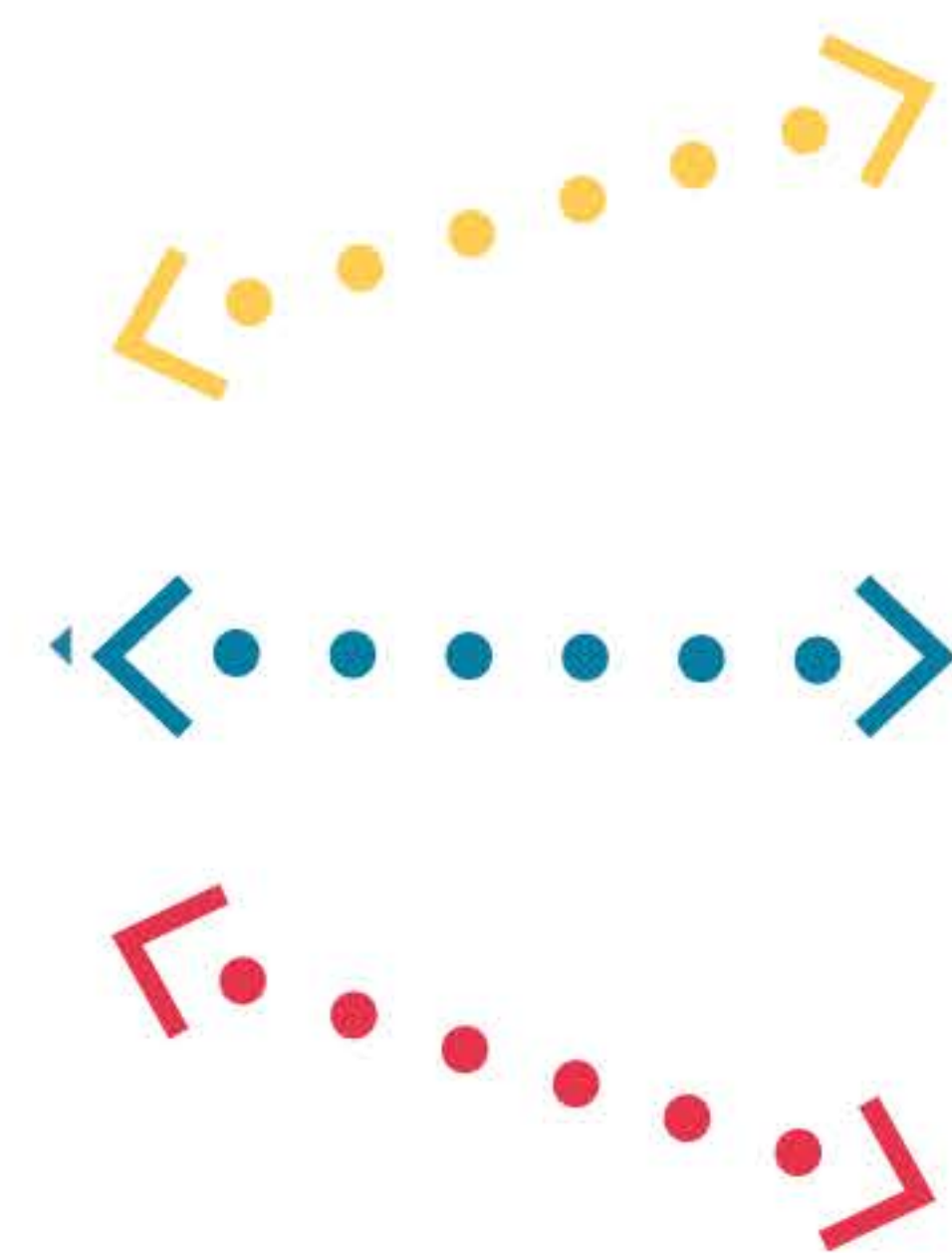
