

## DVS Launches CENIUM for world's second most rapidly growing Hotel & Travel Industry of India

- *End-to-end Hospitality software solution built on Microsoft Dynamics™*
- *CENIUM is successfully operating in more than 150 hotels internationally in 6 countries*
- *DVS to provide localized & customized version of the software to suit the Indian industry requirements*

New Delhi, August XX, 2007, To cater to India's fast growing hotel and travel industry, Dynamic Vertical Solutions (DVS) today launched Cenium - a cohesive secure system with single database and a standardized user interface. Cenium is a system built directly on the Microsoft Dynamics™ platform, one of the most widely used financial and ERP-systems in the world. The software provides the industry with a one-stop business solution in terms of a hospitality front office together with an accounting back office. Cenium solutions have been deployed by hotel chains like Choice Group of Hotels and the Clarion Collection; one the largest chain of business/leisure hotels in Scandinavia.

The Cenium solution consists of modules, which can be integrated to form an information suite suitable for the specific hospitality business. Cenium fully utilizes the Dynamics platform by embedding modules supplied by LS Retail & LS Hospitality to cover the specific functionality needed in certain areas of hospitality. These internationally approved restaurant and retail modules thus seamlessly work with the Cenium modules within the same unified Microsoft platform, the same user interface and development environment, bringing all the benefits of the single solution approach. The solution links to internet booking, TV, telephone and key card systems.

During the launch of the software, Ms. Rakhee Nagpal, Managing Director, Dynamic Vertical Solutions said, *'The Indian hospitality industry is growing by 8.8% percent year on year and our endeavour is to provide cutting edge solutions that will facilitate them to sustain in market. Cenium has successfully showcased its competence in the international hotel chains and its going to be a striking solution for Indian market as well.'*

Emphasizing on the significance of agreement for the Indian Hospitality Industry Klaus Hatle, CEO of Cenium said, *"The largest problem with the hotel industry's existing IT solutions is that individual applications are used for each part of the hotel operation, resulting in a multitude of disjointed systems. This requires complex and labor intensive interfaces to transfer information from one department to another. The result is that IT staff is busy solving interface issues while the hotel operations suffer from lacking information to effectively serve their guests, optimize revenue and minimize costs. Cenium has successfully addressed these challenges, offering a totally transparent, single platform solution that is an excellent tool for improving the operation of hotels."*



CENIUM

### Key Features

- **Built on Microsoft®, platform** hence ensures reliability and insurance against future technology obsolescence.
- **Global system**-multilingual options and a currency converter
- **Seamless integration** of all functional areas
- **Real time**-online business and financial information
- **Complete localization**
- **Ease of scalability**, to be able to meet the expanding needs of business
- **No costly hardware** required
- **Ease of maintenance** in post-implementation stage
- **Low total cost of ownership**
- **State-of-the art application & database security** **All parts of the hotels operations are addressed:**

According to recent estimates of the WTTC, (World Travel and Tourism Council) Indian tourism demand will grow at 8.8% over the next ten years (from 2005-15), which would place India as the second most rapidly growing tourism market in the world thus showcasing immense potential for proven technologies like Cenium to meet the increasing industry requirements.

*Rakhee further added, 'Large to small organizations look to DVS for innovative software solutions that add value to their core business practices, whether their needs are to boost satisfaction with service, effectively control availability, reduce cost of procurement or increase revenue through better management of customers; be it an individual guest or large corporate clients.'*

DVS has strategically partnered with more than 20 partners in India to have the unique expertise in the retail and the hospitality sectors, which allow the organization to meet the exact requirements of the customers.

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#### **About Dynamic Vertical Solutions:**

Dynamic Vertical Solutions (DVS) is a market and technology leader in end-to-end integrated and adaptable business management applications providing comprehensive solutions for organizations of all sizes and all industry sector. DVS is the exclusive distribution partner of LS Retail and Cenium for the Indian market. Headquartered at Gurgaon, New Delhi, the team at Dynamic Vertical Solutions interacts with various industries and delivers solutions requiring research, analysis, product designing and market innovation.

For more information, please visit; [www.dynamicverticals.com](http://www.dynamicverticals.com)

#### **About Microsoft Dynamics**

Microsoft Dynamics™ is a line of financial, customer relationship and supply chain management solutions that help businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

#### **About Cenium**

Cenium is a complete hospitality solution based on Microsoft Dynamics. In addition to a strong backend support of MS Navision, It covers all aspects of a hotel operation which includes Reservations management, Front Desk Management, Housekeeping management, Food and Beverage Management, Conference and Banquet Management, Laundry, Beauty Parlour, Spa, Health Club, Retail Shops etc.

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