

[THE HELM BUSINESS INTELLIGENCE]

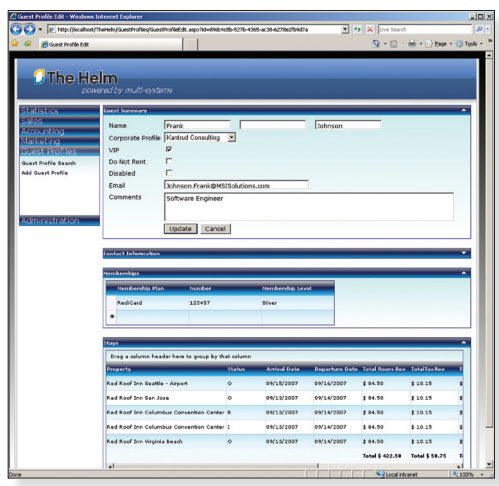
Be absolutely confident of having a complete and up-to-date picture of the operational aspects that are the most critical

easy setup corporate profiles

Centralized billing encourages corporate accounts to stay at your hotels

instant identification of profiles

Custom profiles can alert front desk to guest specific check-in information



Imagine a tool so targeted and so interactive that you could be absolutely confident of having a complete and up-to-date picture of the operational aspects that are the most critical to you across all of your hotels. **Imagine a tool so powerful that your ideas, your thoughts, your intentions could be deployed across all of the properties in your portfolio instantaneously.** Are your revenue management, customer relationship, regional sales group, corporate controller, and operations staff able to access the information they need at the time they need it? **Nothing is more critical to customer service than being able to react appropriately** to your guest's needs as they occur. Insuring all of your properties have access to the information that will create a personalized guest experience is the most

coveted advantage in today's competitive marketplace.

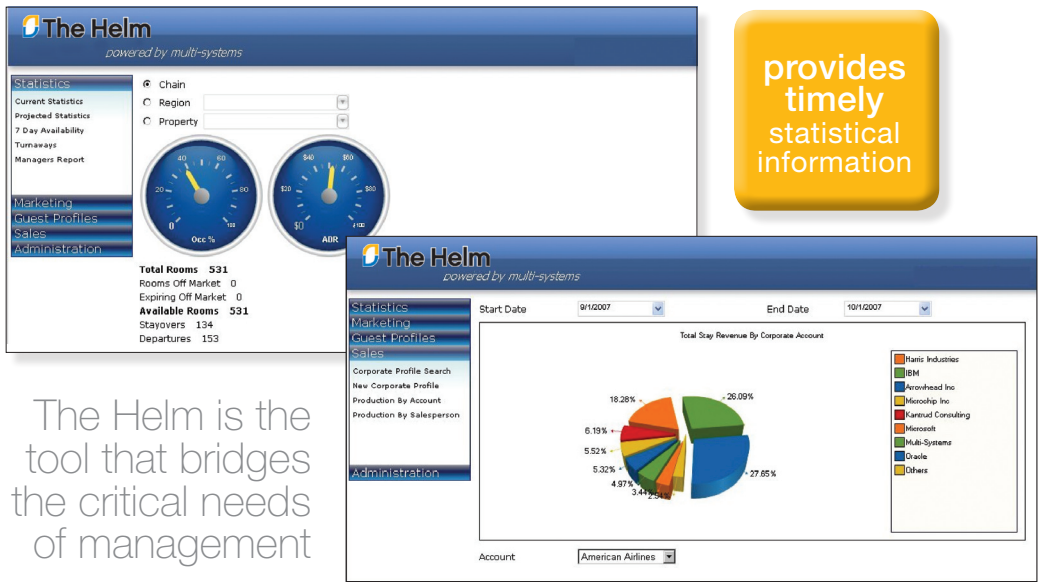
The Helm features

- **Corporate Profiles** are created at the corporate level and used at the hotel level making corporate profiles easy to set up and maintain. A corporate guest can book a corporate reservation at any of the properties associated with The Helm, and changes to the profile are automatically applied to reservations booked at the properties.
- **Membership and loyalty**, including levels of user defined specific information, can be easily tracked.
- **Profiles can be configured** to alert the front desk at check in to collect a voucher, a billing code, or other information specific to an account. This feature is especially useful in insuring that bill routing information or tax exempt information is collected, or can be a reminder of a promotion that might apply to the guest upon check in.
- **Centralized billing** encourages corporate accounts to stay at your hotels and offers a single invoice for multiple hotels/stays.
- **Centralized reporting** is offered by chain, region, property and sales person and gives an instant method for identifying the value of a corporate profile or a single guest.
- **Global maintenance** of user ID and access controls drives the access of data and single point of administration for the hotel level users.
- The latest in **dynamic mapping technology** to vividly display geographical data, such as feeder markets.



[THE HELM BUSINESS INTELLIGENCE] continued

centrally interactive data management



The Helm
 powered by multi-systems

provides timely statistical information

The Helm is the tool that bridges the critical needs of management

Statistics
 Current Statistics
 Projected Statistics
 7 Day Availability
 Turnaways
 Managers Report

Marketing
 Guest Profiles
 Sales
 Administration

Chain
 Region
 Property

Total Rooms 531
 Rooms Off Market 0
 Expiring Off Market 0
 Available Rooms 531
 Stayovers 134
 Departures 153

Start Date: 9/1/2007 End Date: 10/1/2007

Total Stay Revenue By Corporate Account

IBM	26.09%
Microchip Inc	27.85%
IBM Industries	18.28%
Other	6.13%
Micros	5.52%
Diadic	4.97%
Other	3.44%

Using a centrally managed database, such as Enterprise PM, MSI's ASP delivered property management system, offers huge advantages to a management company. **MSI has gone a step further. The Helm is designed for easy access to single point of entry** customer relationship features and rolled up statistical information with the convenience of easy and intuitive drill down into property specific databases.

central bill work flow



The Helm is an empowerment tool designed for management companies. It consolidates key functions of a centrally distributed customer relationship management tool with business intelligence to provide timely statistical information. Multiple hotel properties using an ASP model for property management system distribution must have a method for insuring key information is accessible in a uniform and timely manner. **The Helm is the tool that bridges this critical need by providing a front end that interacts with the hotel information** for up to the minute profile and statistical information.

Properties must have a method for insuring accessible key data

The Helm architecture

The Helm is built upon Microsoft's .Net Active Server Pages, and uses the latest in AJAX technology for dynamic data retrieval. The Helm is architected from the ground up with reusable and scalable technologies, including Web Services in a SOA model.

MSI PRODUCTS 2008

WinPM
 Property Management

WinSAM
 Sales & Catering

SalesDriver
 Contact Management

EnterprisePM
 ASP Property Management

NovaPLUS
 PROPERTY MANAGEMENT

Place Point
 Restaurant Point of Sale

The Helm
 Business Intelligence

Web Booking ENGINE
 Internet Reservation Booking

DOSPM
 MSI's legacy product, find out how easy your migration to WinPM or Enterprise PM can be.

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