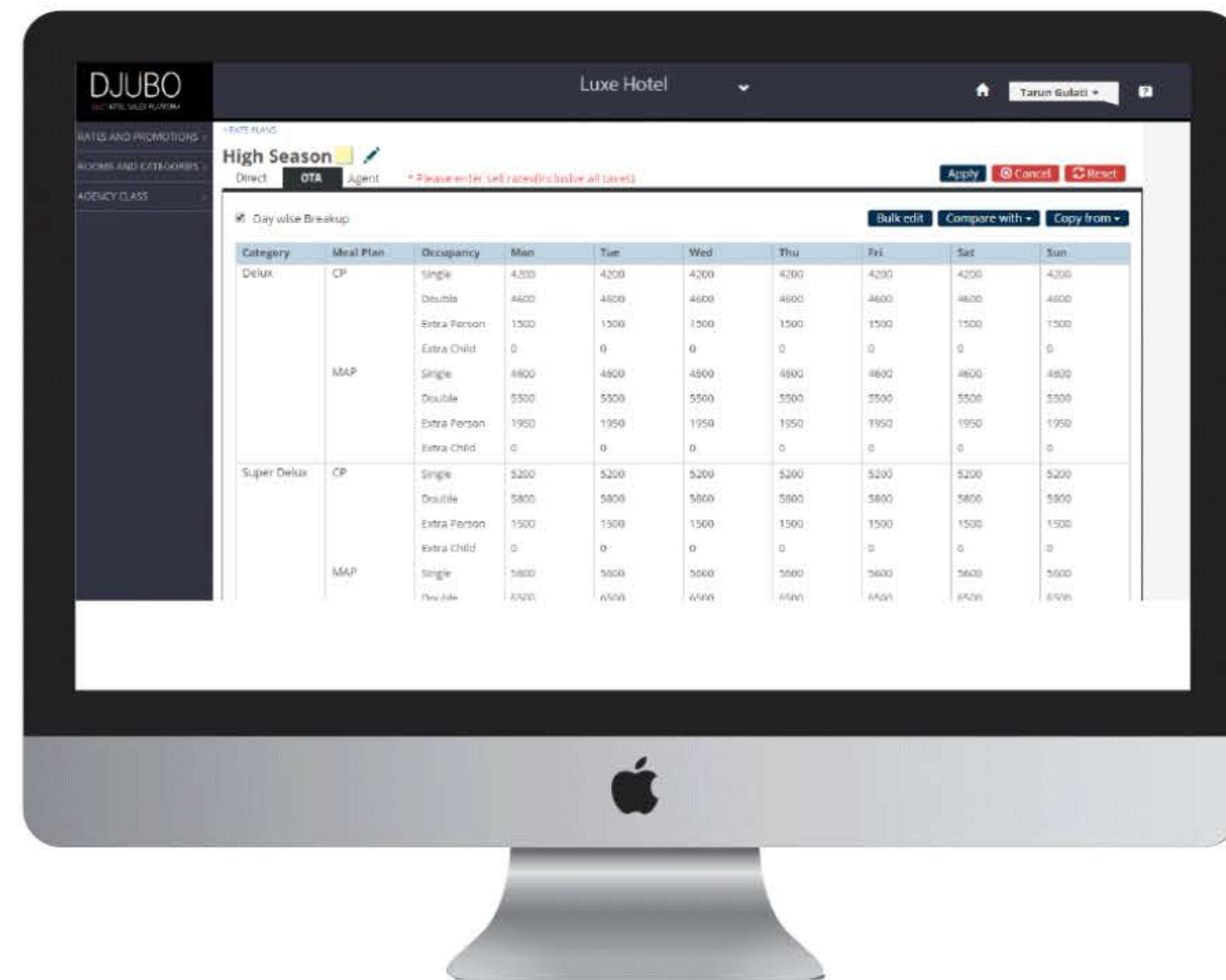
Alerts:

- Insufficient Advance Alert
HGK0011833
Babbu Gill
- Insufficient Advance Alert
HGK0011428
Ratnankur Roychowdhury
- Insufficient Advance Alert
HGK0011836
Mr Harendra Thanawalla
- Insufficient Advance Alert
HGK0011840
Mr Michael Scully
- Insufficient Advance Alert
HGK0011635
Anima Sen Sharma
- Insufficient Advance Alert
HGK0011530
IVY FRANCO
- Room held too near to arrival date
HGK0011817
Mr Mrs Krijan Modi
- Insufficient Advance Alert

Your hotel's Sales Manager can manage call kinds of bookings (Confirmations, Tentative Holds, Queries) and bookings from all sales channels (direct guests, offline travel agents, OTAs and walkins) on a single chart accessible on any device from any location.

DJUBO FEATURES

Automated Real Time Inventory Sync with all Online Channels



*and many more OTAs

Djubo pushes available room inventory to all Online Travel Portals on which your property is listed without any manual intervention. When an online booking is made, it gets automatically updated on the booking chart and the reduced inventory is updated across all portals automatically. This real time sync minimizes human errors thereby minimising oversold and undersold situations.

DJUBO FEATURES

Automated Rate Sync with all Online Channels as well differential rate plans for different sales channels

DJUBO
360° HOTEL SALES PLATFORM

Luxe Hotel

John

< RATE PLANS

High Season

Direct **OTA** Agent * Please enter sell rates(inclusive all taxes)

Apply Cancel Reset

Day wise Breakup

Bulk edit Compare with Copy from

Category	Meal Plan	Occupancy	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Delux	CP	Single	4200	4200	4200	4200	4200	4200	4200
		Double	4600	4600	4600	4600	4600	4600	4600
		Extra Person	1500	1500	1500	1500	1500	1500	1500
		Extra Child	0	0	0	0	0	0	0
	MAP	Single	4600	4600	4600	4600	4600	4600	4600
		Double	5500	5500	5500	5500	5500	5500	5500
		Extra Person	1950	1950	1950	1950	1950	1950	1950
		Extra Child	0	0	0	0	0	0	0
Super Delux	CP	Single	5200	5200	5200	5200	5200	5200	5200
		Double	5800	5800	5800	5800	5800	5800	5800
		Extra Person	1500	1500	1500	1500	1500	1500	1500
		Extra Child	0	0	0	0	0	0	0
	MAP	Single	5600	5600	5600	5600	5600	5600	5600
		Double	6500	6500	6500	6500	6500	6500	6500

Manage and push rates for all your sales channels – Online Travel Portals, Travel agents as well as Direct guests – through a single interface.

DJUBO FEATURES

Easy Rate Mapping for future dates for all sales channels

DJUBO
360° HOTEL SALES PLATFORM

Luxe Hotel ▾

Home John ?

Manage Rate plans Mapping - 2015

Select Year & Apply Rate plans!

