

REAL HOTEL OPERATIONS SOLUTIONS

POWERED BY
SkyTouch[™]
TECHNOLOGY



MEDIA KIT

THE NEW ERA OF HOTEL PMS

IT'S TIME TO ASK MORE
FROM YOUR PMS PROVIDER

SKYTOUCH PROVIDES REAL
HOTEL OPERATIONS SOLUTIONS

**DESIGNED AND MANAGED BY HOTEL
OPERATORS, FOR HOTEL OPERATORS**

- ▶ COMPETENT 24/7 TECHNICAL SUPPORT INCLUDED WITH PMS
- ▶ AUTOMATED RATE AND INVENTORY MANAGEMENT
- ▶ EASY TO USE AND EASY TO LEARN
- ▶ NO HARDWARE OR SOFTWARE TO BUY OR MAINTAIN
- ▶ CLOUD-BASED MOBILITY TO MANAGE FROM ANYWHERE
- ▶ AN OVERALL UPTIME OF 99.94%



SKYTOUCH.TECH



REAL SOLUTIONS *to* REAL HOTEL OPERATIONS PROBLEMS

SKYTOUCH TECHNOLOGY AND THE NEW ERA OF PMS

Too often, industries must operate around a force-fed technology that meets only some of their needs. There seems to be a distinct disconnect between what owners need and what providers are willing or able to deliver, with owners finding themselves at a crossroad; keep looking, or accept the status quo?

Back in 2003, Choice Hotels, having grown increasingly frustrated with the lack of property management system (PMS) options that could even come close to truly meeting their hotel owners' unique needs, decided to solve this dilemma with a third option—fill the need themselves.

Creating a product that would become a defining value proposition for Choice Hotel's property owner-partners, the choiceADVANTAGE PMS system proved so popular that even owners of non-Choice branded hotels called for the product to be available to a market beyond Choice customers.

Choice answered the call with the creation of SkyTouch Technology and the new cloud-based SkyTouch PMS. Today, SkyTouch continues to reinvent the notion of not only what a PMS can offer, but more importantly, what a PMS company should offer, ushering in the New Era of PMS.

TIMELINE

2003 Choice Hotels International creates and releases a cloud-based PMS called choiceADVANTAGE in response to the growing technology needs of hotel operators, and the lack of PMS options in the market.

2012 With almost 6,000 Choice Branded hotels experiencing the enhanced mobility, security, and operational benefits of the choiceADVANTAGE system, Choice Hotel owners begin demanding a version of the product that they can use in their non-Choice hotels.

2013 Determined to meet the needs of Choice and non-Choice customers alike, Choice creates a commercial version of the wildly popular choiceADVANTAGE system via a new company, SkyTouch Technology, and the SkyTouch PMS is launched worldwide.

2015 With product and service leadership guided by an entrepreneurial CEO, SkyTouch continues to make history. By integrating future-focused SaaS hotel technology with solutions to real problems facing today's hotel operators, a truly New Era in PMS is launched, and in the process, doubles the number of non-Choice properties on the SkyTouch system.

Real Solutions and the Bottom Line

Without a seat at the table, PMS technology cannot be driven by real hotel operators. SkyTouch understands this, and is dedicated to actively engaging hoteliers in the company's mission to discover the real issues and then to deliver real solutions that actually make a bottom line difference. With a recent SkyTouch survey of over 1,250 rated users giving SkyTouch technical support a score of 9.6 out of 10, it's clear that the SkyTouch PMS is a property management solution worth serious consideration.

WHO IS SKYTOUCH TECHNOLOGY?

SkyTouch Technology is the provider of the most widely used cloud-based property management system (PMS) solution, developed and optimized to provide proven value, reliability, and mobility. In this New Era of hotel PMS, SkyTouch is helping today's hotel operators meet their most important strategic objectives: to achieve growth, to advance operating performance, and to improve the guest experience – all while evolving with changing customer needs.

WHAT IS THE SKYTOUCH HOTEL PMS?

