



# RDP Newsletter

JANUARY, 2011

## Letter from the President

"The last few years have been difficult for the hospitality industry. One of my primary functions as the President of Resort Data Processing (RDP) is to talk to as many customers as possible. I am pleased to report the consensus is that the worst days are behind us, and that things are starting to look up. I believe one of the most important factors to an improved economy is optimism, and it is great to see that returning to RDP customers and the country. It is because of this renewed optimism and ability to travel that we have scheduled our first customer

conference in three years for September, 2011 in Vail.

RDP has made a profit for over 25 years in a row and we managed to stay in black ink in 2010. A financially healthy and secure RDP is good for our customers, as it helps assure we will be able to support our customers and develop new features in the coming years. 2010 also saw the completion of PCI Credit Card Compliance, various Global Distribution 2-way Interfaces (GDS), the release of the Guest Survey

Module and Google Analytics, as well as a host of new features in RDPWin Version 3. Best of luck to everyone and I hope to see you at the customer conference in September."

*- Barry R. Biegler*  
1/10/2011  
President



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## Featured in this Issue

### PCI Compliance

RDPWin Version 3 is PCI complaint. We continue to assist all interested customers in this upgrade process. Inquire with RDP Support for more information. See page 2 for details.

### Tips for Using Guest Survey

Make sure to get the most out of our latest module, Guest Survey. See page 2 for tips and suggestions on optimizing the module.

### Crystal Reports Training Classes Available

Don't miss the chance to become a Crystal Reports expert at one of our two day classes in Vail. See page 4 for additional information.

### Customer Conference September 26-29, 2011

Our annual customer conference is back September 26-29, 2011. We hope to see you there! More info on Page 4.

### Discounted Module of the Month (February): Change Tracking

Take advantage of our new Module of the Month program for our best discounts on featured modules. February's module is Change Tracking. Details on page 5.

## Find RDP on the Social Channels



<http://support.resortdata.com/TipoftheDay.htm>



[www.facebook.com/pages/Resort-Data-Processing/154774534568173](http://www.facebook.com/pages/Resort-Data-Processing/154774534568173)



[www.twitter.com/resortdata](http://www.twitter.com/resortdata)



[www.linkedin.com/company/resort-data-processing-inc.](http://www.linkedin.com/company/resort-data-processing-inc.)

## RDPWin Version 3 - PCI Compliance

In 2010, RDP responded to the stringent PCI Compliancy standards and developed our PCI certified RDPWin Version 3 product. If you have not upgraded to our PCI Certified version, we strongly recommend contacting support to get the process started. The RDPWin upgrade is free. However, there are a few prerequisites to be completed before the upgrade. RDP Support will assist with all of the steps listed below:



- 1) Upgrade from RDP-DOS to RDPWin Version 2
- 2) Upgrade from IRM Classic to IRM.Net
- 3) Request a Credit Card Encryption from RDP Support
- 4) For ProtoBase users, contact ProtoBase to receive ProtoBase's PCI Certified Version
- 5) Finally, contact support to schedule the RDPWin Version 3 upgrade

If you are interested in the RDPWin upgrade or have any questions, please submit a support ticket. A member of our support department will contact you immediately.  
<http://support.resortdata.com/tickets>

## Tips on Using Guest Survey Module

The Guest Survey module provides an unlimited number of guest surveys with the ability to customize each with a wide variety of questions and free form comments. The surveys are accessed via a web browser, and all survey data is stored directly in RDP for statistical analysis.

- Surveys can be sent prior to arrival, during the stay, or after departure to all reservations, guest history or owners
- Send a thank-you e-mail to the guest with a survey link included
- If the Customer Relationship Management module (CRM) is integrated, award points to guests for completing surveys
- Create surveys with different response boxes such as radio buttons, drop down lists or text boxes. All surveys are fully customizable
- Find out about every aspect of the guest's stay from the reservation process, to meals in the restaurant, to the cleanliness of the rooms
- Use Survey Statistics to analyze the responses for each question or reservation to find areas needing improvement or to address a specific guest's experience

### Don't have Guest Survey?

If you are interested in further information on the module, please contact:

**Rita Gale** (Western US):  
970) 845-1143

**Sandra Asregadoo**  
(Eastern US and Caribbean):  
(970) 845-1141

# New and Featured Modules

Below is a quick overview of a few of the newest RDPWin modules. These will be demonstrated at the 2011 customer conference and in our Module of the Month program.

