

# Rayterton **Booking & Channel Orchestration Suite**

Maximize your direct booking margins and take full control of your distribution strategy from one unified platform. This suite combines powerful commerce capabilities with real time inventory orchestration to ensure your hotel brand remains consistent and profitable across every digital channel.

**Everything managed in one place.**

## Executive Overview

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Managing hotel distribution in a fragmented digital landscape often leads to price parity issues, manual reservation errors, and high dependency on high commission third party channels. **The Rayterton Booking & Channel Orchestration Suite** solves these challenges by providing a centralized command center for all booking activities. It empowers hotel chains to drive direct business through a brand focused commerce engine while simultaneously managing dozens of OTA channels through real time inventory synchronization. By integrating pricing management and revenue intelligence, the platform ensures that management can protect margins and make data driven distribution decisions with full auditability.

## Software Modules for Rayterton Booking & Channel Orchestration

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### **Direct Booking Commerce Engine**

A brand focused storefront designed to convert visitors into direct guests through a seamless and consistent booking experience.

### **Channel Distribution and Inventory Orchestration**

A real time synchronization engine that connects inventory and rates to global OTA channels while preventing overbooking.

### **Pricing Management and Rate Control**

A centralized hub for defining rate policies and restrictions to maintain parity and ensure pricing consistency across all platforms.

**Revenue Management Intelligence**

An optimization layer that transforms historical and real time booking data into actionable pricing and distribution recommendations.

**Central Reservation and Operations Hub**

A unified operations center that consolidates reservations from all sources into a single manageable inbox for the hotel team.

**Payments, Invoicing, and Reconciliation**

A financial infrastructure module that automates payment collection, tax invoicing, and settlement reconciliation.

**Guest CRM and Loyalty Intelligence**

A retention engine that uses unified guest profiles and loyalty logic to drive repeat direct bookings and lower acquisition costs.

**Promotion and Campaign Automation**

A demand generation tool that allows teams to create and track targeted promotions without eroding overall profit margins.

**Analytics and Executive Dashboard**

A visibility layer providing high level metrics on channel mix, conversion funnels, and promotional performance for strategic decision making.

**Integration and API Ecosystem**

A connectivity module that ensures the platform integrates smoothly with existing PMS, payment, and CRM systems.

**Enterprise Security, Access Control, and Audit**

A trust layer providing robust user permissions and comprehensive audit trails for multi property hotel operations.

