



## **Fairmas changes over to Microsoft's .Net technology**

Berlin, 30 September 2008: Extremely restrictive demands and heterogeneous system environments are making the implementation of new software solutions in individual hotels or hotel chains a difficult matter. Consequently, Fairmas Gesellschaft für Marktanalysen mbH spent a great deal of time looking for a homogenous, highly integrated platform for the development of software products on Windows systems – before finding the answer in Microsoft's new ".NET Framework", which fulfils the specific preconditions and allows new tools to be implemented in complex systems.

### Never touch a running system

Following the "never touch a running system" rule, many system administrators shy away from installing new applications on existing server structures. Using the "Copy Development" feature provided by the .NET Framework, entire applications can easily be copied to folders in the target system. The installation risk and the effort involved in implementation are minimised, so cutting costs for both customer and contractor.

### System-independence is needed

What is more, attention is given to the heterogeneous system architectures in the hotel industry and to the independence needed for the applications being created. Microsoft has released the .NET framework via Ecma International (a private organisation for information and communication systems and consumer electronics). This means that the .NET framework is available on a number of different systems (e.g. on Linux, where it is known as "Mono"). In future it will be available on even more.

### "State of the art" technology

In technical terms, the framework offers a large number of new mechanisms, technologies, and highly flexible programming languages, allowing a unified development of Web and desktop applications "out-of-the-box". What Fairmas found attractive were the new safety concepts, the support for monitoring the applications, the performance tracking function, and the development for mobile terminal devices. In the Web development sector, the new, .NET-based, cross-browser technology "Silverlight" will also form part of the Fairmas development strategy.

By changing over to .Net technology, Fairmas is following on from Microsoft's strategy in the development of Web-based and distributed desktop applications in the sector of strategic financial planning and benchmarking software for the hotel business. With .NET Framework, Fairmas can now react quickly, cost-efficiently and safely to continuously changing customer demands, and can integrate new products in customers' existing system environments without taking any major risk.

### 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 continuously and its range of products and services has been expanding all the time. It is also represented by cooperation partners in London and Atlanta.

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