

Key Features

Developing and managing large chain websites and hospitality portals made extremely easy

Drives Higher Revenue - Search Engine Friendly and Web 2.0 enabled

Higher functionality and ease of use, higher revenue and returns at significantly lower cost than comparable platforms!

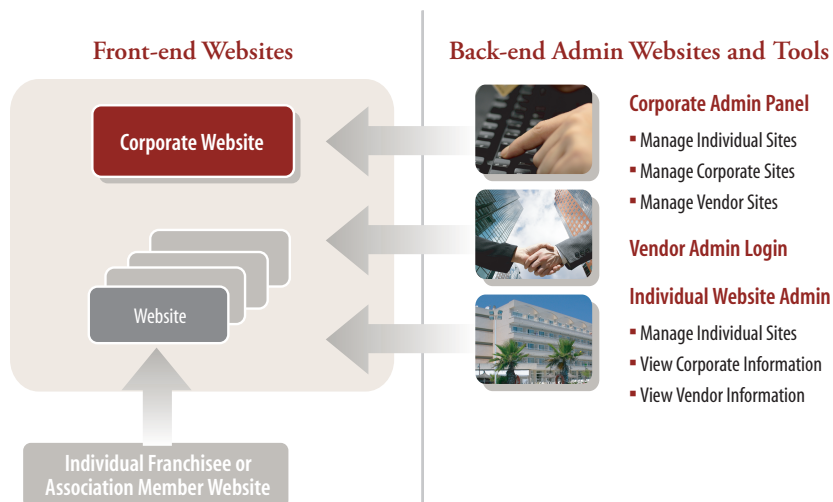
Scalable – scale from one website to several hundred websites

Enables collaboration between franchisors and franchisees – reduces cost of maintenance significantly while maintaining security

First platform of its kind targeted at mid-small size travel and hospitality brands and associations

What is Galexi™?

Galexi™ is Milestone's state-of-the-art Content Management System that allows hotel and restaurant chains, and hospitality associations to rapidly deploy and manage websites for their members with great ease at a fraction of the cost of existing systems in the market today. The system is offered as a hosted solution that does not require major hardware or software installations and can be accessed from any computer.



