CM STUDIO
.iBooking

MASCH
SOFTWARE SOLUTIONS

With **CM STUDIO .iBooking**, booking on the Internet, whether on computer, tablet or smartphone, becomes a positive experience and increases the anticipation of your guests' stay.

For hotels and vacation apartments. Scalable, achieves high completion rates, is very easy to use and *commission-free*.

CM STUDIO
.iBooking

FUNCTIONS AND SCOPE OF SERVICES
BASIC FUNCTIONS OF THE BOOKING MANAGER

	BASIC	ECONOMY	BUSINESS	PREMIUM
	up to 25 rooms	up to 50 rooms	up to 100 rooms	up to 200 rooms
Responsives design & mobile SmartPhone app in the browser	✓	✓	✓	✓
Complete integration of the IBE into the hotel website, visually, physically and logistically	✓	✓	✓	✓
Hotel rooms, apartments and packages can be booked directly. 24 hours a day, 7 days a week, 365 days per year	✓	✓	✓	✓
Direct availability check by the guest for rooms and/or apartments	✓	✓	✓	✓
Price management for additional beds or additional adults	✓	✓	✓	✓
Direct bookability of packages	✓	✓	✓	✓
Rate plan manager (alternative and calculated additional rates)	✓	✓	✓	✓
Integrated occupancy plan and price list manager for price and availability management without channel manager	✓	✓	✓	✓
Integrated rule manager for data management from single day to season times	✓	✓	✓	✓
Allocation plan with Quick-BookIn or CheckOut	✓	✓	✓	✓
Multiple currencies can be freely defined by the hotelier	National currency	National currency + 1 currency	National currency + 1 currency	✓
Multilingualism for the booking I/F German / English / French / Spanish / Italian / Russian (additional languages on request)	German	German + 1 language	German + 2 languages	✓
Multilingualism for the EXTRANET console German / English / French / Spanish / Italian / Russian	German	German + 1 language	German + 2 languages	✓
Direct bookability of all-inclusive offers and packages	✗	✗	✗	✓

	BASIC	ECONOMY	BUSINESS	PREMIUM
	up to 25 rooms	up to 50 rooms	up to 100 rooms	up to 200 rooms
Automatic e-mail notification to the hotel about bookings or cancellations	✓	✓	✓	✓
Automatic e-mail notification to the guest about completed bookings or cancellations	✓	✓	✓	✓
E-mail administration editor for free configuration of system messages to hotel and guests	✓	✓	✓	✓
Online cancellation possible for the guest	✓	✓	✓	✓
One-Step-Booking from different room / apartment categories	✓	✓	✓	✓

PAYMENT PROCESSING

	BASIC	ECONOMY	BUSINESS	PREMIUM
by deposit of credit card data (max. 5 days)	✓	✓	✓	✓
per Speicherung der Kreditkartendaten in PCI-zertifiziertem Channel-Manager oder PMS (z.B. Hotel-Spider / RECONLINE)	✗	✓	✓	✓
per bank transfer / prepayment	✓	✓	✓	✓
by direct payment via Postbank AG / Postbank Suisse	✗	✗	✓	✓
via CC direct payment (payment service provider STRIPE)	✗	✗	✓	✓

eCONCIERGE » YOUR ONLINE-SHOP
FOR ALL ADDITIONAL SERVICES OF YOUR HOTEL

	BASIC	ECONOMY	BUSINESS	PREMIUM
Sale of additional services such as SPA, wellness, theater and exhibition tickets, guided tours etc.	✓	✓	✓	✓
Services are provided flexibly via different calculation methods	✓	✓	✓	✓
Promotion codes for regular guest room rates and special marketing offers	✗	✓	✓	✓
Services can be deposited as compulsory bookings (visitor's tax, bed tax etc.)	✓	✓	✓	✓

CATEGORY MANAGER
FOR ROOM AND VACATION APARTMENTS

	BASIC	ECONOMY	BUSINESS	PREMIUM
Definition of the occupancy variables Standard, minimum and maximum occupancy as well as child and additional occupancies can be defined freely and individually for each category	✓	✓	✓	✓