Year ▾

ACTIVE RATE PLANS

- High Season
- MidSeason
- Low Season
- Demo Test

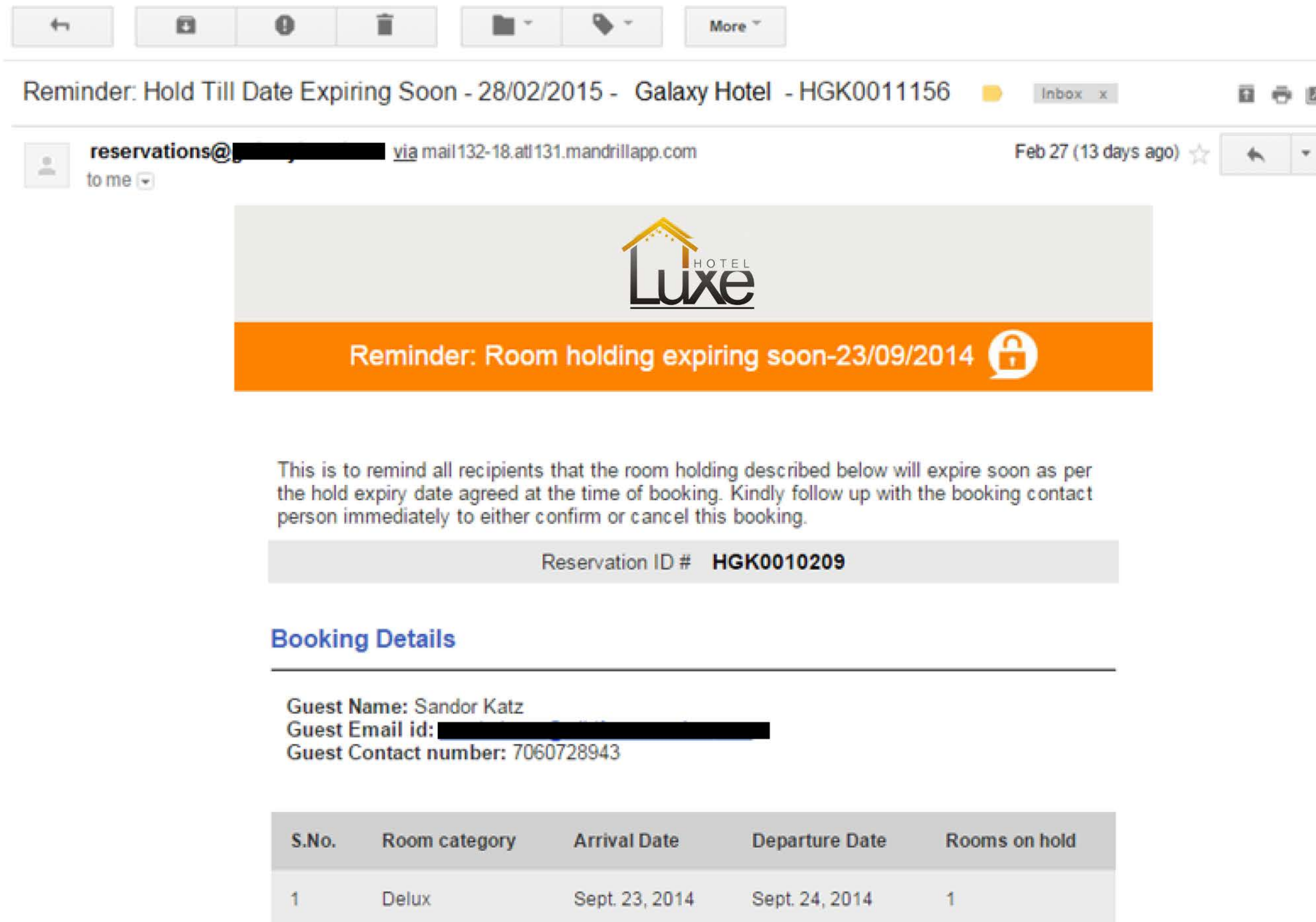
JANUARY							FEBRUARY							MARCH						
MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
			01	02	03	04							01							01
05	06	07	08	09	10	11	02	03	04	05	06	07	08	02	03	04	05	06	07	08
12	13	14	15	16	17	18	09	10	11	12	13	14	15	09	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28		23	24	25	26	27	28	29
														30	31					

APRIL							MAY							JUNE						
MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
		01	02	03	04	05					01	02	03	01	02	03	04	05	06	07
06	07	08	09	10	11	12	04	05	06	07	08	09	10	08	09	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21

Map multiple kinds of rates plans for all channels – Online Travel Portals, Offline Travel Agents and Direct Guests - across different seasons and periods through an easy interface