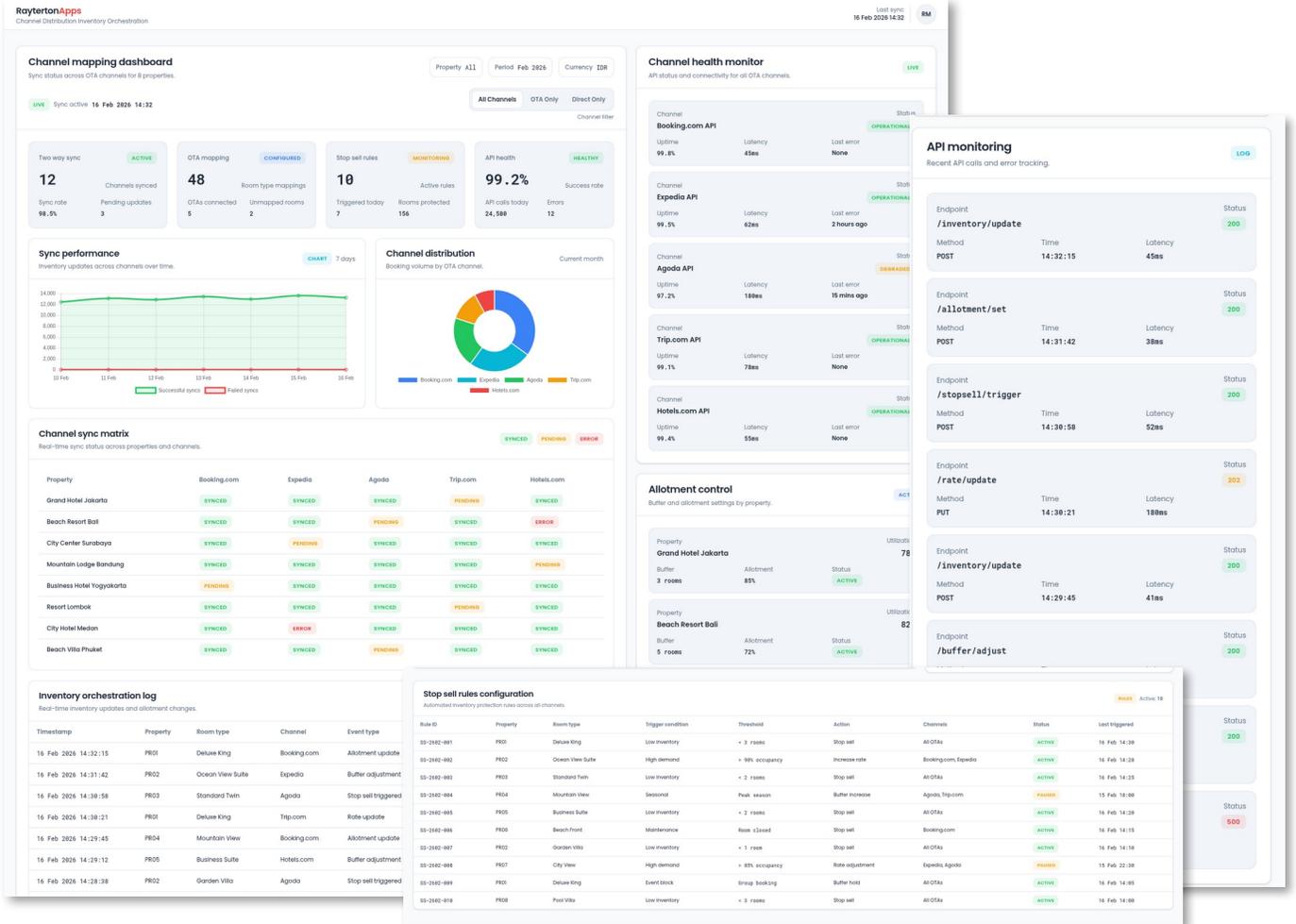
## Direct Booking Commerce Engine

This module acts as a high performance sales engine rather than a simple booking form. It is designed to reflect your hotel brand identity and provide a frictionless pemesanan experience that encourages guests to book directly. By offering a consistent and mobile optimized storefront, the engine helps hotels capture higher margins by reducing reliance on high commission travel agencies.

### Features:

- Mobile First Booking Flow
- Branded Storefront Builder
- Multi Language and Currency Support
- Real Time Upsell and Add-on Catalog
- Conversion Tracking and Funnel Analytics
- Transparent Pricing and Tax Breakdown

# Channel Distribution and Inventory Orchestration



Controlling distribution across multiple OTAs is essential to maintaining operational stability. This module manages your inventory in real time, ensuring that as soon as a room is sold on one channel, the availability is updated across all others. This proactive synchronization prevents overbooking and ensures that your channel strategy remains under your complete control at all times.

## Features:

- Two Way Inventory Synchronization
- OTA Channel Mapping Management
- Automated Stop Sell Rules
- Channel Health and API Monitoring
- Allotment and Buffer Control
- Real Time Inventory Updates

## Pricing Management and Rate Control

**Rate Calendar Interface**  
Price plan overview and restriction settings across properties.

Period: Feb 2025 Currency: IDR View: Monthly

**Centralized Rate Plan Master** (ACTIVE) 12 Rate plans configured  
Room Types: 4 Base rates: 12

**Derived Pricing Logic** (BUILD) 15 Active rules  
Dynamic adjustments: 4 Seasonal profiles: 2

**Restriction Rules** (REVIEW) 5 Restriction sets  
Min stay: 2 Max stay: 1

**Advanced Purchase Rules** (CONFIGURE) 3 Purchase windows  
LOS controls: 4 Blockout dates: 1

**Rate Distribution Trend**  
Analyze rate performance across properties. CHART 7 days

**Rate Parity Status**  
Distribution channel rate alignment. All channels

**Rate Plan Configuration Matrix**  
Dashboard rate plan master across properties and room types. ACTIVE DRAFT INACTIVE

Plan ID	Plan Name	Property	Room Type
RP-001	Standard Rate	Grand Hotel Jakarta	Standard Room
RP-002	Early Bird	Grand Hotel Jakarta	Standard Room
RP-003	Last Minute	Grand Hotel Jakarta	Standard Room
RP-004	Corporate Rate	Beach Resort Bali	Deluxe Room
RP-005	Weekend Package	Beach Resort Bali	Deluxe Room
RP-006	Family Package	City Center Surabaya	Suite
RP-007	Honeymoon Special	Mountain Lodge Bandung	Suite
RP-008	Business Traveler	Business Hotel Medan	Standard Room
RP-009	Luxury Escape	Luxury Resort Yogyakarta	Presidential Suite
RP-010	Airport Transit	Airport Hotel Makassar	Standard Room
RP-011	Heritage Experience	Heritage Hotel Palembang	Deluxe Room
RP-012	Dynamic Pricing	Resort Hotel Ubud	Pool Villa Room

