

Redforts launches “OSCAR” a Hotel Management Web Service for the European market.

“Software as a Service” solutions: business continuity guarantee and anti-crisis measure.

Redforts focuses on the European market, launching its service in 3 European languages.

Madrid, 27 May 2010. More and more, small hotel businesses do rely, for the execution of their business processes, on information technology of software applications and hardware platforms.

Over the last 10 years an increasing number of businesses within the hotel sector, have invested in advanced technology similar to those used in the major hotel chains. The introduction of this technology has on the one hand brought about enormous advantages in terms of capacity, speed, quality, planning and execution thus achieving cost reduction and increased customer satisfaction. On the other hand, the dependency on this technology has exposed them to greater risks with respect to business continuity. While large corporations dedicate substantial budgets to maintain their platforms and secure their data, the majority of small hotel businesses run high risks of loss of data and break-down of their systems with potentially disastrous consequences.¹

The arrival of broadband internet to the hotel sector² has triggered the development of information technology solutions far more suited to the needs of small and medium sized business (SMB).³ These web based solutions facilitate centralization of the computer- and data storage platforms, enabling the outsourcing of the maintenance tasks of data backup generation, version control and software - update and migration.

In addition to presenting a possible business continuity guarantee, these centralized solutions offer great advantages in terms of mobility, as access to them is universal, wherever internet connectivity is available

In short these solutions imply greater liberty of movement for the management, relieving them of the information technology maintenance tasks, thus allowing them to focus on their core business activity.

This week the Spanish company Redforts Software launches the OSCAR solution via the rural tourism internet portal Toprural.com. This clearly shows that web based software solutions have become a reality.

Oscar's main functionality is comparable to the one offered by systems used in large hotel chains: Reservation Management, Check-in and Check-out, Financial Management, Invoicing and Reporting.

The solution does not require any capital investment as it is contracted as a Service package with a flat monthly fee. The package includes: the use of the application (available in three European languages), data storage and data securization (backup copies) and business continuity guarantee.

About Redforts

Redforts Software S.L. is a Spanish company providing software solutions with innovative technologies. It is founded by two Dutch entrepreneurs and offers high-quality software solution services to SMEs in the European market. Redforts' solutions enable its clients to lower cost, guarantee business continuity and improve the quality of their services. With its Oscar product, Redforts positions itself firmly in the hotel sector.

More information

Contact Redforts Software S.L. at info@redforts.com or visit www.redforts.com.

¹ Source: Informe e-pyme 2009, Turismo Rural: The main weakness of the sector is the lack of technological expertise.

² Source: Informe e-pyme 2009, Turismo Rural: 94,5% of rural tourism businesses is connected to the Internet.

³ Source: Informe e-pyme 2009, Turismo Rural: Creation of financially and functionally accessible solutions. In a sector with little IT knowhow, simplicity and user-friendliness of the software tools is of utmost importance.