



## **Press release**

### **New solution partners and alliances: Fairmas further expanding its international co- operation network**

Fairmas is a leading provider of system-and web-based planning and evaluation tools in the hospitality industry, specializing in revenue management, budgeting, forecasting, controlling and benchmarking. Now it has expanded its cooperation network in the solution partnerships and alliances sector. New partners include GUBSE AG ([www.gubse.com](http://www.gubse.com)) and micros fidelio ([www.micros-fidelio.de](http://www.micros-fidelio.de)). Alliances have also been launched with DEHOGA Berlin ([www.dehoga-berlin.de](http://www.dehoga-berlin.de)) and BTM Berlin ([www.visitberlin.de](http://www.visitberlin.de)).

With its SIHOT family of applications, GUBSE AG offers innovative software solutions for the hotel industry. The company's philosophy is to provide the hotelier with a practically orientated information and management system, based on the very latest technologies. MICROS-Fidelio is a global leader providing complete IT solutions for the hotel and gastronomy industries. In cooperation with the two companies, Fairmas has implemented an interface to the FairBudget product. In future, users of both systems will be able to use the Fairmas "FairBudget" analysis and evaluation tool, and enjoy system-supported data import without media discontinuity.



DEHOGA, the Berlin Hotel and Restaurant Association is an industry and employers' confederation, and a modern service provider for the hotel and the hospitality industry in the German capital. Fairmas is a partner of Berlin's DEHOGA, and offers this body its own access to cumulative market data. The regular exchange of information with member hotels guarantees that the hotel industry's needs are understood, and that these needs result in innovations.

Berlin Tourismus Marketing GmbH (BTM) is a service agency for tourism partners in the markets, and an active information broker for the travel industry.

Since 1993, its task has been to promote the tourist attractions and facilities of the city of Berlin throughout the world. BTM-Partnerhotels e.V. is the communication platform for the BTM partner hotels, helping the BTM market Berlin for tourism. The BTM and Fairmas are strengthening their cooperation to provide a workable database for assessment and strategies for tourism and hotel-seekers, in the context of consolidated occupancy levels and benchmarking analyses. The success of Fairmas is based on a high degree of innovation. Customer satisfaction and customer benefits are our top priorities. Thanks to the selective and open involvement of chosen partners working at the highest level in their core competencies, we are able to improve our products and further expand the portfolio continuously. Further information from the Fairmas website (Section: cooperations): <http://www.fairmas.com/de/cooperations>.



Fairmas was founded in 2003. By 2007, it had carried out more than 1000 software installations worldwide. Fairmas has enjoyed continuous growth and has seen a constant expansion of its own product range. The company is also represented by cooperation partners in London and Atlanta. Alongside its extensive range of system and web-based planning tools, the company also offers the implementation of individual process solutions, adapted to meeting specific, internal company requirements. Thus Fairmas has developed a budgeting and forecasting tool with IHG that is now used in around 650 hotels worldwide.

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