## Central Reservations

- Rate and Availability search across one or more properties
- Apply guest preferences or requests to search all room types
- Seamless transition from Central Reservations screen to correct directory
- Last room availability

## GDS Two-Way Interface

- Expedia
- Synxis
- Inntopia

- iHotelier
- InnLink

## Guest Survey & Communication

- E-mail a survey upon checkout
- Link survey to a thank e-mail to send to guest after departure
- Create unlimited number of surveys
- Analyze guest survey results

## IRM.Net Analytics & Campaign Management

- Track website activity (hits) to IRM.Net
- Track Google Pay-Per-Click advertising
- Google Analytics information directly from Google

## Travel Services

- Sell travel services and receive commission for every sale
- New products available from AIG Travel Guard
- Module is free and configuration is quick and easy

For more information please visit our website at [www.resortdata.com](http://www.resortdata.com) or call your RDP sales representative:

**Western US:** Rita Gale (970) 845-1143

**Eastern US & Caribbean:** Sandra Asregadoo (970) 845-1141

# What's in the Pipeline?

- Multiple names or contacts on a reservation without the use of sharewiths
- Multiple credits and e-mail addresses on a reservation
- Redesigned and simplified screen for adding new room types and rooms



## New and Exciting RDP Partners

Contact the following vendors for special pricing on their products and services!

### Travel Insurance and Plans

Katie Dyken  
Travel Guard Chartis

715-295-9168



### Global Distribution (GDS) and Reservation Services

Mike Otten  
InnLink

770-431-6828



### Global Distribution (GDS) and Reservation Services

Neil James  
TravelClick / iHotelier

(34) 93-520-8041



### Credit Card Processing

Camille Fowler  
Sales Synergy

970-926-2660



# 2011 Forecast - What You Don't Want to Miss

## Customer Conference - September 26-29, 2011

This year, RDP will be hosting its annual customer conference in Vail. There will be numerous RDP presentations on optimizing your system, free new features, training, and exciting developments with the software. We will also have many of our 3rd party companies in attendance to provide insight into integration of their products and services. We will have a fully functioning RDP lab on site, with the entire sales, support and programming staff in attendance.

Breakfast, receptions, dinners, and other fun events will be included. Come to Vail this fall to see the leaves change, mingle with our staff and learn about all the new and exciting developments.

E-mail Alex for additional information, schedules, registration and updates as plans finalize: [alex@resortdata.com](mailto:alex@resortdata.com).

## Crystal Reports Training Classes

RDP offers training at our state-of-the-art facility in Vail, Colorado for Crystal Reports and using custom reporting with your RDP system.

The training seminars will span two days with optional one-on-one sessions with a technical support representative the following day. Day 1 will cover Beginner Crystal Reports, with Day 2 covering Advanced Crystal Report topics. Day 3 will have time for one-on-one meetings with a member from our support staff for Q&A, training, troubleshooting or any other topic you would like to cover.



**The two class sessions will be offered February 21st - 23rd and April 18th - 20th.** Training will be in conjunction with exciting events in the Vail Valley and Denver area to ensure your trip is both helpful and entertaining. These events include the Vail Film Festival, Taste of Vail, Spring Back to Vail, and many more.

Contact Alex at [alex@resortdata.com](mailto:alex@resortdata.com) to inquire, register or for any questions.

## RDP Tip of the Day

Sign up for our new Tip of the Day program. It's free. The tip is released every business day via our website, Facebook, Twitter and an e-mail list. It is designed to provide informative tips for any level of RDP user. Tips include short-cuts, hints, reminders, helpful notes from the support department and much more. RDP strongly recommends all RDP users review the Tip of the Day as well as sign up for the Tip of the Day e-mail so important points are not missed.