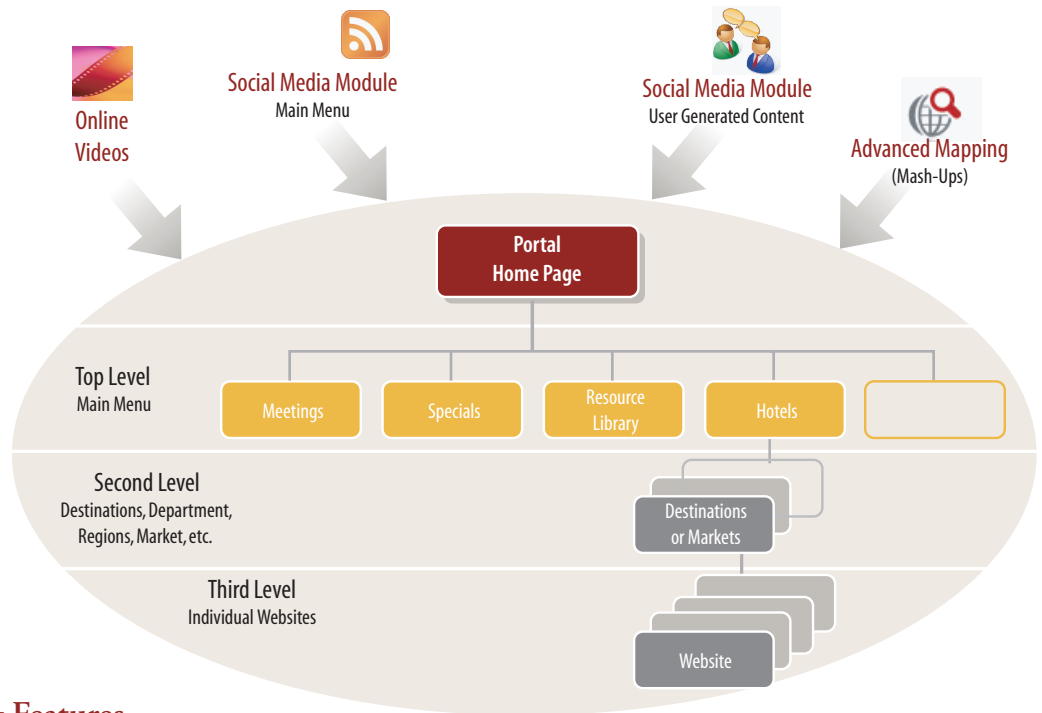
Galexi Applications

Galexi™ system can easily be configured for multiple applications. The system is ideal for brands and chains in hospitality and restaurant industry, CVBs and Lodging Association portal platforms, Corporate Intranets, independent websites, and brand administered microsities.



Front End Modular Architecture

Galex Architecture is defined for complete flexibility to target multiple applications. At the main front end level, the architecture provides the ability to customize different levels of navigation. The system offers a resource library that can be segmented by type of information and acts like a central repository. Web 2.0 and Social Media modules such as online video, blogs, User Generated Content, Advanced maps (mash-ups) can be added with relative ease.



Galex Offers Multiple Marketing Features

Custom Design

- Enables each brand and group to customize to their branding and image
- Allows multiple design templates enabling localization
- Advanced property search customized for multiple properties

Marketing Packages, Specials, Promotional Programs

- Set active and expiration dates for marketing packages and promotional programs
- Rotation of banners, packages, featured products and hotels

Search Engine Friendly Drives Higher Revenue

- Higher rankings on search engines drive higher revenue
- Meta tags and Alt Tags on every page of Portal
- Build from grounds up using search engine guidelines and recommendations
- SEO friendly page names.
- Search Engine Friendly URLs - URL Rewrite technology lets you create URL's that improve search engine rankings.
- Manage Page Names.

State-of-the-art ROI

- Detailed ROI Tracking Reports

Seamless Integration with 3rd Party Services

- Effortless integration with booking engines, booking services, weather services, tripadvisor.com, photo galleries, interactive Google maps and destination Mash-ups, and several more.

Galexi's Admin Features

Ease of Use

- Web-based platform. No software, no installs.
- Intuitive interfaces reduce cost for technical personnel needed to maintain site
- Complete control to add tabs, buttons, new websites, destinations on the fly
- Add new content while existing site is live removing downtime needed to upgrade
- Ability to create content blocks.

Add Franchisees / Hotels Within Minutes

- Real time addition of new property - set up or add a new property to the portal
- Dynamically adding new pages to dropdown (dynamic menu dropdown additions)
- Dynamic Property search on Integrated Menu. (Any new property additions show up real-time on search)
- Geo-code physical address and show up on map

Collaboration and Moderation

- Individual hotels and departments can add content
- Brand Admin moderates content and approved before content goes live
- Allows brand to maintain 100% control while developing a collaborative approach to updating website content by franchisees and group members
- Reduced brand headcount cost to maintain and add content significantly

Security

- Set-up: Add/Edit users and define role for each user (Admin, Hotel Login, Content Moderator / Publisher)
- Multiple levels of access for security purposes - Role Based security (granular privileges)
- User logs are archived

Scalable

- Scale from single website to portal for hundreds of websites
- Can be used by small associations to brands with hundreds of franchisees
- Ongoing Costs and Maintenance
- Low cost of ownership and maintenance
- Minimal training and easy to master; easy to update using WYSIWYG editor

Ticketing Module (Optional)

- Module available to offer online support help desk for franchisees
- Create new ticket and assign a status

Technical Specifications

Software Technology

- Runs on asp.net platform on Microsoft Server environment
- Direct access to core CMS functionality via web services interfaces
- Web-based authoring environment - WYSIWYG editor
- Style sheet based menus in horizontal or vertical orientation
- Dynamic page addition shows up in main navigation (On/Off feature based on user selection)
- Pluggable API Support

Sophisticated core content management -- time stamp content, versioning, audit trails, and authoring tools integration

Private content areas and membership management

Dynamic bread crumb trail

Auto generated Sitemap

Forms capability to collect information

Advanced Search capabilities