



Internet Destination Sales System

iDSS Proposal

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Tallahassee Area
Convention & Visitors Bureau

Destination Management System



Submitted By

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DMS PRODUCT HIGHLIGHTS



Internet Destination Sales System

Listed below is a breakdown of some of the key features and benefits available

Convention / Meeting Sales

- Provides hotels access to leads updates definite bookings and cancellations through the Partner Interface (PI) This eliminates faxes email and paper documents however email distribution is also available if this is the preferred choice
- As hotel staff log into iDSS their task list reminds them of when information is due back to the bureau reducing turn around time and duplicate follow up
- Hotel sales staffs are able to respond directly to the account file electronically with proposed room blocks and rates
- Staff can immediately determine which hotels have responded to new business opportunities and contact those not responding in a timely manner
- Meeting / Tourism sales staff and Services are able to create multiple site inspections and familiarization tour itineraries right in the associated account file
- Staff can manage expenses associated with a solicitation effort along with in kind contributions from industry partners and future promises impacting expense budgets within each account file
- Search database using standard query features & advanced search Merge directly to labels faxes or email lists

Convention / Meeting Services

- Convention Services and Convention Sales functionality are literally one program providing access to the most accurate contact and event history without any duplicate data entry
- Traces timelines follow up and schedule of services including registration automatic traces for future activity and to multiple staff members site visits pre promotes and much more
- Provides complete history of hotel room activity from original confirmation to the contracted room block at the time of housing to the final pick up
- Final group hotel room pick up numbers will be able to be populated in the bureau file electronically by the participating hotels
- Currently working with DMAI on electronic export of post event data with the Destination Marketing Association International MINT System

Tourism Sales

- Capture and manage all tour inquiries to assist hotels during periods of low occupancy
- Provides hotels access to leads updates definite bookings and cancellations through the Partner Interface (PI) This eliminates faxes email and paper documents however email is also available if it's the preferred choice
- Tracks all member venues visited during fam tours and records them in the membership (Partner) file
- Tracks FIT production numbers and allow for hotel reporting electronically

Visitor Center Management

- Provides the ability to launch sales promotions directly to potential visitors in a geographic area or joined as part of a special interest group
- Expand and extend marketing and sales promotions for a program
- Manages future telemarketing campaigns – potential client lists are electronically added to the system and a telemarketing staff can access the system from home or in the office make the appropriate calls determine the next steps including promoting to a full account status

Partnership

- iDSS creates total functionality in including maintenance of contact information renewal invoicing dues management generation of partner communications tracking sponsorships and attendance at events
- All business opportunities presented to partners are automatically recorded in the partners file for easy reference during the renewal process
- Tracks electronically all in kind contributions from partners generating future reports to be shared with Board Members City Government and other local leaders
- Allows for adjustments to partner accounts combining and tracking billing cycles and payments
- Integration options with Client accounting software eliminating duplicate entries
- Generate quickly and effectively online or offline publications
- Creates invoices track payments and produce customized reports
- System has a built in expense account program where entertainment expenses by staff in partner facilities will be recorded in their partner record electronically
- Integration options for partnership account and directory information with Client web site

Reports

Over 100 Standard reports listed are a few of the most used reports

- Monthly sales reports for Convention and Tourism sales that include leads generated definite bookings and total room nights for both tentative and definite and year to date progress toward goals
- Event Calendar for any selected date pattern and year
- Lost business by selected time period with the reason for loss
- Traces by sales people including details of each trace call
- Results of all bookings including hotel selected and economic impact
- Report all activity with any industry partner (leads definite business lost business updates etc)
- Lead report(s) to area attractions for any selected report period
- Lead report to partner offices of tourism for any selected time period
- All revenue reports for membership including past due accounts by time period
- Monthly and quarterly reports to the city or county
- Pace report for future hotel activity both definite and tentative

In addition new reports can be created through the use of our iDSS Query capability and by searching all system fields as well through Crystal Reports Should you require assistance to create more complicated/unique reports for their own unique use only iDSS technical assistance is available for a nominal fee All reports can be exported to both MS Word and Excel A complete list of all core reports is included in a Purchase Agreement