**Pricing and Restriction Rules**  
Current pricing logic, restrictions, and seasonal adjustments. Page 15

Rule ID	Property	Rule Type	Room Type	Condition	Adjustment	Priority	Status	Effective
RULE-001	Grand Hotel Jakarta	Derived Pricing	Standard Room	Occupancy > 80%	+15%	High	ACTIVE	01 Feb 2025
RULE-002	Beach Resort Bali	Seasonal	Deluxe Room	Peak Season	+25%	High	ACTIVE	01 Feb 2025
RULE-003	City Center Surabaya	Restriction	Suite	Min Stay 3nights	Fixed	Medium	ACTIVE	01 Feb 2025
RULE-004	Mountain Lodge Bandung	Advanced Purchase	Suite	Book 30 days	-20%	Medium	ACTIVE	01 Feb 2025
RULE-005	Business Hotel Medan	Derived Pricing	Standard Room	Occupancy < 40%	-10%	Low	ACTIVE	01 Feb 2025
RULE-006	Luxury Resort Yogyakarta	Restriction	Presidential Suite	Max Stay 7nights	Fixed	Medium	DRAFT	01 Feb 2025
RULE-007	Airport Hotel Makassar	Seasonal	Standard Room	Low Season	-15%	Low	ACTIVE	01 Feb 2025
RULE-008	Heritage Hotel Palembang	Advanced Purchase	Deluxe Room	Book 14 days	-15%	Medium	ACTIVE	01 Feb 2025
RULE-009	Grand Hotel Jakarta	Restriction	Deluxe Room	Min Stay 2nights	Fixed	Medium	ACTIVE	01 Feb 2025
RULE-010	Beach Resort Bali	Derived Pricing	Suite	Occupancy > 90%	+20%	High	DRAFT	01 Feb 2025

**Seasonal Pricing Adjustments**  
Upcoming seasonal rate changes and event-based adjustments. Adjustments: 8

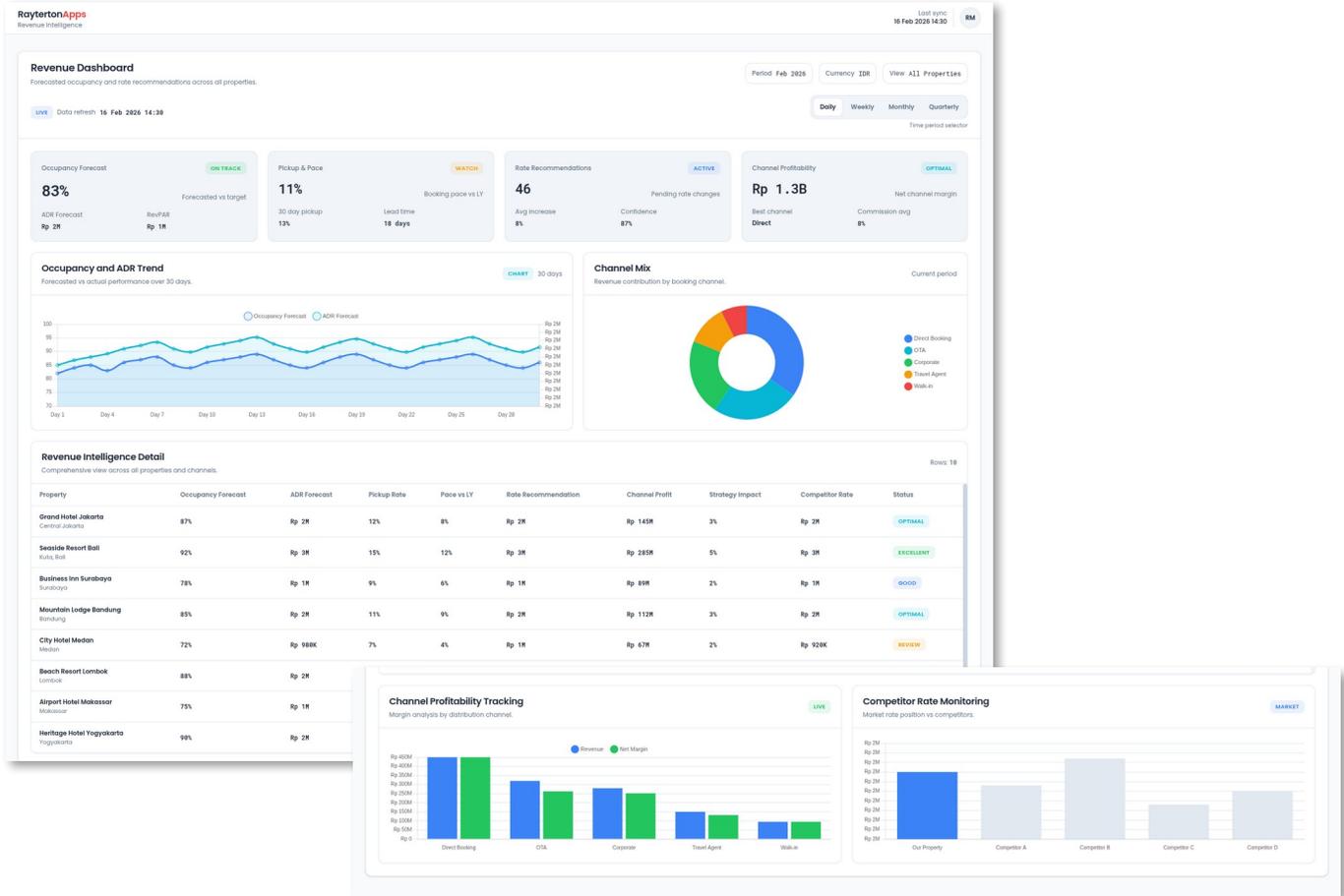
Adjustment ID	Property	Season	Room Type	Start Date	End Date	Adjustment	Reason	Status
SA-001	Beach Resort Bali	Peak Season	Deluxe Room	01 Jun 2025	31 Aug 2025	+25%	Summer tourism	SCHEDULED
SA-002	Grand Hotel Jakarta	Low Season	Standard Room	01 Sep 2025	30 Nov 2025	-15%	Post-summer dip	SCHEDULED
SA-003	Mountain Lodge Bandung	Holiday Peak	Suite	20 Dec 2025	05 Jan 2026	+35%	New Year	SCHEDULED
SA-004	Luxury Resort Yogyakarta	Festival Period	Presidential Suite	15 Apr 2026	22 Apr 2026	+40%	Local Festival	SCHEDULED
SA-005	City Center Surabaya	Business Peak	Standard Room	01 Mar 2026	31 Mar 2026	+20%	Trade fair	SCHEDULED
SA-006	Airport Hotel Makassar	Off-Peak	Standard Room	01 Feb 2026	28 Feb 2026	-10%	Low demand	ACTIVE
SA-007	Business Hotel Medan	Corporate Event	Standard Room	10 May 2026	15 May 2026	+10%	Conference	SCHEDULED

