

BATTLE CARD

Cimso

Competitor overview

Integrated Hotel Management Software

Product comparison

Functionality	Cimso	SERP	Description
Database	Cloud server or local property (server)	Optional	Does it require another software for the database?
Email sending and receiving	Integration with any existing email system	Standard	Is it possible to send and receive emails from the system, and is another software required?
Deployment method	App and web based	Client, App and web client	How does the user use the system? Client, web client, App?
Supported OS	WINDOWS ONLY	Client: MacOS, Win, Android, iOS Server: Linux, Win, MacOS	What OS can be used to run clients and the server on?
Licensing model	Subscription model; can do installments Support (direct): monthly fee	Subscription model	What is the licensing model (subscription, purchase and maintenance, transaction based, free, other)?
Cloud infrastructure support	Amazon cloud server	Public and private, scalable	Can the infrastructure run on the cloud?
BI functionality	Console features, but no extensive analytics built in	Flex.bi, Analogyx BI,	Are there any BI tools available?
Webshop	Personalized websites	Module, integrations	How can a Webshop be implemented?
Integration methods	INNterchange - API (for customisations)	REST API, web requests, file exchange	How can the system can be integrated with other products/systems?
Integration options	INNterchange - API (for customisations)	Go to: hansaworld.com	What integrations are available in the product?
Verticals	REALtor - time share SPAscheduler - for a dedicated SPA, can use INNkeeper for massage bookings Telephony system MicroSIP - free soft-phone software comes with CRM CiMSO interfaces to various channel managers, such as Siteminder, Tripadvisor, and Expedia, to name a few. These interfaces allow all internet bookings.	SERP own fully integrated Hotel Module Channel management: - Siteminder integration - NightsBridge Siteminder	How are verticals developed - same software or integrations?

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CRM	Own inbuilt CRM	Built-in module, SugarCRM,	Is CRM available?
Customizations	INNterchange - API (for customisations)	HAL	How can customizations be made?
Additional software	None - single integrated software solution	None	What additional software is required to run the ERP (e.g. Active Directory, Share Point)?
Version updates	The ability to Upgrade included in the monthly fee Upgrades once or twice a year (but not mandatory) 4h of training included for upgrades for each property	Automated, optional	How are system updates done?
Languages / localizations	English. Ability to select a language per guest. The languages however are dependent on availability and if not currently available, we will have to add translational costs.	37 languages, 42 localizations	Is the product available in other languages and localized in different countries/regions?
Product delivery strategy	Partners and directly	Through partners	How is the product implemented and delivered to the end customer?
Upscaling	Via subscription and partners	Subscribe and use, unlimited users, localisations	How can the product be upscaled?
Covered markets	12 countries in Africa	Global	What regions are covered?

SWOT analysis

Top strength	Top weakness
<ul style="list-style-type: none"> ■ All-in-one software ■ Telephony free with CRM module ■ 12 Countries and 57 Central Reservation Offices 	<ul style="list-style-type: none"> ■ Weak language support ■ WIN only ■ Interface and UX

Top opportunities for us	Top threats for us
<ul style="list-style-type: none"> ■ Payment providers ■ Automation ■ Windows 	<ul style="list-style-type: none"> ■ Cheaper ■ Regional ■ ISO90003 compliant Quality Management System