



CM STUDIO  
**.Hotel**

FACTSHEET  
**TOURISM PRODUCTS**  
VALID FROM APRIL 2024



# CM STUDIO .Hotel

## FUNCTIONS AND SCOPE OF SERVICES

CM Studio .Hotel is the „all-in-one“ solution for your professional online marketing.

Within a few days we offer you your individual internet presence with many valuable features.

Stand out from the crowd.

BASIC	ECONOMY	BUSINESS	PREMIUM
up to 25 rooms	up to 50 rooms	up to 100 rooms	up to 200 rooms

	BASIC	ECONOMY	BUSINESS	PREMIUM
Responsive design & mobile SmartPhone recognition	✓	✓	✓	✓
Design selection based on the MASCH design library	✓	✓	✓	✓
Multilingual website incl. multilingual CMS administration	✗	✓	✓	✓
Creating additional subpages by the user is possible	✓	✓	✓	✓
Integrated SEO features for automated onpage optimization of your hotel website	✓	✓	✓	✓
Room overview & detail pages	✓	✓	✓	✓
Restaurant overview & detail pages	✓	✓	✓	✓
<b>Additional option:</b> Online table reservation request for occupancy planning	✗	✓	✓	✓
Overview & detail pages for other leisure activities of the hotel: wellness, SPA, beauty, sports activities, etc.	✗	✗	✓	✓
For conference hotels: conference room configurator including reservation request	✗	✗	✗	✓
Event news via integrated news ticker	✗	✗	✓	✓
Integrated statistics evaluation & Google Analytics	✓	✓	✓	✓
Integrated guest rating manager	✗	✗	✓	✓
Social network connection from Facebook, Instagram & Twitter	✓	✓	✓	✓

	BASIC	ECONOMY	BUSINESS	PREMIUM
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Integrated hotel blog including tag management and chat option	✗	✗	✓	✓
Integrated chat module for direct communication with the online visitor	✗	✗	✓	✓
Integrated voucher shop	✗	✗	✗	✓
Newsletter system including Responsive Template	✗	✗	✗	✓
Integrated booking platform (MASCH IBE) <small>The license size depends on the number of rooms and the module selection</small>	✓	✓	✓	✓
CM Studio .iBooking incl. CM Studio .iBooking DC	✓	✓	✓	✓
CM Studio .iBooking CS	✗	✓	✓	✓
CM Studio .iBooking Adv. RATE-MANAGER	✗	✗	✗	✓
Rate plan manager for travel agencies and integrated registration process for agencies	✗	✗	✗	✓
Rate plan manager for special conditions for regular guests or groups of guests	✗	✗	✓	✓
Integrated reservation request as alternative to online booking	✓	✓	✓	✓
<b>Optional: CM Studio .iQuote</b> - the integrated inquiry and offer manager to extend your booking platform	€ 49,00 per month	€ 59,00 per month	€ 59,00 per month	€ 59,00 per month
Overview and detail pages for arrangements and package deals	✗	✗	✗	✓
<b>The digital guest folder for that special hotel experience.</b> Take your service in the hotel to a new level, relieve your employees and increase your turnover with the help of the digital assistant.	✓	✓	✓	✓
<b>Optional: CM Studio .eCommerce Manager</b> 10 Upsell store for the successful sale of tickets, additional services, etc.	€ 49,00 per month	€ 49,00 per month	€ 49,00 per month	€ 49,00 per month
<b>Optional: Integration of price comparison tool</b> in the online booking (IBE)	✗	✗	✗	on request

### INCLUSIVE SERVICES OF MASCH CUSTOMER SERVICE:

THESE SERVICES ARE INCLUDED WITH THE PURCHASE OF THE SOFTWARE LICENSE AND ARE BASED ON THE SCOPE OF THE LICENSE PACKAGE.

Installation of the software on the hotel's web server	✓	✓	✓	✓
Installation & hosting of the website on MASCH CLOUD server (SSL hosting included)	✓	✓	✓	✓
Creation and programming of website content according to the content specifications of the hotel	✓	✓	✓	✓
Translation services for the following languages <sup>**</sup> : English, French, Italian, Spanish, Russian	German	German + 1 language	German + 2 languages	✓

<sup>\*\*</sup>) Please note that the translations are created by AI-based translation software and no guarantee can be given for an absolutely correct translation.