Pricing should never be managed in silos across different platforms. This module centralizes your rate plans and restriction rules, allowing you to establish a single source of truth for all pricing activities. By standardizing your rate policy, you can maintain parity and ensure that your pricing strategy is applied consistently whether the guest is booking through an agency or your own website.

### Features:

- Centralized Rate Plan Master
- Derived Pricing Logic
- Restriction Rules and Advanced Purchase Rules
- Minimum Length of Stay Controls
- Rate Parity Monitoring
- Seasonal Pricing Adjustments

## Revenue Management Intelligence



This module moves beyond simple reporting by providing actionable intelligence for your pricing strategy. It analyzes booking pace and historical data to offer specific recommendations for increasing your ADR and RevPAR. This ensures that every pricing and distribution decision is based on actual demand data rather than intuition, helping you optimize occupancy throughout the year.

### Features:

- Occupancy and ADR Forecasting
- Pickup and Pace Analytics
- Rate Recommendation Engine
- Channel Profitability Tracking
- Strategy Simulation Tools
- Competitor Rate Monitoring

## Central Reservation and Operations Hub

**Unified Reservation Inbox**  
Centralized booking cards from multiple channels with real-time status tracking.

Property: All Hotels | Period: Feb 2026 | Channel: All

Filter by status: All Bookings | Pending | Confirmed | Cancelled

Today bookings: 12 (Active) | Modification queue: 8 (Review) | Overbooking alerts: 3 (Critical) | Corporate bookings: 3 (Group)

**Booking volume trend**  
Daily reservation intake by channel. Chart showing Direct, OTA, and Corporate over 7 days.

**Channel distribution**  
Booking sources breakdown. Pie chart showing Direct Website, Expedia, Booking.com, Agoda, and Corporate.

**Modification and audit trail**  
Change history and approval workflow. 4 requests pending, 2.5 hrs avg wait, 50% approval rate.

**Unified reservation inbox**  
Detailed booking cards from all channels.

Booking ID	Guest	Property	Room type	Check in	Check out	Nights	Channel
BK-268216-881	Ahmad Wijaya	Grand Hotel Jakarta	Deluxe King	2026-02-16	2026-02-18	2	Expedia
BK-268216-882	Sarah Putri	Bali Paradise Resort	Ocean Suite	2026-02-17	2026-02-20	3	Booking.com
BK-268216-883	PT Maju Jaya	Grand Hotel Jakarta	Executive Suite	2026-02-18	2026-02-19	1	Corporate

**Operational notes and tasks**  
Internal coordination across properties and departments.

Task ID	Property	Department	Type	Priority	Description	Assigned to	Due date	Status
TS-268216-881	Grand Hotel Jakarta	Front Office	Room Prep	High	Prepare VIP suite for corporate guest	Front Desk Team	16 Feb 18:00	In Progress
TS-268216-882	Bali Paradise Resort	Housekeeping	Maintenance	Low	Fix air conditioning in room 302	Engineering	17 Feb 10:00	Pending
TS-268216-883	Beach Resort Surabaya	F&B	Event Setup	High	Conference room setup for 50 pax	Banquet Team	17 Feb 08:00	In Progress
TS-268216-884	Mountain View Bandung	Front Office	Guest Check	Low	Follow up on guest feedback survey	Guest Relations	18 Feb 12:00	Pending
TS-268216-885	Median City Hotel	Housekeeping	Inventory	Medium	Restock amenities in all rooms	Housekeeping	16 Feb 16:00	Completed
TS-268216-886	Grand Hotel Jakarta	F&B	Menu Update	Low	Update breakfast menu options	Executive Chef	19 Feb 14:00	Pending
TS-268216-887	Bali Paradise Resort	Front Office	Training	Medium	Staff training on new booking system	Training Manager	20 Feb 09:00	Pending
TS-268216-888	Beach Resort Surabaya	Maintenance	Safety Check	High	Fire safety system inspection	Safety Officer	17 Feb 15:00	In Progress

Operational efficiency is improved by uniting all reservations into a single control center. This module eliminates the need for manual data entry by pulling bookings from both direct and OTA sources into a unified inbox. The team can manage modifications and rebooking flows with the confidence that every change is tracked and synchronized with your inventory.