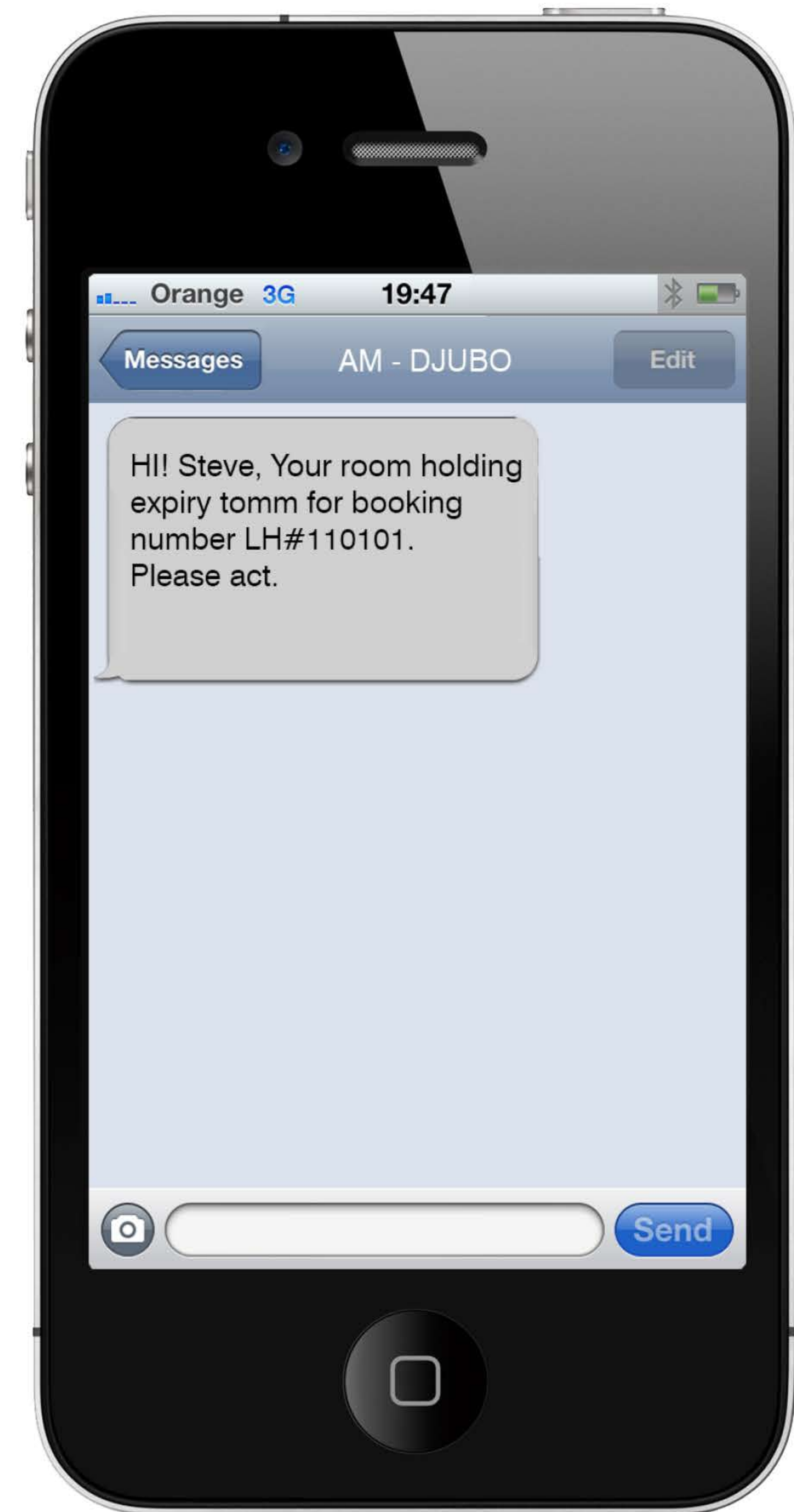
DJUBO FEATURES

Paperless Booking Coordination and Payment Follow Ups



The screenshot shows an email interface with a toolbar at the top. The subject line is "Reminder: Hold Till Date Expiring Soon - 28/02/2015 - Galaxy Hotel - HGK0011156". The sender is "reservations@[redacted] via mail132-18.atl131.mandrillapp.com" and the date is "Feb 27 (13 days ago)". The email content features the Hotel Luxe logo and a prominent orange banner that reads "Reminder: Room holding expiring soon-23/09/2014" with a lock icon. Below the banner, a text block states: "This is to remind all recipients that the room holding described below will expire soon as per the hold expiry date agreed at the time of booking. Kindly follow up with the booking contact person immediately to either confirm or cancel this booking." A grey box displays "Reservation ID # HGK0010209". Under the heading "Booking Details", the guest information is listed: "Guest Name: Sandor Katz", "Guest Email id: [redacted]", and "Guest Contact number: 7060728943". At the bottom, a table provides booking details.

S.No.	Room category	Arrival Date	Departure Date	Rooms on hold
1	Delux	Sept. 23, 2014	Sept. 24, 2014	1



DJUBO follows up with direct guests and travel agents for booking coordination and payments thereby minimising late cancellations and opportunity costs.

