Press Information

Ready for the holidays: Mövenpick Hotels & Resorts relaunches its online-platform with CONTENS

Munich June 30, 2008 – The newly designed internet launch of the Mövenpick Hotel & Resorts website with CONTENS, has brought the company several new profitable advantages: a centralized page and booking administration, an extensive system of rights, and easily maintained multi-language websites. These new developments speed up the work process and simplify the overall quality management. Client service is further optimized due to the sophisticated booking process, which can be continued even after it has been interrupted, as well as a thematic hotel search.

Worldwide, Mövenpick Hotels & Resorts (http://www.moevenpick-hotels.com) is represented by more than 90 select hotels and resorts in more than 26 countries. In order to efficiently manage the new online-platform with integrated booking administration, the Swiss premium group depends on the content management platform by CONTENS. Christina Schaefler, e-marketing manager for Mövenpick Hotel & Resorts is excited about the successful relaunch: „Our goal was to achieve a more efficient workflow and a precise display of the online processes. This was successfully put into effect with the help of CONTENS."

The offers provided by Mövenpick Hotel & Resorts can be updated much more quickly than before. All data from the individual hotel web pages such as description, contact data, and prices are stored centrally on a room-basis using the reservation system RedX. CONTENS automatically synchronizes the information through a web service interface. Therefore, website content is continually kept up to date, saving the online-editors a lot of time since a separate maintenance of the hotel and room data is no longer necessary. The possibility of using content on different pages more than once can also accelerate the work of the editors. Double data management can be avoided because when changes are made in the content, all affected application are automatically updated.

In addition, CONTENS allows Mövenpick editors to update the data retrieved from RedX at any time. During the repeated synchronization by RedX the processed content cannot be overwritten.

The CONTENS extensive system of rights, provides a clear structure for the application processing: For example, all editorial employees receive the authorization to change text, while the changes in layout can only be made by a few select employees. Also worth mentioning is the fact that the consistent use of workflows contributes significantly to the quality control and reduction of effective working hours. This is due to the prior definition of standard procedures for recurring processes on the comprehensive website.

The Swiss hotel group operates on three continents, therefore the simple provision of multilingual websites is a crucial aspect for the company. Due to several well-established functions in CONTENS, websites in different country and language versions can be processed especially conveniently. At this time the website is available in German and English, four additional language versions (Arabic, among others) will be published in the near future.

Counting five million guests per year means that online booking operations need to run smoothly, without any complications. Therefore, special attention was paid to the booking transaction on the website. The usability experts of the Munich based CONTENS partner Ray Sono have completely revised the operation, making it much more user-friendly: starting from the hotel selection until the booking confirmation involves only six steps. The reservation system RedX matches the bookings made on the website with the availability of the rooms. Mövenpick customers profit from the continual access to guaranteed available rooms and suites. The program also includes a special feature: If a customer interrupts the booking procedure, the entered data is automatically temporarily stored so the booking can be completed later on.

Further highlights for visitors of the new Mövenpick Hotels & Resorts website are the virtual hotel search via interactive world maps, the thematic hotel finder, as well as the daily planer which helps business clients organize conferences quickly and effortlessly.

About Mövenpick Hotels und Resorts

Mövenpick Hotels & Resorts is a premium hotel management company with 12'000 employees, it is represented by over 90 hotels in 26 countries centered primarily in Europe, the Near and the Middle East, Africa, and Asia.

The international hotel group with Swiss roots is continually expanding and is planning on expanding its portfolio to 100 hotels by the year 2010. With two hotel types, the business and conference hotels, as well as the holiday resorts Mövenpick Hotels & Resorts has positioned itself in the upper market sector.

The hotel group stands for product and service quality without compromise; it is the owner of the Mövenpick Holding (66,7 %) and the Kingdom-Group (33, 3%).

About the Ray Sono AG

The partner company Ray Sono AG offers services for the conception, implementation, and assistance of innovative internet-based solutions. Main focus areas are: content & commerce (labels, portals, self-services, editing), banking & insurance (consulting and distributing systems), and training & simulation (interactive learning).

Clients from various areas of the business have worked together with the Ray Sono such as: Allianz, Austrian Airlines, Bayerische Landeszentrale für Neue Medien, BMW Group, Deutsche Bundeswehr, EADS, General Dynamics, HDW, HypoVereinsbank, Lufthansa, MAN Nutzfahrzeuge Gruppe, Mövenpick Hotels and Resorts, O2, Postbank, and Siemens.

About the CONTENS Software GmbH

CONTENS Software GmbH provides content management software (CMS) for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international companies.

A strong network of experienced partners conceives innovative and customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform-independent CMS products, businesses can quickly realize and edit extensive online projects without any prior programming knowledge.

Several well-known companies depend on the content management products provided by CONTENS such as Adecco, Biotest, Blanco, Brose, the Concordia Insurance group, Eli Lilly, the HypoVereinsbank BKK, the HVB Direkt, John Deere, the cantons of Aargau and Freiburg, manager-lounge, the Max Planck society, Mövenpick Hotels & Resorts, the MVV Energie AG, the Oettinger Imex Group (among others „Davidoff"), Ratiopharm, RTL, the Schwyzer Kantonalbank, Siemens Mobility, the town of Biel, and T-Mobile.

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