Designed and managed by hotel professionals, for hotel professionals, the SkyTouch PMS is accessible from anywhere with an internet connection, providing visibility and control of operations through real-time, impactful business analytics. With fully integrated property, rate and distribution management, 24/7 tech support, an overall uptime of 99.94%, plus over 100 interfaces, the SkyTouch PMS has been delighting customers for over 10 years, and currently serves more than 6,000 customers worldwide.

PRODUCT HIGHLIGHTS

- **Cloud-Based Mobility** to manage from anywhere
- **No Hardware or Software to Buy/Maintain**
- **Easy to Use, Easy to Learn** to get up and running quickly and mitigate risks caused by turnover
- **Automated Rate and Inventory Management** to help optimize profitability and operational performance
- **Remote Housekeeping** to help keep staff on the move and in touch
- **24/7 Technical Support** included in PMS
- **100+ Interfaces** to key hotel systems
- **99.94% overall uptime**
- **PCI-Compliant**

EXECUTIVE LEADERSHIP

Jonah Paransky, Chief Executive Officer
Steven Randle, VP, Technology Delivery
Ted Best, VP, Product Management
Shane Platt, VP, Business Development
Larry Gorman, Chief Technology Evangelist
Doug Hogan, Sr. Director, Operations
Stacey Werner Shapiro, Sr. Legal Advisor
Charlie Green, Director, Product Management
Diane Bowen, Director, Customer Services

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 plus.google.com/+Skytouchtechnology

 [Facebook.com/SkyTouchTechnology](https://www.facebook.com/SkyTouchTechnology)

ACCESS FROM ANYWHERE

"Hotels and motels are open 24/7. There's a pretty good burn-out rate there if you can't walk away. And you need to be able to walk away but still be there. **With SkyTouch, as long as I have my smart phone in hand, I can change things up. It's mobile-friendly. I can go anywhere. I can get my life back.**"

Lori Andrew, CBVI, Calgary, Alberta

EASY TO USE AND LEARN

"Most of the time when somebody that's not computer savvy gets in front of a PMS, they just choke up. And for new employees, it can be an even bigger change. **SkyTouch is really user-friendly. And with the eLearning online, a lot of people just teach themselves really. My employees are not scared of using SkyTouch. That's a successful solution to me.**"

Rocky Patel, ABVI, Starke, FL



NEWCOMER TO THE HOSPITALITY INDUSTRY WANTS TO HELP THE CLOUD-BASED PMS COMPANY PUT A 'STAKE IN THE GROUND' AS A TECHNOLOGY INNOVATOR

By: Jena Tesse Fox

"Hotel companies are in the business of providing world-class guest experiences" ... "That's how they eat." As such, if vendors want to keep hotels coming back, they must provide "truly great service" to the end user. "What we provide to our customers determines the kind of service they can provide to their end users," [Jonah] Paransky said.

"Hotel companies should expect more from PMS vendors. They should expect support; regular, innovative updates; a product that's easy to use; and that front-desk personnel don't need weeks of training to use." With so many hotels facing rapid turnover, a lengthy program training process wastes time and money, Paransky said. "Expect value for the amount you're paying. Expect regular investment in upgrades to the product. These are all things that companies should expect. If they're not getting that from your vendor, find another one."

~ excerpt from *Vendor's View, Hotel Management, June 1, 2016*



DELIGHTING THE TECH-SAVVY GUEST

"Millennials are looking for self-service throughout their journey, and hotels have some work ahead of them to provide self-service through mobile devices while guests are on-site. A cloud-based PMS, with a strong ecosystem of integrations with other platforms popular with guests (such as social networks, entertainment sites, and travel sites) will be important for hotels embracing this disruption."

"Mobility is also an important element to enabling hotel staff to provide a better guest experience. A cloud-based PMS with full access from any mobile device will allow staff to interact on a more personal level with guests while still having access to the information they need to support the guest needs where they happen to be on property."