### Features:

- Unified Multi Channel Reservation Inbox
- Detailed Modification and Audit Trail
- Automated Overbooking Safeguards
- Corporate and Group Booking Management
- Internal Operational Notes and Tasks
- Cancellation and No Show Tracking

## Payments, Invoicing, and Reconciliation

Managing the financial lifecycle of a booking requires accurate tracking of payments and settlements. This module accelerates cash collection and simplifies the reconciliation process for the finance team. By providing clear payment statuses and automated tax invoicing, the platform ensures that your financial records are always clean and ready for audit.

### Features:

- Digital Payment Collection and Authorization
- Automated Virtual Account Reconciliation
- Tax Invoice and Receipt Generator
- Refund and Chargeback Management
- Deposit and Prepayment Rule Enforcement
- Payout and Settlement Reporting

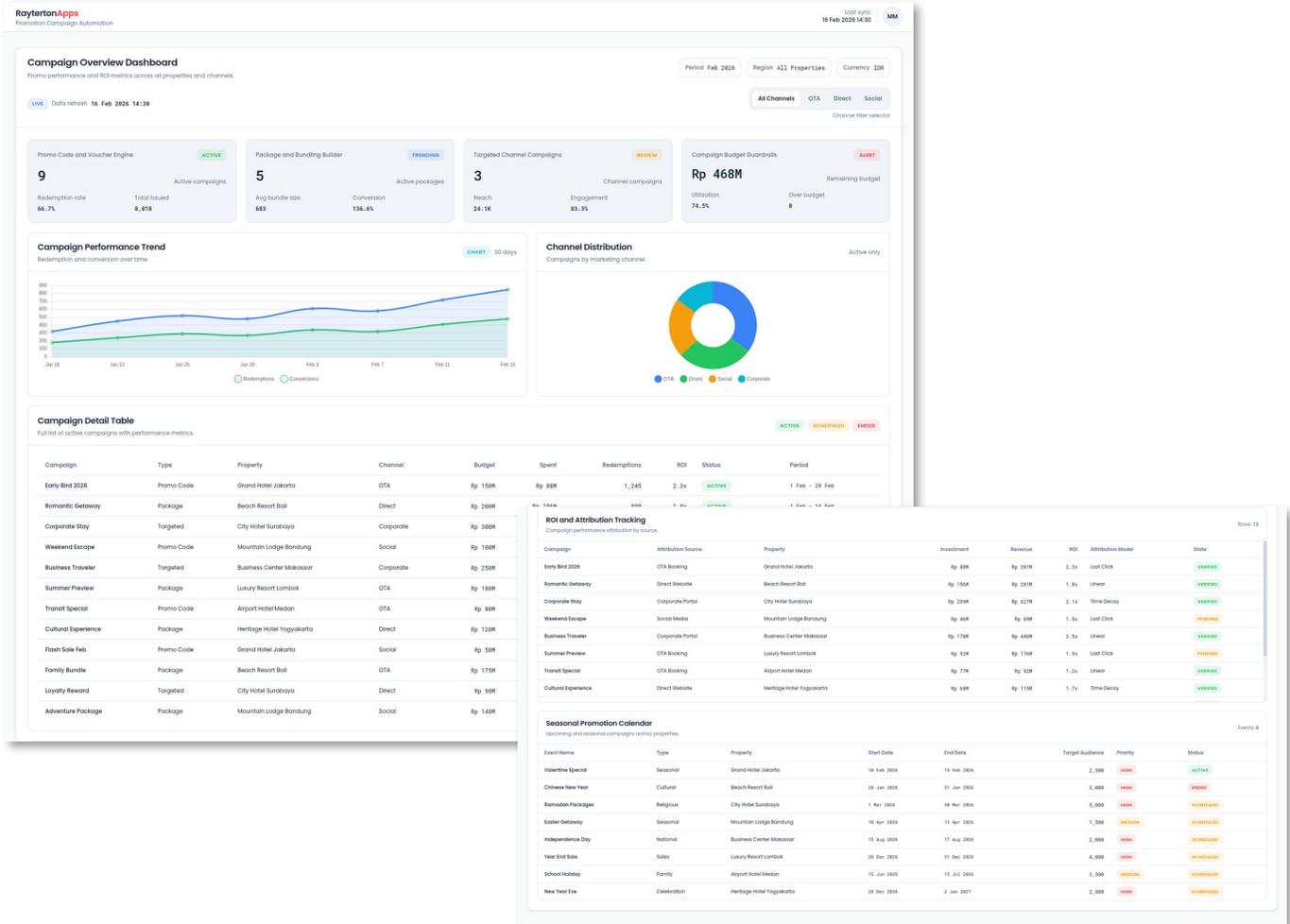
## Guest CRM and Loyalty Intelligence

Direct bookings are most effective when they come from a loyal guest base. This module builds unified profiles for every guest, tracking their preferences and stay history across your properties. By applying loyalty logic and personalized incentives, you can lower your guest acquisition costs and turn first time visitors into lifelong brand advocates.

