

## SynXis Technology Partner Program Gains Momentum as Customers Gain Benefits of 'Best-of-Breed' Systems Integration

2008-06-05

---

SynXis, the Sabre Holdings business that provides complete hotel distribution, Internet marketing and channel management solutions worldwide, announced today the expansion of its Technology Partner Program.

Joining other industry leaders in the Technology Partner Program are:

Hotel Concepts, a leading global provider of property management/CRS technology and software solutions for the hospitality industry,

Serenata, specialists in hotel CRM solutions,

Travelocity, a global leader in online travel, and

Workmatrix, a consulting firm building custom applications for the hotel industry.

The Technology Partner Program, introduced last year, extends the seamless technical integration between SynXis and its partners to include joint development, service, and support and is based on SynXis' belief that hoteliers should have the freedom to choose best-of-breed technology and rely on the vendors to make them interoperable.

'One of the keys in optimizing distribution is providing much improved integration among the many disparate systems that have existed to date - it is a frequent comment we hear from our customers,' said Scott Alvis, president and general manager of SynXis. "We made the investment several years ago that allowed an established baseline for 'plug and play' type integration, and now we can really build on that base with new industry standards. But the partner program is taking this a step farther with joint commitments to provide efficiency and optimization among those that provide solutions to hoteliers.'

Stefan Elsner, President of Workmatrix, whose customers will benefit from the Technology Partner Program comments: 'SynXis is addressing a real need in the industry, enabling many different hotel systems to work together seamlessly. It is refreshing to see cooperation across vendors to satisfy the customers' needs. In the end, we all benefit.'

'We have enjoyed working with the SynXis technology team over the past few years on their innovative fully integrated PMS-CRS solutions,' added Erik Weller, COO of Hotel Concepts. 'This program is an excellent way to guarantee each party is living up to its commitments to our joint customers and we are excited to be part of the program.'

Klaus Kirchhoefer, Director International Sales of Serenata noted, 'In a time when many vendors compete in several different areas, SynXis' decision to facilitate partnering with best-in-class solutions providers has proven to be a great strategic move. We are looking forward to working with their customers to provide world-class CRM solutions with a seamless integrated approach.'

Added Alvis, 'Since introducing the Technology Partner program, I have been very pleased by the positive response from the industry and especially the vendor community, which validates this direction. The result is we can now provide very robust, inexpensive system integration for our customers who will benefit with streamlined operations and a single view of many hotel systems.'

SynXis and its partners who join the Technology Partner Program are jointly committing to customers that they will fully cooperate in the best interest of the customer, including integrated and transparent project management, single point of contact issue resolution, commitments to industry leading interface integration, and development to industry standard specifications. SynXis' Technology Partner Program is open to all vendors committed to outstanding customer engagement practices, leading integration, and developing to industry standards.

### **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 creator of the industry unique Technology Partner Program, which ensures customers that it will work closely with partners such as Micros Fidelio in jointly supporting customer needs. SynXis is the technology source for thousands of hotels, resorts, and destinations, including: Harrah's, Interstate Hotels & Resorts, The Peninsula Hotels & Resorts, Millennium Copthorne, Destination Hotels & Resorts, Shangri-la 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 <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/article32938.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)