Partner Interface

- On line Lead distribution and responses from Partners on line!
- Bureau documents will not be accidentally filtered out by spam protection
- Bureau sales staff can generate new leads much faster than in the past from literally anywhere they have internet access including a trade show floor or client office
- Bureau determines which partners will receive an email prompt that they have a new lead opportunity
- Communications between hotel and bureau sales staff remain a permanent record within the account event file
- Tool for prompting Partners if Leads have not been responded to by Due Date
- Partners can attach their Proposals to the on line response so the Bureau can view this and it remains part of the permanent record not in outlook attachments or someone's hard drive

✦ **GENERAL INFORMATION**



iDSS was established in January of 2004 with headquarters located in Minneapolis MN. iDSS is legally formed as a Minnesota corporation.

The core of iDSS business consists of a series of web based ASP (Application Service Provider) applications that are specifically designed to manage data and contact management information for all areas of work flow including *Convention Sales, Tourism Sales Services, Partner (Membership) and Visitor Services*.

Our core mission is to provide a web based destination management system for the global travel meeting and event industry. iDSS is committed to excellence customer service and state of the art data management systems so that our clients may operate profitably efficiently and generate additional revenue.

✦ **iDSS PHILOSOPHY**

To maximize a long term business driven relationship with our Clients iDSS has one basic philosophy the key to the ongoing success of our software solution is the ability to grow and change as technology opens new levels of functionality. The iDSS team of experts has been committed to this process from the very beginning by employing staff who have the background experience and knowledge of the hospitality industry.

The iDSS software series was developed completely on the Microsoft® .NET platform utilizing all of the latest Microsoft® development tools and most importantly designed based on input from all of iDSS existing U.S. and International destination partners.

We have developed a most comprehensive web based solution in the industry by assembling input from all of our customers large and small making it a universal solution for all destinations.

In addition iDSS is committed to quarterly enhancements of our functionality primarily based upon suggestions from our User Committees. Priorities are suggested by the committees and implemented by iDSS staff based on the applicability to all destinations. Such enhancements that benefit all iDSS customers are released in an update to **all** users simultaneously at **no charge** to the destination.

✦ **TECHNICAL SUPPORT**

Our Support Team of courteous and knowledgeable personnel are available during the business day to answer routine questions and any issues during evening or weekend hours can be escalated to a priority support team. These specialists are able to effectively identify what resources are necessary to handle a problem and escalate if necessary to the appropriate technical resource and work together until the issue is resolved.

✦ **TRAINING**

In addition to support our training packages are custom designed for each Client based on the number of people to be trained and how many areas of the application will be used. We offer on site training for new implementations and a web based training option for follow up trainings.

✦ **SYSTEM UPGRADES**

Since the iDSS series is based on the ASP platform our destination management system provides a distinct advantage over many competitors in our ability to quickly roll out enhancements modifications and improvements. Clients receive upgrades and enhancements in regularly scheduled quarterly product updates at **no charge**. All other iDSS clients will receive this same information simultaneously.

↓ OWNERSHIP OF DATA

In the terms of the iDSS Purchase Agreement all data is owned by the Client and is available to them at any time. If at a future time the Client chooses to change software applications iDSS will assist with that conversion process at iDSS standard time and materials rate.

↓ WEB INTEGRATION

iDSS is a web based ASP application that is based entirely on the Windows@Server 2003 server operating system.

In addition the database platform that supports the iDSS application is SQL Server 2000.

We offer several standard web services that give the Client access to their data and can be consumed by their website to provide real time data from iDSS.

Custom web services can also be developed and billed separately based on requirements provided by the Client.

↓ HOSTING

The iDSS redundant infrastructure is hosted in the US Internet Data Center facilities located in Minnetonka Minnesota. Using leveraging technologies from leading industry vendors such as Cisco, Dell and F5 Networks we are able to provide 98% availability of all services provided by the load balanced hardware infrastructure.