– Larry Gorman

~ excerpt from *Hospitality Technology, June, 2016*



SKYTOUCH TECHNOLOGY: THE MOBILE-OPTIMIZED HOTEL OPERATING SYSTEM EXPERTS

"When Cobblestone was seeking new development in towns with 5,000 - 10,000 people, they chose SkyTouch because they needed a system that could adapt while providing their franchisees with a best-in-class operating system. 'The personal touch and high levels of service that SkyTouch offers are the reasons for the continued engagement with Cobblestone,' says Brian Wogernese President and CEO, Cobblestone Hotels."

– Jonah Paransky

~ excerpt from *CIO Review, November, 2015*

FEATURE UPDATES

Usability: Hotels, especially those in economy to upper-midscale, can have high front desk staff turnover which drives increased training costs and reduced productivity. SkyTouch is known for delivering exceptional ease of use that enables front desk staff to be trained in as little time as a single work shift. To expand on this already exceptional user experience, we've added the following features:

- Batch No Shows
- Session Usability
- Enhanced Tape Chart

Security: EMV The increasing frequency of data breaches and targeted attacks on hotel guest and credit card information have required card issuers and the hospitality industry to increase the level of security around their information systems and credit card handling processes. SkyTouch is very committed to staying on the forefront of data security. We were one of the first cloud-based PMS providers to offer EMV functionality to its customers.

Distribution: WindsurferCRS SkyTouch offers a wide range of distribution choices from integrations with leading CRS providers (Pegasus and SynXis) to our own integrated channel manager. In January, 2016, we further expanded these options by partnering with SHR to include support for their WindsurferCRS, one of the most complete CRS applications on the market today that offer advanced CRS features to manage your rates across all distribution channels.

Guest Experience: China Union Pay Great guest experiences are the foundation of any hospitality operation, and one of the fastest growing segments of the travel industry are travels from mainland China. In order to support this trend, SkyTouch now offers support for one of the most popular Chinese credit cards, China Union Pay, through the Discovery payment network.

Productivity: Maintaining a high level of staff productivity and engagement is key to running a profitable hotel. SkyTouch has made several changes to the SkyTouch PMS over the last 12 months to increase the efficiency of your team. The changes include visibility into maintenance items for public spaces, automated e-mailing of audit reports to owners and corporate accounting staff, and increased configurability for Account Exports, and include:

- Non-Room Work Orders
- E-mail Night Audit
- Account Information Export
- Configurable Emergency Reports

NEW CUSTOMERS

VANTAGE HOSPITALITY GROUP AND SIGNATURE HOTELS

**SKYTOUCH AND VANTAGE HOSPITALITY GROUP INK EXCLUSIVE DEAL
RAPIDLY GROWING SIGNATURE HOTEL BRAND TO BE POWERED BY INDUSTRY'S PREMIER CLOUD-
BASED PMS**

SkyTouch Technology, an industry-leading hotel property management system (PMS) provider, and Vantage Hospitality Group, Inc., a top ten global hotel company with over 1,200 hotels, signed an exclusive agreement today. The deal unites the lodging industry's highly-rated and most widely used cloud-based PMS with Vantage's newest and most innovative brand yet; Signature – the only lifestyle/boutique hotel brand available for both conversion and new construction.

This new agreement further solidifies SkyTouch's preferred PMS position, while simultaneously helping to secure Signature's operational success.

"We are expanding our SkyTouch relationship through this exclusive agreement with our Signature owners because it's one of the most innovative PMS programs we've come across. It enables our members to have access to a strong, secure and easy to use system, empowering them with the critical information they need to make the best decisions for their properties," said Roger Bloss, Founder, President, and CEO of Vantage Hospitality. "This is another example of how we strive to ensure our hoteliers are in business for themselves, not by themselves."

"This agreement launches a new era for Vantage, one of the top ten hotel companies in the world," said Jonah Paransky, SkyTouch CEO. "And by being chosen as exclusive technology partner for such a group, it only reinforces SkyTouch's position as an industry-leading cloud-based PMS."

