



## Media Information

### **Fairmas now with a new Internet presence**

**Since October 2008, Fairmas has completely customised the customer support area. This way, customers see a support page that is tailored to their individual needs.**

Berlin, 10 November 2008 - The website is easy to understand due to its simple navigation features. It can be followed intuitively, and interested persons can find product information quickly, thanks to the teaser system employed. An editorial system forms the basis of the website's news and archive section, and the company takes special pride in its customer-specific support area.

#### The optical aspect

"A further step on the way to the appearance of a brand and the beginning of a new corporate design", is how Wolfgang Gattringer, responsible for Business Development, described the company's new presence. The logo as been redesigned and a colour-code system for products introduced.

#### From teaser to product description

The product teasers on the start page are generated randomly. There is one teaser per product. At the moment, the company is offering seven products in three product groups: Benchmarking (city and resort benchmarking), sales optimisation (FairSales and FairSales Web), and budget and revenue control (FairBudget, FairRate, and FairPlanner). The newly designed information section is reached by clicking on a product teaser, where the most important characteristics of each product are summarised. A brief description, facts and functions, and further links to product datasheets and screenshots are also provided.



### Personalised support area

Customers with questions concerning their own particular application can obtain individual support content through their own access path, which is tailored to the Fairmas products concerned. The new support web server is also equipped with its own content management system. The support page is the same for all Fairmas products and is split into a welcoming page, downloads, user guides, tutorials, FAQs, and a contact form for further questions.

### Background information

Fairmas Gesellschaft für Marktanalysen mbH was founded in 2003 by Dr. Roland Smolin and Pascal Tavanti. The company's aim is to become one of Europe's leading vendors of software for hotel revenue management. By 2008, it had carried out more than 1,000 software installations worldwide. Fairmas is growing all the time and its range of products and services has been expanding continuously. It is also represented by cooperation partners in London and Atlanta.