

## **i:FAO publishes cytric v7 Version 7.9 - New cytric Release: Precise control of Business Travel Hotel Booking**

Date: 03-11-2008 01:41 PM CET

Category: [IT, New Media & Software](#)

Press release from: [i:FAO Group](#)

In the future, companies can precisely control corporate travel hotel procurement. Using cytric, the leader in eProcurement systems for business travel booking, simultaneous searches in multiple distribution channels are possible. cytric customers benefit from having maximised choice, automatically selected in accordance with corporate travel policy. i:FAO, developer of cytric, has now introduced its Cube Channel™ Technology to hotel bookings. This technology, developed by i:FAO, has been available since 2005 for air bookings. cytric is Europe's most used Software-as-a-Service product (SAAS) for the booking and management of business travel. cytric has a six-week release schedule .

Frankfurt, 11 March 2008 - Using Cube Channel™ Technology for hotel bookings enables companies to combine and individually utilise a range of hotel providers (reservation systems, travel agents, hotel programs, hotel operators) according to need. The different channels can be intelligently prioritised with settings specified down to country level. With this, corporations have the option of specifying preferred hotel providers country by country. Travellers need not know which hotel provider is the respective preferred choice. cytric sorts the hotel options according to travel policy. Addressing providers is done dynamically by the system - the booker has the guarantee to see all available options, ensuring that the booking is made in the best interest of the company. Cube Channel™ Technology underpins cytric's function as a neutral information broker, giving its users access to all tariffs and rates.

The latest cytric release dynamically optimises hotel search functions by search radius, so that hotels situated too distant from the destination are not displayed. Other innovations for cytric hotel bookings: extra services offered by the HRS hotel reservation service are now clearly marked with a symbol; individual locations for the search, e.g. corporate locations, can be entered manually in the form of latitude and longitude co-ordinates for greater precision.

Other changes in the latest cytric release: cytric customers save on booking change and cancellation costs because they see at a glance on their confirmation whether the ticket has already been issued or not. Additional security and new ease of use are delivered by the new cytric PIN, granted to all cytric users during the latest release. The PIN is used for example as an ID with travel agents. The PIN will also will play an increasing role as cytric mobile services come online. i:FAO has migrated to Microsoft Virtual Earth version 6 for its optimised digital map material. Benefits are a new 3D view and simpler navigation.

All new functions and extensions are available free of charge to cytric customers. cytric customers expect and receive a package of upgrades and new additions every six weeks. More: [www.cytric.com](http://www.cytric.com)

About cytric:

Use the 34 case studies available to inform yourself how cytric customer reduce business travel spend. In addition i:FAO has created a comprehensive brochure to highlight the functionality and customer benefits of cytric. More: [www.cytric.com](http://www.cytric.com)

Louis Armitz, Chief Executive

Telephone +49 (69) 7680-5500

eMail [armitz@ifao.net](mailto:armitz@ifao.net)

i:FAO Group, Clemensstrasse 9, 60487 Frankfurt am Main, Germany

The i:FAO Group integrates diverse information technologies to establish leading global standards for business travel software. i:FAO is market leader for neutral, worldwide available standard software for Business Travel eProcurement. Since 2006 i:FAO Group Compensates all CO2 Emissions and is Certified as "Climate Neutral".

[You can find this press release here](#)