~ Phoenix, Arizona, May 3, 2016 (PRWEB) excerpt

VAGABOND INN HOTELS

**SKYTOUCH HOTEL OS® CHOSEN BY VAGABOND INN TO EXPAND OPERATIONAL CAPABILITIES
AND ENHANCE GUEST EXPERIENCE.**

SkyTouch Technology, provider of the most widely used cloud-based property management system (PMS) for hotels, announced today that Vagabond Inn will use the SkyTouch Hotel OS® platform to operate its portfolio of hotels. Vagabond Inn selected SkyTouch to help drive enhanced operational performance and a better guest experience at its properties.

"We wanted the best cloud-based PMS on the market, one that could grow with us," said Chuck Valentino, VP of Operations for Vagabond Inn. "We also needed a company with a reputation for delivering improved operational performance and guest experience. We needed a partner, not just a product."

"We see our partnership with SkyTouch as another tool to build our franchise development pipeline," said Matt Dees, VP of Franchise Development. "We know our franchise partners will see immediate value."

As a proven leader in hospitality technology, SkyTouch is well-positioned to help Vagabond Inn reach its long-term goals for expansion.

JONAH PARANSKY

CHIEF EXECUTIVE OFFICER

Jonah brings a wealth of technology general management, product management and marketing experience to his role as CEO of SkyTouch Technology. Jonah has an impressive track record at both global Fortune 500 and startup companies, bringing new products to market and generating growth opportunities.

Prior to joining SkyTouch, Jonah most recently served as the vice president and managing director of product management at LexisNexis for the company's Business of Law software solutions and Managed Technology Services groups. During his tenure, he also served as vice president and general manager for LexisNexis CounselLink, the company's cloud-based enterprise legal management software. Prior to joining LexisNexis, he served as the Vice President of Marketing for StackSafe, Inc., a software development firm and as Director of Product Management at Symantec Corporation, a leading provider of enterprise SaaS information security solutions. Jonah graduated from the University of Pennsylvania with a Bachelor of Science in Electrical Engineering and a Bachelor of Arts in Economics degrees.



"I'm honored to help strengthen our position as a leader in hotel technology solutions. We're committed to putting a stake in the ground as technology innovators, and are dedicated to driving SkyTouch's strategic vision to help our customers take their success to the next level."

STEVEN RANDLE

VICE PRESIDENT, TECHNOLOGY DELIVERY

Steve brings over 30 years of expertise to bear in delivering exceptional business solutions that ensure scalable architectural design and provide highly available infrastructure for SaaS and mobile offerings. His drive for innovation, along with strong business and engineering acumen, inspires his team to focus on delivering maximum performance, adaptability, and scalability to SkyTouch customers. Steven earned a degree in Management Information Systems from California State Polytechnic University-Pomona.



"SkyTouch Technology fosters a culture of collaboration and team spirit that supports the introduction of new ideas from individuals at every level of the company. This positive climate enables us to provide the best solutions, value and response to our valued customers."

TED BEST

VICE PRESIDENT, PRODUCT MANAGEMENT

Ted brings over 18 years of extensive product management, marketing, and consulting experience with both SaaS and enterprise software products. His primary focus at SkyTouch is to drive the growth of the SkyTouch Hotel OS by adding features and platform capabilities that delight customers and streamline operations.

Previously, during his tenure at LexisNexis, Ted held three pivotal product-centric roles as Director of Product Management, Sr. Director of Product Planning, and finally VP/GM of LAW Pre-Discovery suite of e-discovery products. In addition to a B.A. in Management Science from UC San Diego, Ted also holds an M.B.A. with an emphasis in Marketing and Information Technology from UC Davis.

“True product innovation must result in a measurably improved customer experience. Our plan for product growth is to apply this customer-focused innovation philosophy to SkyTouch’s already winning combination of deep hospitality experience and a highly reliable, intuitive cloud-based hotel PMS.”