	BASIC	ECONOMY	BUSINESS	PREMIUM
	up to 25 rooms	up to 50 rooms	up to 100 rooms	up to 200 rooms
Language dependent designations and text descriptions	German	German + 1 language	German + 2 languages	✓
Categorisation freely definable (Standard, Superior, Deluxe etc.)	✓	✓	✓	✓
Differentiation according to room or vacation apartment type Pricing based on number of guests or with room/apartment all-inclusive	✓	✓	✓	✓
Definition of child prices flexible in up to 4 age groups	✓	✓	✓	✓
Photo and video gallery to illustrate the rooms/apartments, price rates and additional services	✓	✓	✓	✓
Linking of included services such as WLAN, parking space, etc.	✓	✓	✓	✓
Cross-linking of partner hotel URLs in case of overbooking your own hotel	✗	✗	✓	✓

MANAGEMENT / PROCESSING OF ROOM / APARTMENT BOOKINGS VACATION APARTMENT BOOKINGS:

	BASIC	ECONOMY	BUSINESS	PREMIUM
Efficient management of incoming room/vacation apartment bookings (cancel/confirm/delete/rebook)	✓	✓	✓	✓
Rebooking option for uncomplicated booking changes by the reservation department	✓	✓	✓	✓
Reservation upgrade via the booking platform	✗	✗	✗	✓
Booking archive for the transactions made a booking is automatically transferred to the booking archive on check-out day	✓	✓	✓	✓

MODULES

	BASIC	ECONOMY	BUSINESS	PREMIUM
CM Studio .iBooking 2020 with functions described previously	✓	✓	✓	✓
CM Studio .iBooking DC - Data client with interface to various Channel Manager and PMS software products	€ 20,00 per month	✓	✓	✓
CM Studio .iBooking CS - Connectivity Switch to Channel managers, PMS software, META portals: TripAdvisor and Trivago	✗	€ 10,00 per month	✓	✓
CM Studio .iBooking MR - Advanced multi-rate manager	✗	✗	✗	✓
Rate plan manager for travel agencies and integrated registration process for agencies	✗	✗	✗	✓

	BASIC	ECONOMY	BUSINESS	PREMIUM
	up to 25 rooms	up to 50 rooms	up to 100 rooms	up to 200 rooms
Optional: CM Studio .iQuote - the integrated request and quote manager to extend your booking platform	€49,00 per month***	€ 59,00 per month***	€ 59,00 per month***	€ 59,00 per month***
Optional: CM Studio .eCommerce Manager - 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
Optional: Integration of price comparison tool in online booking (IBE) by product from third-party supplier	✗	✗	✗	upon request

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

INCLUDED SERVICES OFFERED BY THE
MASCH CUSTOMER SERVICE:
These services are included with the purchase of the software license and are based on the scope of the license package.

	BASIC	ECONOMY	BUSINESS	PREMIUM
Installation of the software on the hotel's web server	✓	✓	✓	✓
Installation & hosting of the website on MASCH CLOUD server (SSL-Hosting included)	✓	✓	✓	✓
Adaptation of the booking layout to the web design or CI of the hotel website	✓	✓	✓	✓
Translation services for the following languages**: English, French, Italian, Spanish, Russian	German	German + 1 language	German + 2 languages	✓

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

	BASIC	ECONOMY	BUSINESS	PREMIUM
Basic setup of the CM Studio .iBooking 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	€ 249,00 one-time service fee	€ 349,00 one-time service fee	€ 499,00 one-time service fee	✓
Software upgrade-maintenance and support 1 year for purchased licenses or full term for rental and subscription licenses	✓	✓	✓	✓
Personal instruction as online training by the MASCH Customer Service	✓	✓	✓	✓
Training documents for software operation via https://akademie.masch.com	✓	✓	✓	✓

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

ADDITIONAL SERVICES OF THE
MASCH CUSTOMER SERVICE

	BASIC	ECONOMY	BUSINESS	PREMIUM
Extended setup of the CM Studio .iBooking 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 one-time service fee	€ 499,00 one-time service fee	€ 749,00 one-time service fee	✓
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
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
Combined photo & video shooting (see services of photo and video shooting)	Billing at cost	Billing at cost	Billing at cost	Billing at cost