US Internet is connected to the internet by multiple tier one providers which are carried over two different OC 12 fiber optic SONET (self healing) networks for fail over redundancy. US Internet also maintains a copper DS-3 connection to Sprint in the event of catastrophic SONET failure.

The US Internet network is connected to three peering points on the Internet allowing for a high degree of redundancy, routing flexibility and performance. US Internet consistently places in the top 4% of the Keynote Business 40 Index which benchmarks marquee name website responsiveness.

US Internet Data Center facilities are powered by two separate Xcel Energy grids and equipped with multiple 16kva full time inline UPS equipment.

↓ DATABASE SECURITY

All US Internet services are monitored 24 hours a day, 7 days a week, 365 days a year by trained personnel. Escalation procedures are in place to ensure highest availability of key personnel. Physical access to the data center is controlled by pass code, biometric scanner, physical access and dual entry system with secondary caged checkpoint.

All equipment is stored within secure locked rack mount enclosures. The data center and adjoining areas are under 24 hour video taped and remote digital surveillance. Around the clock hourly hands on checks are done by trained personnel to ensure seamless operation of all systems.

The data center environment is monitored and controlled for Fort Collins nature and humidity as well as dust filtration. State of the art Ana Laser particle analyzers as well as centrally monitored smoke and fire detectors alert staff of any sign of trouble at the earliest point. Redundant FM 200 (non oxygen displacing) Gas Fire Suppression systems are in place in the event of fire which allows for an interrupted Data center operation.

iDSS uses a monitoring platform to proactively determine and prevent potential intrusion or denial of service attacks. These methods used in conjunction with US Internet's Security Team provide the highest level of security for iDSS clients and customers.

TIMELINE AND PRICING

TENTATIVE TIMELINE:

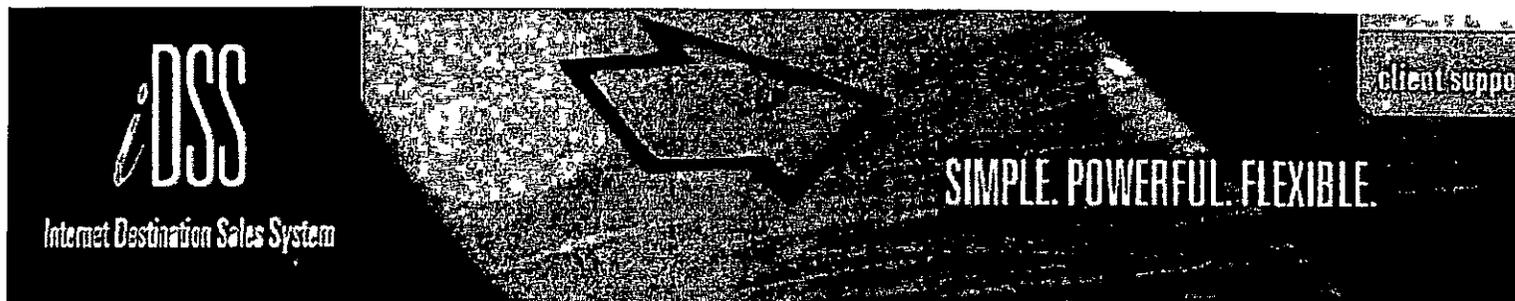
October 2007	Proposal submitted
30-60 days after Proposal	Contract Finalized
30-90 days after Contract	Data Migration (timing depends on data migration details) Configuration of User defined fields, dropdown lists and User roles defining reporting requirements and configurations Final online sessions with each department to test migration On-site Training

PRICING

Activation Fee	\$20,000 half of which is due with initial contract and the balance is due immediately following product implementation
Monthly Subscription	\$700 for DMS user fees \$100 for Partner Interface user fees \$ 50 for Membership Module \$850 per month and this is invoiced quarterly
Training Fees	\$1,000 per day per trainer ** Recommended 3 days of training \$3,000 **
Data Migration Fees	cost to be determined following examination of data

** - Plus hotel and travel expense Tallahassee Area CVB can make hotel arrangements for trainer or iDSS can make arrangements and bill back to Tallahassee Area CVB iDSS will inform Tallahassee CVB of travel expense prior to arrangements for approval

iDSS Internet Destination Sales System



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About iDSS

Background

Mission

It has been and continues to be iDSS's philosophy that in order for any destination marketing organization to be successful requires the ability to easily share information electronically between staff members and with all stakeholders including client industry partners and your public sector leadership. The resulting management application greatly increases the efficiencies of work flows as well as presenting new business opportunities to groups and individual travelers.