### Features:

- Unified Guest Profile Management
- Historical Stay and Spend Tracking
- Customer Segmentation Engine
- Loyalty Tier and Benefit Logic
- Consent and Privacy Management
- Automated Personalized Remarketing Triggers

## Promotion and Campaign Automation

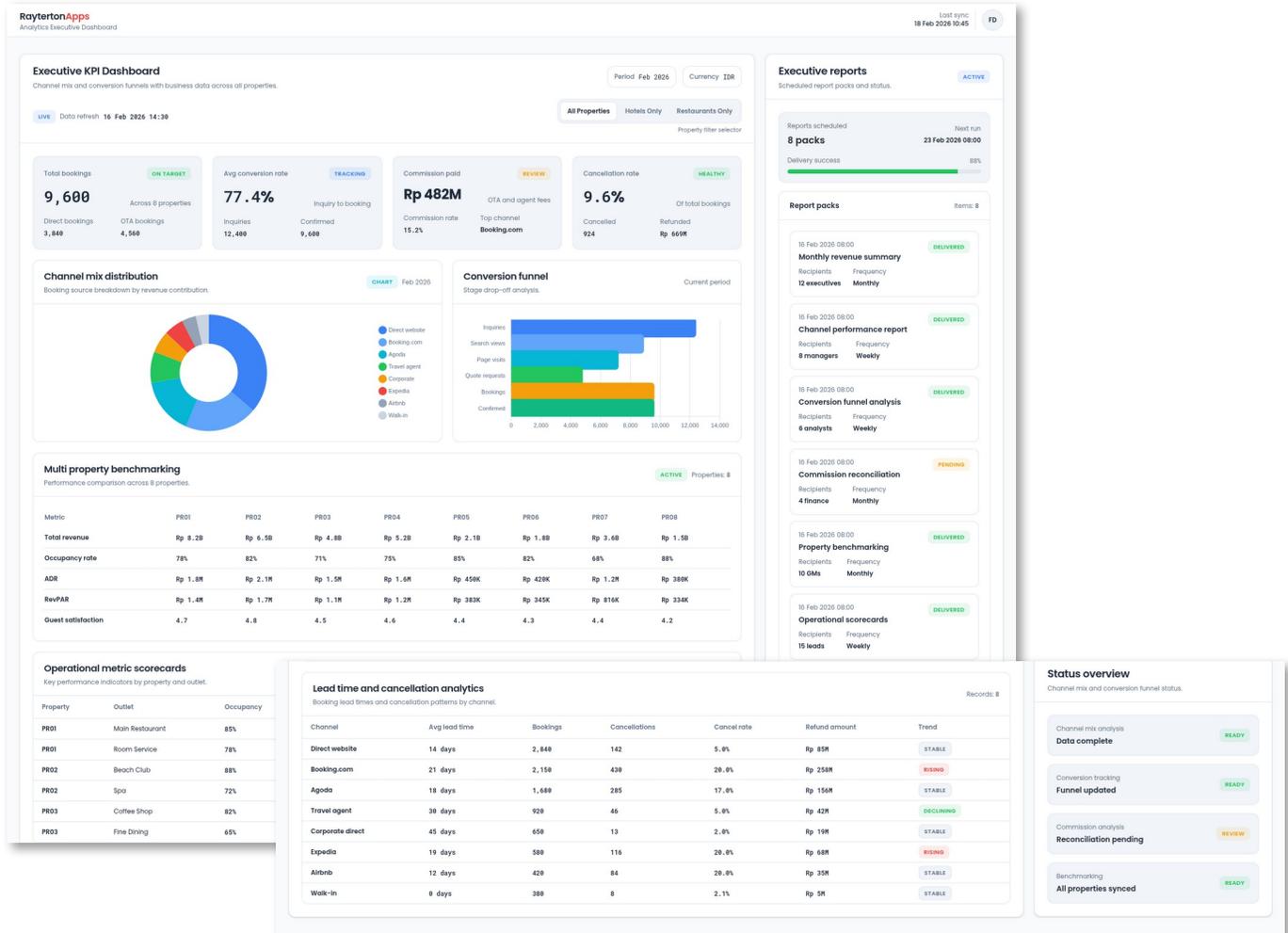


Drive demand during low seasons with targeted promotions that are fully measurable. This module allows you to create promotional codes and vouchers that can be linked to specific channels or campaigns. You can set budget guardrails to ensure that your promotions increase booking volume without negatively impacting your core profit margins.