LICENSE AND SUBSCRIPTION PRICES

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

MONTHLY RATE WITHOUT CHANNEL MANAGER SOFTWARE AND ADDITIONAL SERVICES

	BASIC	ECONOMY	BUSINESS	PREMIUM	PREMIUM	PREMIUM
CM Studio .iBooking Subscription with 1 year fixed term	€ 59,00	€ 89,00	€ 119,00	€ 189,00	€ 219,00	€ 279,00
CM Studio .iBooking Subscription with 2 years fixed term	€ 49,00	€ 79,00	€ 99,00	€ 169,00	€ 199,00	€ 249,00
CM Studio .iBooking Subscription with 3 years fixed term	€ 46,00	€ 73,00	€ 92,00	€ 156,00	€ 185,00	€ 229,00
Optional: CM Studio .iQuote - 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	€ 59,00 per month	€ 59,00 per month
Optional: CM Studio .eCommerce Manager 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	€ 49,00 per month	€ 49,00 per month
Optional: CM Studio .PM 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

	BASIC	ECONOMY	BUSINESS	PREMIUM	PREMIUM	PREMIUM
CM Studio .iBooking Purchase license incl. 1 year upgrade maintenance	€ 1.499,00	€ 1.999,00	€ 2.499,00	€ 3.999,00	€ 4.999,00	€ 5.999,00
CM Studio .iBooking DC Purchase license incl. 1 year upgrade maintenance	€ 360,00					
CM Studio .iBooking CS Purchase license incl. 1 year upgrade maintenance		€ 250,00				
CM Studio .iBooking upgrade maintenance annual license	€ 299,00	€ 399,00	€ 499,00	€ 799,00	€ 999,00	€ 1.199,00
CM Studio .iBooking DC upgrade maintenance annual license	€ 72,00					
CM Studio .iBooking CS upgrade maintenance annual license		€ 50,00				

CM STUDIO**.iBooking**

CM Studio .iBooking is the commission-free IBE for your online sales

CM Studio .iBooking is fully installed on your hotel website.

Visually as well as technically, the booking solution is part of your website.

Multilingualism

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

Do not send your guests to a foreign web portal - they might not find their way back to you!

Hotel rooms, apartments and package offers directly book-able for your guest

Don't pay commissions for completed bookings, because the guest is already at your door! CM Studio .iBooking is flexibly adjustable to every requirement of your business model.

Responsive and Mobile Ready

CM Studio .iBooking 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 ratings - via your own rating manager, but also via third-party providers such as Customer-Alliance, TripAdvisor, etc.

Design: 100% flexible

We have designed CM Studio .iBooking to make your online booking look and feel like a perfect match for your brand and your existing website - fonts, colors, logos and much more.

Mobile online booking - an elementary component of your room sales

CM Studio .mobile booking is based on the Multi-Device and Responsive Design technology from MASCH Software Solutions and currently supports more than 600 different SmartPhone device models.

Data management made easy

With CM Studio .iBooking you can update your booking data such as prices and availability independently or via channel manager.

And if you need help, our support is only a mouse click away.

Control is better - and inclusive

CM Studio .iBooking offers complete control over your guests' personal information as the data is stored on your website. Check this fact with other IBE solutions and you will be amazed!

Hosting with you or in the MASCH CLOUD

CM Studio .iBooking is usually integrated on your web server. If you want a CLOUD installation from MASCH, our servers are hosted in Germany - monitored around the clock by a team of experts and with a 99.9% availability guarantee per year.

Updates included

So that you can take care of your hotel, we take care of the updates of your online booking software.

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

Extendable by channel managers and search engines

CM Studio .iBooking grows with you With CM Studio .iBooking CS we offer you ‚connectivity' via channel manager to the leading booking portals and interfaces to price comparison portals like TripAdvisor and Trivago.

MASCH Software Solutions
Customer Service Group

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