DJUBO FEATURES

Automated Front Office Coordination



Daily Front Office Report

Today's Check-In (3 Bookings, 7 Rooms)						
Voucher#	Guest Name	Room(s)	No. of Pax	Check In	Check Out	Net Payable
HGK0011862	Yuhei Uchiyama	Super x 1	3	20 Mar 15	23 Mar 15	14,400
HGK0011811	Visvajit Tandal	Delux x 1	2	20 Mar 15	21 Mar 15	4,160
HGK0011790	christine olivares	Delux x 1	2	20 Mar 15	21 Mar 15	4,160

Staying Over (2 Bookings, 4 Rooms)						
Voucher#	Guest Name	Room(s)	No. of Pax	Check In	Check Out	Net Payable
HGK0011860	Mr Sandeep Sinha	Super x 1	2	19 Mar 15	21 Mar 15	12,700
HGK0011852	Ms Bobbie Casey	Super x 1	2	19 Mar 15	23 Mar 15	0

Today's Check-Out (3 Bookings, 7 Rooms)						
Voucher#	Guest Name	Room(s)	No. of Pax	Check In	Check Out	Net Payable
HGK0011857	Ajoy Biswas	Super x 1	1	19 Mar 15	20 Mar 15	0
HGK0011838	Dr.Jyotsna Dube Choudhri	Super x 2	4	19 Mar 15	20 Mar 15	8,800
HGK0011817	Mr Mrs Krijan Modi	Super x 1	2	19 Mar 15	20 Mar 15	0

Powered By: Djubo.com



* detailed attachment

Front Office is informed of the arrivals, stay overs and departures every day through an automated email and detailed attachment. Front Office also has access to DJUBO to log walkins and reallocate rooms.

THE DJUBO ADVANTAGE



Collaborative Booking Chart Management : It converts the excel based booking chart management process to a cloud based collaborative booking chart which can be managed by multiple participants simultaneously and from any location and any device (even your phone).



Invisible always Synced Channel Manager : Djubo pushes all available rooms, as per rules set by the property owner, to all online channels without any manual intervention. No more sold out updates or adding or decreasing inventory of rooms to sell.



Auto Sync Booking engine : DJUBO Pushes All Your Inventory And Rate Information To The Booking Engine Without Any Manual Intervention. It Also Populates Your Booking Chart Automatically When A Booking Happens.



Paperless Multiparty Coordination : Also Djubo turns the sales desk into a completely paperless one with system generated voucher emails to guests, agents as well as internal recipients and a complete web based backup of all your reservation data along with analytics and flexible reporting.



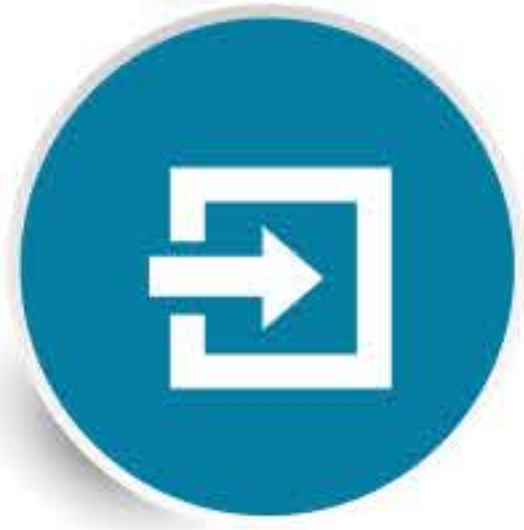
Automated Alerts : There are built in alerts which the system generates as per the admin's settings which create an alarm when the sales desk has made errors like insufficient advances collected, rooms held too close to arrival date, room holding expiring soon etc.



No Incremental Cost : Djubo comes at a cost of a regular Channel Manager license cost per month ranging between Rs 4000-7000 per month and apart from Channel Management it offers an entire Booking chart, Email and SMS integration and much more..not to forget all of them seamlessly integrated with each other.



Easy Adoption, Trial and Onboarding : There is no extra infrastructure requirement or setup cost. You can start using the desktop application and mobile app immediately upon signup.



Unified Architecture & Interface : A Single login to manage your booking chart and channel manager.



DJUBO

360° HOTEL SALES PLATFORM

- Mobile ready brand website
- Booking engine
- Auto Sync Channel Manager
- Cloud based booking management system
- Analytics