<sup>\*\*\*</sup>) Price info refers to 5 booking channels and max. 15 products (products = number of room category x number of price rates)

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**Basic setup of the CM Studio .Hotel IBE**  
according to customer specifications including integration of existing image material on rooms, price rates and additional services as well as connection to existing channel managers if interface is certified

✓	✓	✓	✓
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Software upgrade-maintenance and support  
1 year for purchased licenses or full term for rental and subscription licenses

✓	✓	✓	✓
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**Additional option for subscription customers:**  
free re-design / re-launch of the website every three years

✓	✓	✓	✓
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### ADDITIONAL SERVICES OF MASCH CUSTOMER SERVICE:

Extended setup of the CM Studio .Hotel IBE  
with video animations of all rooms, price rates and additional services.  
For this purpose existing picture and video material of the hotel is used and technically prepared

€ 299,00	€ 499,00	€ 749,00	✓
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**Exclusive Premium-Design** individually created by professional web graphic artists

✗	✗	✗	from € 999,00
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Adv. SEO setup by MASCH Customer Service for the entire website including text optimization

✗	✗	✓	✓
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Offpage SEO-Kampagne  
incl. listing/updating in free search engines

✗	✗	1 campaign per year	1 campaigns per year
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On-site photo shooting by professional hotel photographer:  
... for all room categories  
... Reception and breakfast restaurant  
... Restaurant and kitchen (if available)  
... Wellness and SPA area (if available)  
... Exterior view: building, garden etc. (depending on weather)

Billing at cost	Billing at cost	Billing at cost	Billing at cost
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On-site video shooting by professional videographer:  
... for all room categories  
... Reception and breakfast restaurant  
... Restaurant and kitchen (if available)  
... Wellness and SPA area (if available)  
... exterior view: building, garden etc. (depending on weather)  
... video aerial shots with drone possible

Billing at cost	Billing at cost	Billing at cost	Billing at cost
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Combined photo & video shooting  
(see services of photo and video shooting)

Billing at cost	Billing at cost	Billing at cost	Billing at cost
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## LICENSE AND SUBSCRIPTION PRICES

### MONTHLY RATE WITHOUT CHANNEL MANAGER SOFTWARE AND ADDITIONAL SERVICES

CM Studio .Hotel Subscription with 1 year fixed term	€ 249,00	€ 299,00	€ 439,00	€ 449,00	€ 549,00	€ 649,00
CM Studio .Hotel Subscription with 2 years fixed term	€ 239,00	€ 249,00	€ 339,00	€ 349,00	€ 449,00	€ 599,00
CM Studio .Hotel Subscription with 3 years fixed term	€ 129,00	€ 179,00	€ 269,00	€ 279,00	€ 359,00	€ 439,00
<b>Optional: CM Studio .PM</b> the Property-Manager	€ 79,00 per month	€ 99,00 per month	€ 149,00 per month	€ 99,00 per month	€ 149,00 per month	€ 199,00 per month

### NET PRICES FOR PURCHASE LICENSES

CM Studio .Hotel Purchase license incl. 1 year upgrade maintenance	€ 2.980,00	€ 3.980,00	€ 5.980,00	€ 7.480,00	€ 9.480,00	€ 11.980,00
CM Studio .Hotel Upgrade maintenance annual license	€ 599,00	€ 799,00	€ 1.199,00	€ 1.499,00	€ 1.899,00	€ 2.399,00

# CM STUDIO.**Hotel**



## **CM Studio .Hotel is the „All-in-One“ solution**

for your professional online marketing - within a few days we offer you your individual internet presence with these valuable features.



## **Multilingualism**

CM Studio .Hotel speaks the language of your guests - depending on the chosen package we offer you any language you consider important.



## **Well found with SEO features**

Your guests will find you well - our SEO features make sure of that. XML sitemap, rich snippets, optimized page layout: everything already on board.



## **Responsive and mobile ready**

CM Studio .Hotel combines responsive design with all elements of a mobile app: optimized for smartphone, tablet and desktop. Optimal for your guests and for Google & Co.



## **Guest reviews**

Integrate guest reviews - via your own review manager, but also via third-party providers such as Customer-Alliance, Trip-Advisor, etc.



## **Design: 100% flexible**

We have designed CM Studio .Hotel so that your internet presence fits perfectly to your brand - fonts, colors, logos and design settings (depending on the package).



## **Online booking fully integrated**

CM Studio .Hotel has its own integrated and networked IBE - Network your website with portals like TripAdvisor or Trivago or bind your channel manager to the integrated IBE. Of course we also integrate existing IBE solutions on request.



## **Website update made easy**

CM Studio .Hotel update independently with our intuitive CM Studio. And if you need help, our support is only a mouse click away.



## **Control is better - and included**

Whether your internet presence works successfully with CM Studio .Hotel, you can see from our reports.

Via Google Analytics you always have all figures in view, including booking turnover (IBE-dependent).



## **Hosting included - with security**

CM Studio .Hotel is securely located on servers in Germany - monitored around the clock by a team of experts and with an availability guarantee of 99.9% per year.



## **Updates included**

So that you can take care of your hotel, we take care of the updates of your internet presence.

CM Studio .Hotel is including the software maintenance and therefore always up-to-date and always secure.



## **Extendable through add-ons**

CM Studio .Hotel grows with you. Extend with add-ons (e.g. voucher store, conference configurator) your direct sales.

And special requests can optionally be fulfilled as individual customization.



**MASCH Software Solutions**  
Customer Service Group

Paulinenweg 3 - 51149 Cologne

Phone: +49 (0)2203 8068 405

Fax: +49 (0)2203 8068 407

E-mail: [sales@masch.com](mailto:sales@masch.com)

Web: [www.masch.com](http://www.masch.com)