



Hotels for Everyone and EastFace Software have partnered to provide you with a PHP code set to quickly create your own fully customized XML/JSON travel site.

The Hotels For Everyone website has been in operation for nearly 6 years. Information architecture design for the first version of the XML site began in 2006 and we continue to enhance the site to enable in order to take the business in new directions and to new heights. The platform continues to perform well, and to date is responsible for well over \$30 million in online gross sales.

We strongly believe that our platform is one of the most flexible, most powerful hotel platforms available, very efficiently authored in PHP and quite scalable. We have also developed a number of valuable elements not common nor thought of by privately held affiliates or small OTAs.

Platform details include:

Flexibility and Scalability

Multi-domain/multi-language/multi-currency/multi-design all running on a single platform designed for flexibility, efficient growth and low maintenance cost.

Engineered to simultaneously process and sort multiple inventory sources.

Service fee capable and ready with Authorize.net integration.

Multi-directional phone display allowing you to parse which sales calls are handled by which call center or agency based on hotel, destination or other parameter.

Proprietary Sorting Algorithm – currently weighted by multiple parameters, easily customizable.

Proprietary Amenities Filtering – easily customizable allowing you to create amenities based on EAN or non EAN proprietary data.

Includes incentive capability in the form of online booking bonuses such as free tickets, city guides etc.

Includes full coupon (promo code) capability.

A/B testing environment – allows for testing of different designs or booking flow elements.

Complete back end Content Management System (CMS) including:

Bulk and individual page loading and editing

Database catalog syncing – on a nightly basis, the key inventory database files are automatically downloaded and loaded into the CMS for use within the system. This includes hotels, hotel descriptions, destinations and more.

Live sorting test tool

Live reservation status by site

API Error statistics captured, performance reported on no availability, errors, network status and more in an easy to understand dashboard.

Technical Requirements

- The platform is built using the Model–View–Controller design pattern on the CakePHP framework. The server requirements to run the platform are:
 - MySQL 5.0.77
 - PHP 5.2.10 (with XCache v1.3.1)
 - Apache 2.2.3

Other Considerations

The code will be supplied with no warranties given your specific use however; we will cover and quickly resolve any bug fixes related to original code set as deployed in the Hotels for Everyone environment. These bug fixes, should there be any, will be corrected at no cost for 6 months from the date of purchase.

Benefits

This opportunity provides affiliates with a very good value. In fact, looking closer, there are several benefits for those who decide to jump start their XML site by purchasing the HFE code set:

Risk of success is virtually eliminated as this is a quality; leading edge code set currently working in production.

Speed to market – time is money and you will save up to 1–2 years of full time effort in building a successful site.

Cost – calculate the costs of wages, benefits, and ongoing maintenance vs. the cost of beginning with tried and true state of the art technology backed by a very knowledgeable and capable development company.

Immediate Asset Value – Affiliates will also gain a real asset which they can quickly customize to create increased value to the company.

Optional Customization & Support is available – EastFace Software will quickly provide the finishing touches by installing the presentation layer to the specifications of the buyer at an additional fee.