Visit the Tip of the Day homepage to sign up and to view archived tips: <http://support.resortdata.com/TipoftheDay.htm>, or email [alex@resortdata.com](mailto:alex@resortdata.com) to get signed up.

## Module of the Month Program

RDP will feature a new and exciting module each month of 2011. Look for our promotions or discounts on the selected module through our website, mail, e-mail, Facebook, Twitter, and your sales rep. There will be unbeatable promotional pricing during these months. On the 1st business day of each month, there will be a free 30 minute online webinar providing a demo of the module, training points for existing owners, and Q&A time. Don't forget if you are interested in the module of the month to contact sales to get the best pricing of the year.

See our 6 month calendar below for the upcoming modules. Email [Alex@resortdata.com](mailto:Alex@resortdata.com) for more information.

### **February's Discounted Module of the Month: Change Tracking**

Change Tracking allows properties to view and track changes made to reservations and masters with both the original and updated records. RDP's change tracking module is an important and powerful tool in determining the who, what, and when of any change in the system. For example, a reservation may have an arrival date of 9/1/2011 now, but has date ever been changed? If so, what was it before? Has it been changed more than once? Which user made the change and when? If the date change caused a rate change, what was the rate before? To answer these questions and many more, RDP's Change Tracking has the information.

### Hot Deal!

10% off Change Tracking in February only

Complimentary training

Reference promotional code "RDPTracking" for an additional 5% off!

**Current February Promotions:** 10% off the regular price plus complimentary training on module functionality. Reference promotional code "RDPTracking" for an additional 5% off during February!

**Change Tracking Free Webinar:** Tuesday, February 1, 2011 at 10:00AM Mountain Standard Time (email [alex@resortdata.com](mailto:alex@resortdata.com) to register)

**Module Contact:** Rita Gale (Western US): (970) 845-1143, Sandra Asregadoo (Eastern US and Caribbean): (970) 845-1141

## 2011 6-Month Calendar

<p><b><u>January</u></b></p> <p><b>January 15th</b> - Newsletter</p> <p><b>January 19th</b> - 1099's in RDP Webinar</p> <p><b>January 19th &amp; 20th</b> - Regional RDP presentations in Northern California</p>	<p><b><u>February: Change Tracking Month</u></b></p> <p><b>February 1st (10AM MST)</b> – Free Webinar on Change Tracking</p> <p><b>February 23th-24th</b> – RDP On Site Crystal Reports Classes and One-On-One Meetings</p>	<p><b><u>March: Customer Relationship Management Module Month</u></b></p> <p><b>March 1st (10AM MST)</b> - Free Webinar on Customer Relationship Management Module</p> <p><b>March 27th-31st</b> – ARDA Convention &amp; Exposition, Orlando, FL</p> <p><b>March 31st</b> – Q1 Newsletter</p>
<p><b><u>April: Guest Survey Month</u></b></p> <p><b>April 1st (10AM MST)</b> - Free Webinar on Guest Survey Module</p> <p><b>April 18th-20th</b> - RDP On Site Crystal Reports Classes and One-on-One Meetings</p>	<p><b><u>May: Work Order Month</u></b></p> <p><b>May 2nd (10AM MST)</b> - Free Webinar on Work Order Module</p>	<p><b><u>June: GDS (Expedia, InnLink, iHotelier) Month</u></b></p> <p><b>June 1st (10AM MST)</b> - Free Webinar on GDS Module</p> <p><b>June 20th-23rd</b> – HITEC Exhibit, Austin, TX</p> <p><b>June 30th</b> – Q2 Newsletter</p>

# What's Been Going on at RDP?

The Staff at RDP would like to welcome our newest members to the family! We all look forward to working with you in the future and wish everyone a happy 2011!

