

## Serenissima Informatica España distributes protel Property Management System in Spain

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Serenissima Informatica (Padova, IT) and protel hotelsoftware GmbH (Dortmund, GER) are proud to announce the foundation of Serenissima Informatica España, a new company based in Barcelona (ES) whose mission is to distribute the protel Property Management System in Spain.

Serenissima becomes Italian-Spanish enterprise

After 5 years of successful sales activities in Italy and cooperation in the international market, Serenissima Informatica has decided to look for new markets and expand its activities outside of Italy. "The Spanish hotel market is simply huge, growing, and represents a tremendous opportunity", states Michele Ferramola, General Manager of Serenissima Informatica. "As IT providers we have been building our experience and position in the Italian hotel market since the beginning of the 80's. In the last years, thanks to protel and other relevant partnerships with international players such as Microsoft and The Assistant Company we have established as the most dynamically growing provider of international integrated software solutions for the lodging industry in Italy. With this background and thanks to our solid assets we have started to look for new opportunities abroad: protel was not present in Spain, as Italians we feel close to the Spanish people and culture and we've found the right person to build together a successful enterprise. We simply couldn't miss this challenge".

"I've spent all my life in the lodging industry since the days of education", says Joaquim M. Gòmez, General Manager of Serenissima Informatica España. "I've worked as Hotel Director, I've been teaching in hotel schools and worked as Product Manager for a primary PMS provider: I know the Spanish lodging industry in deep and the international PMS providers as well. These are the reasons why I decided to accept this challenge and join the protel network. Together with Serenissima Informatica and protel hotelsoftware we will establish protel PMS as a market leader in Spain, as well as in all other countries".

protel puts full confidence in Serenissima España

The companies already look back on a successful cooperation for several years. For protel managing director Manfred Osthues it's one more reason to look forward to a new partnership: "For a long time we've been looking for a business partner in Spain who can distribute our solutions in this significant market all over the country. It has also been important to us that a highly qualified support in the official language is provided for our field customers round-the-clock 365 days a year. We have

known and appreciated Serenissima as an efficient partner for many years already; the new cooperation in Spain is therefore the perfect solution to us. The good experience and the confidence in the 'new-old' partner are also demonstrated by the fact that Serenissima España exclusively distributes our products in Spain."

Serenissima Informatica España is exhibitor at Hostelco in Barcelona

Serenissima Informatica España will be presented at the Hostelco exhibition in Barcelona from the 17th to the 21st of October 2008, at the Montjuïc exhibition centre, Hall 5 - Level 0 - Stand 19.

Further information:

For more information on protel hotelsoftware GmbH visit [www.protel-hotel-software.com](http://www.protel-hotel-software.com)

For more information on Serenissima Informatica España visit [www.serinf.es](http://www.serinf.es)

For more information on Serenissima Informatica vist [www.serinf.it](http://www.serinf.it)

protel develops and sells technology and service solutions specifically and exclusively for the hotel industry and related companies. The consistent focus on the needs of this industry makes protel one of the most experienced and successful provider of professional hotel management systems. From small individual hotel to multinational hotel group - the product lines of protel hotelsoftware GmbH provide all areas with standard software solutions that can be individually customized to meet every need.

The protel hotelsoftware GmbH is run by Ingo Dignas, Jörg Hermann and Manfred Osthues as managing directors. The company's headquarter is located in Dortmund; by having a branch in Dubai and a dense network of closely cooperating business partners, protel is represented worldwide. More than 4,000 customers in 50 countries confirm our high-level expertise and reliability.

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