### Features:

- Promo Code and Voucher Engine
- Package and Bundling Builder
- Targeted Channel Specific Campaigns
- Campaign Budget Guardrails
- ROI and Attribution Tracking
- Seasonal Promotion Calendar

## Analytics and Executive Dashboard

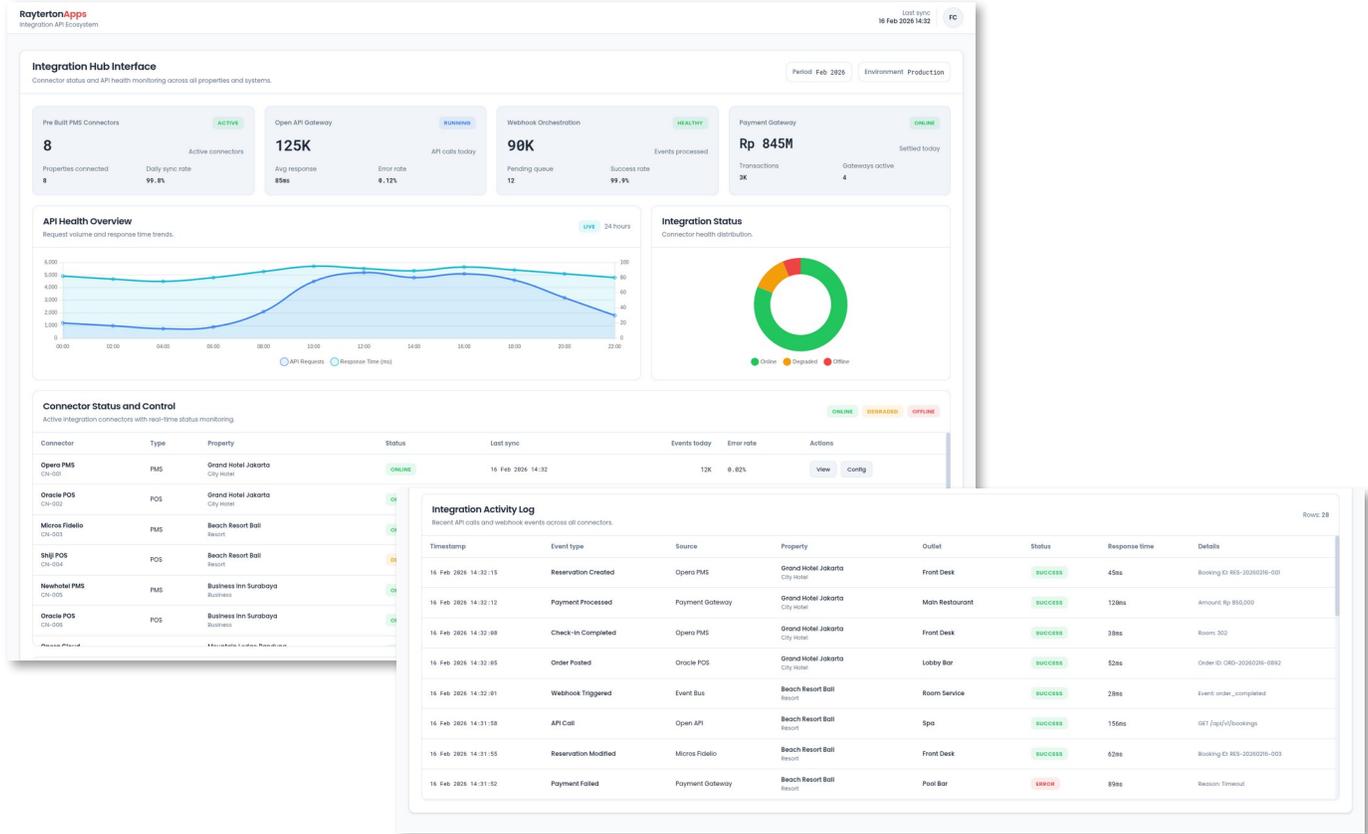


Strategic decisions require a high level view of your overall property performance. This module provides management with real time visibility into channel mix, booking lead times, and campaign ROI. With these insights, you can quickly adjust your strategy to address changes in market demand and ensure the business remains competitive.

### Features:

- Channel Mix and Commission Analysis
- Booking Conversion Funnel Reports
- Multi Property Benchmarking
- Operational Metric Scorecards
- Lead Time and Cancellation Analytics
- Scheduled Executive Report Packs