SHANE PLATT

VICE PRESIDENT, SALES

With 20+ years of experience in hotel franchise sales, Shane brings a breadth and depth of experience in helping customers maximize their ROI. This experience includes working with the choiceADVANTAGE® cloud-based PMS since its inception more than a decade ago. Shane’s professional philosophy centers on providing innovative solutions that improve efficiency and add value. Shane graduated from Purdue University with a bachelor’s degree in Communications.

“When we can find opportunities to help hoteliers save money, make their operating solutions run more efficiently, improve their performance – basically, any strategy that enables our customers to maximize their Return on Investment (ROI) - then we then we know we are doing our jobs.”



LARRY GORMAN

CHIEF TECHNOLOGY EVANGELIST

Larry is tasked with strategic oversight for the SkyTouch Hotel OS® technical platform. He and his highly skilled team focus on delivering a fast, stable and scalable platform that customers can rely on for their growth and success. With over 20 years of experience in hospitality technology, Larry led the application, architecture and development for choiceADVANTAGE®, the industry's first large-scale, cloud-based property management system. Larry received a degree in Industrial and Manufacturing Engineering from Oregon State University.



"Today's fast-moving business environment requires a culture that can keep up with the pace of change. With a passion for agile development methodologies and a commitment to continuous improvement, SkyTouch Technology embraces this reality with cross-functional teams of technology and hospitality experts who work closely together to quickly deliver innovative solutions to our customers."

DOUG HOGAN

SENIOR DIRECTOR OF OPERATIONS

Doug leads Business Operations for SkyTouch Technology, including management of the finance, legal, project management and marketing functions. He emphasizes cross-functional collaboration and alignment of strategy and execution in order to deliver outstanding results to our customers, with a consistent vision to improve overall performance. Doug brings more than 10 years of management and technology consulting experience to SkyTouch, where he led performance and process improvement engagements for commercial and government customers in the hospitality, financial, defense, and aerospace industries. Doug is a graduate of Hampden-Sydney College in Virginia, and received his MBA in finance and management from the Robert H. Smith School of Business at the University of Maryland. He is also a certified Project Management Professional (PMP).



"We put our customers squarely at the center of everything we do, so that we can best support their growth and need for agility."

STACEY WERNER SHAPIRO

SENIOR LEGAL ADVISOR

Stacey Werner Shapiro is Senior Legal Advisor for SkyTouch Technology. She is a strategic advisor and negotiator for commercial contracts and Stacey partners with internal stakeholders to implement business strategies for SkyTouch. She provides advice and counsel to various departments on negotiation strategies, internal policies and risk assessment. Stacey has over 15 years of experience representing businesses in the hospitality, market research, and media industries. She is admitted to practice in Maryland, Washington, D.C. and Virginia (including the U.S. District Courts in those jurisdictions) as well as the Supreme Court of the United States of America. Stacey received her B.A. from the Pennsylvania State University and her J.D. from Emory University.



"Innovation does not have to be cutting edge, it can be a simple change that drives results and improves the customer experience."

CHARLIE GREEN

DIRECTOR, PRODUCT MANAGEMENT

Charlie brings his passion for hospitality powered by technology to his role as leader of the SkyTouch Product Management and Partnership and Business Development initiatives. Charlie has deep industry experience, with over ten years serving on the functional design team at Hilton Hotels Worldwide and expanding the international footprint of the Choice Hotels property management system. Charlie enjoys working with world-class hotel customers as they join the cloud-based revolution.



"We focus on making the complex simple, so the technology does the hard work for our customers."

DIANE BOWEN

DIRECTOR, CUSTOMER SERVICES

With over 25 years in the hospitality industry, Diane leads implementation, training and support services, directing SkyTouch support professionals and ensuring successful implementation of the SkyTouch Hotel OS platform at every stage for every customer. Formerly the leader of the Property Systems Training Department at Choice Hotels, Diane has effectively led over 8,000 successful cloud system implementations in hotels worldwide. Diane studied accounting and business management at Utah State University.



"We have created a Service Culture where team members are responsible for owning every customer interaction. This, combined with our experience in the hospitality industry, allows us to effectively partner in customer success."



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