

## SynXis Extends Relationship with European Reseller Yeeld Solutions

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German-Based Reseller Offers Integrated Distribution and Revenue Management Services Alongside the RedX(R) Distribution Management System

SynXis, the Sabre Holdings business that provides hotel distribution and Internet marketing services globally, announced today that it has signed a new three year agreement during ITB, with its Berlin based re-seller, Yeeld Solutions. Yeeld Solutions employs the RedX(R) Distribution Management System, to develop single source distribution solutions for small to mid-size hotel groups throughout Europe, combined with integrated revenue management and business development consultancy. RedX connects hotels to all channels including Global Distribution Systems (GDS), online travel agencies (OTA's), reservation call centers and also provides a state of the art booking engine for a property or chain's website.

David Turnbull, Director and Founder of Yeeld Solutions, commented, 'Over the last two years, we have been extremely impressed with the flexibility of RedX and SynXis' focus on channel integration. As consumers shift their buying patterns to include new channels, SynXis has proven to be a key partner in allowing Yeeld Solutions to create tailor-made distribution solutions with a high focus on consumer-direct distribution.'

SynXis integration products form the backbone of Yeeld Solutions 'customized' distribution proposal, the competitive advantages include:

Channel Connect which links Yeeld Solutions' customers, via RedX(R), directly to third party travel sites such as Booking.com, LastMinute.com, LondonTown.com, Expedia and Travelocity allowing hotels to better differentiate their products by providing information such as detailed stay policies and promotional pricing directly to retail points of sales.

Channel Connect XML Booking Engine Interface enables Yeeld Solutions to create custom-built website booking engines for its customers, enabling total integration within the customer's site, segmented booking paths and alternative payment methods.

'Yeeld Solutions has truly found its niche with its consulting services and adds a real value to our distribution products,' said Scott Alvis, President and General Manager for SynXis. 'SynXis has experienced a tremendous growth in the European market over the past few years and saw a 35 per cent increase in business last year alone. We are thrilled to extend our relationship with Yeeld Solutions and we look forward to continuing that growth together through our partnership.'

### **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 Copthorne, 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).

### **About Yeeld Solutions**

Yeeld Solutions is a Berlin-based Revenue Management consultancy and distribution service provider with its mission to 'unlock conversion potential'. This aim is realised through the provision of customised distribution solutions as well as straight forward training and advice on all aspects of revenue management & distribution strategy, targeting independant hotels and hotel groups.

Through its network in Berlin and Barcelona, Yeeld Solutions is currently engaged with a wide range of European hotels, hotel groups and marketing organisations, supporting them with a variety of technology & consulting solutions. For more information on any of the services provided by Yeeld Solutions, please contact call: +49 30 8093 5758, email, [info@yeeld.com](mailto:info@yeeld.com) or visit [www.yeeld.com](http://www.yeeld.com).

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