



**HOTEL CONCEPTS**



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**FOR IMMEDIATE RELEASE**

## **New Openness at Hotel Concepts – Brilliant With Launch of iTesso**

*iTesso component- based platform goes beyond open source software*

**ATLANTA — JUNE 23, 2009** — Hotel Concepts - Brilliant, a leading global provider of technology and software solutions for the hospitality industry, today announced a groundbreaking approach to its software technology development with a new and converged platform called iTesso.

iTesso is a new and open component-based hotel chain inventory and distribution management system. While the system may be used as a central reservation system (CRS) with direct connects to the global distribution systems (GDS) and alternate distribution systems (ADS) as a distributed multi-property property management system (PMS) with links to the iTesso or third party CRS systems, the main feature is that a hotelier may decide to use one or more of iTesso's building blocks for initial setup and then judiciously expand depending on their functionality needs.

"We are not just creating another Central Reservation System CRS or PMS," stated Bas Blommaart, president and CTO for Hotel Concepts - Brilliant.

iTesso features a unique open interface, acting as a powerful black box. The application program interface (API) heavily depends on the OTA and HTNG specifications. As an industry first, not only is the back-end open to external developers, also the front-end may be developed by the hotel chain's own IT department or third parties. Inventory and guest profile data may be consumed from external sources, like hotel chains' CRS or CRM systems. This approach facilitates the phased move from legacy systems to new open platforms with minimum operational disruption.

"Hotel Concepts – Brilliant is not only focusing on the larger hotel chains," adds Patrick van der Wardt, managing director of Hotel Concepts – Brilliant. "The system is well suited for mid-sized and smaller hotel chains as well, because of the scaled approach."

Available modules include:

- CRM
- CRS
- PMS
- Direct Connects

iTesso will be made available as licensed software as a service (SaaS). It is developed using industry standard tools, like Microsoft SQL Server 2008 Enterprise and the .Net platform. Hotel Concepts – Brilliant is a Microsoft Gold Partner.

As a first step to show that the new openness is not just a concept, Hotel Concepts Brilliant is displaying the DVD with the actual source code of iTesso at HITEC 2009, booth 740.

For more information, please visit [www.hotelconcepts.com](http://www.hotelconcepts.com) or [www.myhotelsoftware.com](http://www.myhotelsoftware.com).

#### **About Hotel Concepts - Brilliant**

Hotel Concepts – Brilliant provides advanced software to the hospitality industry worldwide with innovative solutions designed for individual properties as well as hotel chains and management companies. Founded in 1994, Hotel Concepts- Brilliant has proven to be a reliable partner both for individual hotels, and hotel chains. With five main offices on three continents, worldwide support is guaranteed. Hotel Concepts - Brilliant products are installed around the world in individual hotels and chains alike including the world's three largest brand names, including Wyndham Hotels Worldwide, Best Western International and IHG. For more information, please contact Erik Weller at +31 (0) 76 530 53 53 for Europe, Jason Cape at 1-866-687-0040 for the USA, or visit [www.hotelconcepts.com](http://www.hotelconcepts.com) or [www.myhotelsoftware.com](http://www.myhotelsoftware.com). Media Inquiries, please contact Andrea Roland, Plan A PR & Marketing, Inc. at (407) 905-0608 or [andrea@planapr.com](mailto:andrea@planapr.com).

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