## Integration and API Ecosystem

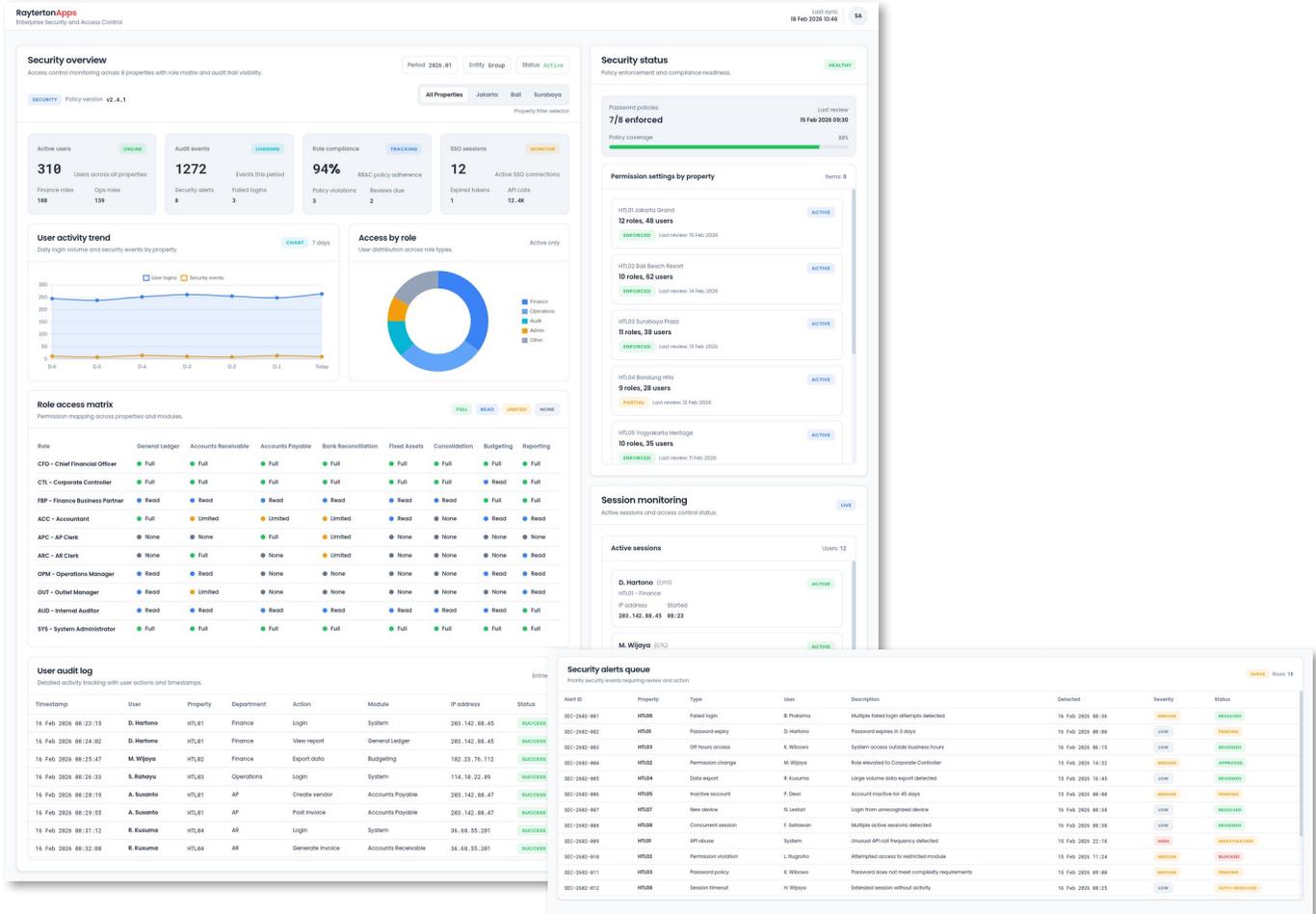


The platform is designed to coexist within your existing technology landscape. This module ensures that your booking and channel management activities are perfectly synchronized with your Property Management System and CRM. By utilizing a robust API ecosystem, you can connect your operations to local payment gateways and global analytics tools without technical friction.

### Features:

- Pre Built PMS Connectors
- Open API Gateway for Third Party Apps
- Webhook and Event Bus Orchestration
- Payment Gateway Integration
- Third Party Analytics Tag Management
- Data Export and BI Connectors

# Enterprise Security, Access Control, and Audit



For hotel chains and enterprise operations, security and accountability are non negotiable. This module provides a robust access control matrix that allows you to define exactly what each user can see and do within the system. Every change to a rate, an inventory count, or a reservation is recorded in a comprehensive audit log to ensure total transparency.

## Features:

- Role Based Access Control
- Full Module and User Audit Trails
- Multi Property Permission Settings
- Security and Password Policy Enforcement
- SSO and Authentication Integration
- Session and Access Monitoring

### Ready to Unify Your Hotel Distribution Strategy

Share your property portfolio goals and current system landscape with our team. Rayterton will standardize your distribution management and deliver real time visibility across your booking performance and channel profitability.

#### Contact Us :

 +62 812 9615 0369

 [marketing@rayterton.com](mailto:marketing@rayterton.com)

## About Rayterton

Established in 2003, Rayterton delivers comprehensive Best Fit Software Solutions, server and hardware products, and technology services to a wide range of industries and organizations. Our core expertise lies in Business Process Improvement (BPI), IT Infrastructure, and IT Management.

At Rayterton, we are committed to empowering our clients by enhancing their business operations through tailored IT and management solutions. We combine innovation, experience, and client collaboration to ensure long-term success and digital transformation.

## Our Competitive Strengths

**100% Risk Free**

**Best fit to client requirements**

**Easy to customize**

**Software ownership**

**No Change Request (CR) fees during maintenance**

**For more information, visit [rayterton.com](http://rayterton.com)**