We would like to welcome:

Cove Point Lodge	Port of Kimberling	Carimo Luxury Villas
Paraiso Del Mar	City Place Inn & Suites	Squaw Valley Lodge
Ventura Resorts	Sanctuary at Hampton Lakes	Nagle Warren Mansion

**Company: New Jersey Motorsports Park**

**Property Type:** Hotel

**Location:** Millville, New Jersey

**Purchased:** September, 2010

**Rooms/Units:** 75

**Website:** [www.njmotorsportspark.com](http://www.njmotorsportspark.com)

**About:** Offers an incredible amount of diverse and dynamic motorsports attractions including two world class road courses, an exclusive motorsports country club known as the Drivers Club, unique trackside Villa homes, plus a first class karting facility.



**Company: Pristine Bay Resort**

**Property Type:** Condo Hotel

**Location:** Roatan, Honduras

**Purchased:** December, 2010

**Rooms/Units:** 130

**Website:** [www.pristinebayresort.com](http://www.pristinebayresort.com)

**About:** Operates as a destination boutique resort and spa with rooms and suites as well as a private villa complex with fully-furnished individual beachfront villas for sale. RDP is used not to manage reservations but diving, shallow and deep water fishing, Dye Golf Course, and other excursions.



**Company: Club Donatello**

**Property Type:** Fractional Timeshare & Private Residence Club

**Location:** San Francisco, California

**Purchased:** October, 2010

**Rooms/Units:** 50

**Website:** [www.clubdonatello.org](http://www.clubdonatello.org)

**About:** Operate as a boutique Owners Club in central San Francisco. Club Donatello switched from Micros's Opera Platform to RDP.



**Company: Lake Rudolph Campground & RV Resort****Property Type:** Campground & RV Park**Location:** Santa Claus, Indiana**Purchased:** August, 2010**Rooms/Units:** 1,000**Website:** [www.lakerudolph.com](http://www.lakerudolph.com)

**About:** The 2008-2009 National RV Park of the Year winner, Lake Rudolph Campground & RV Resort in Santa Claus, Indiana features over 200 Family Rental RVs and Cabins, over 200 mostly wooded full hookup RV sites and tent sites, and 100 Super-30 RV Sites & Deluxe RV sites with concrete pads and patios.

**Company: Silverleaf Resorts****Property Type:** Vacation Ownership**Location:** Dallas, Texas**Purchased:** October, 2010**Rooms/Units:** 500**Website:** [www.silverleafresorts.com](http://www.silverleafresorts.com)

**About:** Operate 13 premiere timeshare resorts located in Texas, Missouri, Illinois, Georgia, Massachusetts and Florida. Silverleaf utilizes RDP for its Work Order and Asset tracking capabilities.

**Company: Residences at Solaris****Property Type:** Condo Hotel**Location:** Vail, Colorado**Purchased:** August, 2010**Rooms/Units:** 100**Website:** [www.solarisvail.com](http://www.solarisvail.com)

**About:** The luxury condo hotel, including ice skating rink, movie theater, bowling alley, shopping, dining, and golf packages, is located in Vail Village.

**Company: Caribbean Palm Village****Property Type:** Timeshare Hotel**Location:** Oranjestad, Aruba**Purchased:** July, 2010**Rooms/Units:** 175**Website:** [www.cpvr.com](http://www.cpvr.com)

**About:** Operates as a property management company for a low-rise resort of 170 one or two bedroom suites with fractional ownership.





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## Drop In To See Us!

Resort Data Processing, Inc will be at the following tradeshows. Please stop by to see us.

### **MARCH**

ARDA, March 27-31, Orlando, FL

### **APRIL**

MTS Mountain Marketplace  
April 3-9, Beaver Creek, CO

VRMA East, April 4-5th in SC  
VRMA West, April 19-19 in CA

### **JUNE**

HITEC, June 20-23, Austin, TX

### **SEPTEMBER**

RDP Customer Conference  
- Sept. 26-29, 2011, Vail, CO

### **OCTOBER**

VRMA, October 31-Nov. 3  
San Antonio, TX

**Feel free to drop in if you are in the  
Vail, Colorado area.**

**We would love to see you.**



## Meet RDP

Please welcome Nate to RDP Support.

We continue to add additional staff to help us serve you better.

Support tip: submit tickets early or late in the day to take advantage of the times when fewer tickets are coming in. 11:00 A.M. MST to 2:00 PM MST is often the busiest time.



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