

## SynXis RedX Distribution Platform Becomes the First Hotel Reservation System to Achieve Stringent PCI Certification for Credit Card Data Security

2008-02-19

---

SynXis, the Sabre Holdings business that provides hotel distribution and Internet marketing services globally, announced today that the RedX Distribution Management System that connects thousands of hotels to online distribution channels has been certified by Visa as meeting the PCI (Payment Card Industry) Data Security Standards.

SynXis is the first Central Reservation System (CRS) provider to achieve this critical status, reinforcing its position as the leader in innovative distribution technology solutions. SynXis hotel customers can be assured that their guests' data is being handled at the highest level of data security.

The PCI Data Security Standards were created by the major credit card companies (including Visa, MasterCard, American Express and Discover) in order to safeguard customer information that could be compromised due to the enormous volume of credit card transactions that are taking place online. These standards mandate that service providers meet stringent standards of security when they store, process and transmit cardholder data (including: network security, data management, application security, personnel and management policies and procedures).

"As the number of online bookings continues to grow, hoteliers should be increasingly concerned about providing a safe channel through which their guests can book," said industry consultant, John Burns, President of Hospitality Technology Consulting. "Getting the 'PCI Compliance' stamp is not a simple endeavor and shows a real commitment from the vendors that achieve it."

'We believe industry leadership is more than just developing the best technology. It's about paying close attention to developments in the marketplace and the concerns that our customers worry about and then delivering the solutions before they become issues,' said Scott Alvis, President and General Manager of SynXis. 'We continue to make considerable investments where it will make the most impact for our customers. The certification of RedX as being PCI compliant is a significant validation and accomplishment for our team, our hotel customers and even more importantly, for their customers' confidence.'

### **About SynXis(R)**

SynXis, a Sabre Holdings company, provides distribution and Internet marketing services and technology for hotels around the world. SynXis connects hotels with their guests through increased exposure via all channels including GDS, third party travel sites and the hotel's own website. SynXis operates full-service global call centers offering private label reservation services. SynXis is the technology source for thousands of hotels, bed and breakfasts, resorts, and destinations, including: Harrah's, Interstate Hotels & Resorts, Millennium Cophorne, Destination Hotels & Resorts, and Jumeirah Hotels.

SynXis' corporate headquarters is in Southlake, Texas, with offices in Denver, Boston, Amsterdam, Singapore and Montevideo. For more information on SynXis and its products, please call +1-682-606-4000, e-mail [info@synxis.com](mailto:info@synxis.com), or visit their Web site at [www.synxis.com](http://www.synxis.com).

Sabre Holdings connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information is available at [www.sabre-holdings.com](http://www.sabre-holdings.com).

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article31253.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)