



PRESS RELEASE

Web-Based Hospitality Software GUSTODIAN Enables Hotels to Serve Guests Better

London, 6 Nov 2006 – The hospitality industry can now offer guests better service at the click of a button.

Extensive market research on the hospitality industry in Singapore, Dubai, Abu Dhabi, London, New York and Hong Kong, has shown that hoteliers welcome the availability of tools which can help them serve their guests better.

A team of experienced hospitality professionals from a leading Singapore technology firm, Cyberville, has pioneered the world's first web-based hospitality services software, Gustodian™, designed specifically to meet these needs.

The Gustodian™ suite is an online web-based service that has the ability to transform guest experiences through an effective product portfolio. It is customer focused and simple to use.

Most hotels adopt technology which works independently for each management system. Information in specific departments is not accessible by other departments, often resulting in poor use and management of resources.

“The hotel industry faces increasing demands for guest retention, with most hotels seeking to enhance guest satisfaction so as to retain customer loyalty,” said Mr Charles Tee, CEO, GUSTODIAN (or Chief GUSTODIAN).

Gustodian™ meets this demand by enabling all internal hotel departments to interface with each other, especially in the areas of CRM, guest preferences, guest service and task management, and guest history. With Gustodian™, staff are able to perform more efficiently; streamlining processes to best meet their service goals in ways not thought possible before - by interacting and strengthening their communication channels via a virtual community on the web.

“For the first time, guest information can be used effectively by all critical service providers, for the benefit of the guests,” added Mr Tee.

Gustodian™ comprises of the following modules: Guest Services; Marketing Communications; Management; and Team Support.

The roll-out of products begins with GUSTO, a Guest Services On-Demand Tool. It is easy-to-use and designed to allow guests to maximize their stay experience through online interaction and engagement.

With the GUSTO module, hotel guests are given access to a private online portal from which they can have specific hotel and destination information prior to their arrival. An eConcierge is available to the guest, providing information on hotel and in-room services, facilities, destination, promotional events, transfers and special services.



Information on specific hotel services and facilities is contained in eCompendium, bringing the stay experience to the guest before arrival at the hotel. A booking request facility and eFeedback on services will facilitate interaction between guests and hotel, creating an enhanced guest experience. The process captures guest activity, and uses electronic web-based surveys and consolidated statistical analyses for better decision-making by hotel managers in planning future visits.

GUSTO is the first of Gustodian's four products that will be offered to the industry in the coming months. In the pipeline are other modules: ZEAL for Marketing Communications, BRIO for Management, and ZEST for Team Support and Empowerment.

"The Gustodian™ Suite is only the start of the delivery of our range of product offerings. We will continually enhance and develop new modules and solutions that will benefit the hospitality industry. With our products, the power to redefine service is in the hands of the hotelier," said Mr Tee.

About GUSTODIAN

GUSTODIAN is a new business unit of Cyberville eServices Pte Ltd, a leading technology services provider, with hospitality experience as its key area of expertise. It is a technology partner of major international hotel chains, including the Intercontinental Hotels Group (IHG), previously known as Bass Hotels and Resorts, and Six Continents Hotels and Resorts. IHG is the largest hotel company in the world, and represents brands such as the Intercontinental Hotels & Resorts, Holiday Inn Hotels & Resorts, Crowne Plaza Hotels, Staybridge Suites, Indigo Hotels, etc.

Cyberville was founded by award-winning IT veteran Terence Wee, who is now Executive Director of GUSTODIAN, and Charles Tee, an experienced hospitality professional, has been brought on to head up GUSTODIAN as CEO.

Prior to forming Cyberville in 1995, Terence held key IT positions in major hotel groups in Asia. Terence holds a Masters of Science degree majoring in Knowledge-based Systems from Edinburgh University (UK). He also graduated locally from the Japan-Singapore Institute of Software Technology with a Diploma in Systems Analysis and Programming. Charles Tee, CEO, has over 20 years of experience working in the international travel and hospitality industry. He has held senior management positions in international hotels and well-known global online travel organizations. A graduate of Macquarie University in Sydney where he received a Master of Arts in Marketing Management, Charles also holds a Diploma in Marketing from the Chartered Institute of Marketing (UK). He is also an associate lecturer at several educational institutions including James Cook University, Southern Cross University, and Tourism Management Institute of Singapore, and is a regular presenter at tourism and industry events.

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