Background

Current & Future Plans

The Management Team

Press & Media

iDSS evolved out of a convention and visitors bureau to help solve business needs that weren't available in the market and has continued to grow from the involvement of our current partners. Our partner Bureaus determined that they needed to have a custom solution developed to solve their needs. In doing this, they learned that to have a custom built solution for the bureau would limit success and be cost prohibitive due to the additional costs to support and continually enhance their solution in an effort to stay current with their needs. As a result, iDSS was founded to provide a completely developed product used by bureaus throughout the world, sharing a product and cost structure that makes the iDSS product affordable. It also allows iDSS customers to benefit from the product's enhancements as determined by customer user groups.

Presently, iDSS is the only web-based product that is delivered to destination marketing organizations via an Application Services Provider model. An Application Service Provider is a third party entity that manages and distributes software based products to customers across a wide area network from a central data center. This model allows for our clients to have redundancy, single source database, remote access via internet, and the ability to continually benefit from future product releases. This cannot be achieved in any client hosted environment or from applications that are specifically built and customized for a bureau.

Customers can, based on their size, add parts of these series to their specific program, upgrading to even more functionality. Other products available, either as a part of iDSS or installed separately, include a powerful Registration and Housing System and a Future Hotel Inventory System (allowing convention bureau staff and hotels to see an accurate snapshot of hotel room demand for any set of future dates). Specific details on all of our web-based products are available under Products and Solutions.

The iDSS system is unique in that it was created by CVBs for CVBs and has been successfully tested by a number of bureaus. The level of sophistication with which a convention bureau serves its members gives iDSS a powerful solution to serve associations and their members as well. The ability to manage the system via the Internet 24 hours a day, seven days a week, 365 days a year, enables a client to utilize iDSS technical team rather than hiring in-house data management staff.

✦ Current IDSS Customers

Australia	Adelaide Convention & Tourism Authority Sydney Convention & Visitors Bureau Northern Territory Gold Coast Tourism
Caribbean	Aruba Convention Bureau
China	Macau
Colorado	Colorado Springs Convention & Visitors Bureau Fort Collins Convention & Visitors Bureau
England	Visit London
Florida	Central Florida Convention & Visitors Bureau St. Augustine Convention & Visitors Bureau Naples Convention & Visitors Bureau
Georgia	Columbus Convention & Visitors Bureau Jekyll Island Convention & Visitors Bureau
Illinois	Hinton / Grusich
Kansas	Overland Park Convention & Visitors Bureau
Louisiana	Shreveport Convention & Visitors Bureau
Maryland	Annapolis & Anne Arundel Convention & Visitors Bureau Baltimore Area Convention & Visitors Bureau Wicomico County Convention & Visitors Bureau
Michigan	Greater Lansing Convention & Visitors Bureau
Minnesota	Meet Minneapolis Saint Paul Convention & Visitors Bureau Visit Duluth Visit Minneapolis North
Missouri	Branson Convention & Visitors Bureau
South Carolina	Spartanburg Convention & Visitors Bureau
New York	Ithaca Convention & Visitors Bureau
North Dakota	Fargo/Moorhead Convention & Visitors Bureau
Pennsylvania	Visit Pittsburgh Reading & Berks County Convention & Visitors Bureau Philadelphia Convention & Visitors Bureau
Tennessee	Memphis Convention & Visitors Bureau
Texas	Frisco Convention & Visitors Bureau Galveston Convention & Visitors Bureau Grapevine Convention & Visitors Bureau Lubbock Convention & Visitors Bureau Plano Convention & Visitors Bureau
Virginia	Charlottesville Convention & Visitors Bureau