

INCREASE YOUR HOTELS & RESORTS DIRECT BOOKINGS

**EVERYTHING YOU NEED,
TO GET MORE GUESTS
YOU COULD POSSIBLY
HANDLE.**



CONTACT US

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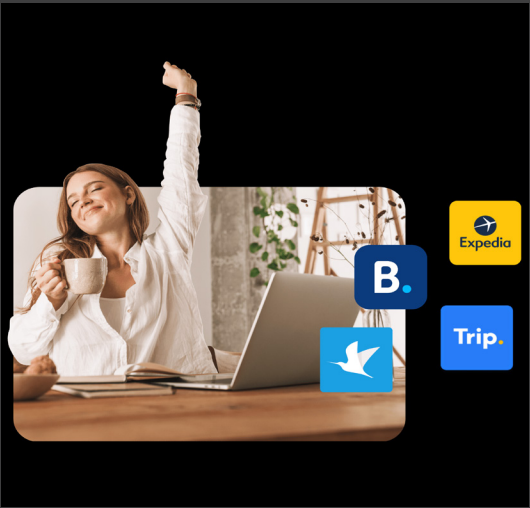
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INDEX SECTION

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Introduction

We are known for solving complex problems by breaking it down to the microscopic level

#understandingyourguests

02

About Us

We have been developing website for the past 8 years, Until Early 2020 when we started specializing in hospitality business digital solutions

#knowyourguests

03

Digital Masters Program

This Program is Designed specifically for CEO's, Managing Directors, General Managers, Mid-Level Managers and Employees in Hospitality Businesses

#hospitalitybusiness

04

Softinn Booking Engine

All In One Solution or the Hotel Business to increase Direct Bookings, Property Management Solution, Content Management, One Channel Online Travel Agency.

#BookingEngine #PMS

05

Hotel & Hospitality Business Digital Markating

On their path to making a reservation, sophisticated and wealthy customers will explore over 30 options, that fulfills their taste and satisfy their demands.

#All_in_one_Solution

06

Hospitality Business Website Specialists

Desperate times calls for desperate measures, First Impression Matters.

Design a Hospitable Website that Attacts Guests

#directbookingrevenue

Digital masters

An engaging hospitable website is one that is interesting enough for your prospective guests to spend time on.

It is also one where visitors are not passive readers, but active participants who make a booking or reservation and contribute to the contents in the website.

Start Getting Comfortable with New Tech Knowledge and Experience, Today!
Discover how to Create Trust by selling Value through your business website.

INTRO

THE
FIRST
SECTION

01 *EXCEPTIONAL SERVICE IS ALL ABOUT CREATING A REAL CONNECTION WITH YOUR GUESTS.*

#UNDERSTANDINGYOUR-GUESTS

Exceptional service is about creating a real connection with your guests.

Making them feel special by giving them assurance in these uncertain times.

To do that you really have to understand them. Provide what they want before they think of it.

Whether it is a family break, a romantic weekend, or just a quick swimming activity before lunch.

At Ion Codex Nigeria we really Understand your guests too – Before they step into your property.

We know them when they are searching online deciding where they would love to stay.

Your fabulous hospitality business or the less fabulous one down the road.

We know them when they are trying to book through your website or an online travel agency.

At ion codex we understand them because we have 5 years' experience of modern technological innovation behind us.

Know your Guests, Provide what they want before they think of it.

We are proud partners of softinn, Asia-Pacific Award-Winning Hotel Booking engine and property management system.

We partnered with them in order to integrate their world class service into Nigeria's Hospitality businesses, Because 166 Hotels in Asia that are using softinn Now cannot be wrong.

The novel coronavirus pandemic had a huge impact on both travel and tourism in the country. According to proshare economy, travel into Nigeria reduced by 3.5 million which resulted into a revenue loss of \$ 0.7 billion with the risk of over 91,380 jobs lost and also \$0.6 billion contributing to Nigeria's GDP.

Also, According to World data atlas Nigeria – international tourism, number of arrivals, before the pandemic. 5.5million tourists on average a year have been visiting Nigeria. Due to the pandemic the numbers dropped to 2 million a year.

The impact of corona virus also has a direct influence on hospitality business in the country. With increased cancellations of hotels reservations by both local residents and international tourists, jobs were lost resulting in a negative impact on their direct revenue.

As Health workers continue to vaccinate the world's population to help reduce the risk of covid, we believe that the corona virus days will soon be over. And One day, business will get back to normal.

However, Not the normal we were used to. You see now, over time, your guests have become more sophisticated because they now realise everything, they could possibly want can be found online.

Yes, even your business when positioned properly can be located online by the right guest who is eager to step into your property to experience what you have to offer.

Remember we are talking about 2 million tourists, but of course you should understand that no guest is 2 million Tourists.

We may have one on a business trip, two on a honey moon, a group touring the country, or a family of four exploring their ancestral roots for the first time.

At ion Codex we guarantee their digital experience of your brand is highly classy and personalised, so that more of your website visitors both local and international make a booking. If they are drawn by your business facilities, we provide an

“Discover how to Create Trust by selling Value through your business website.”

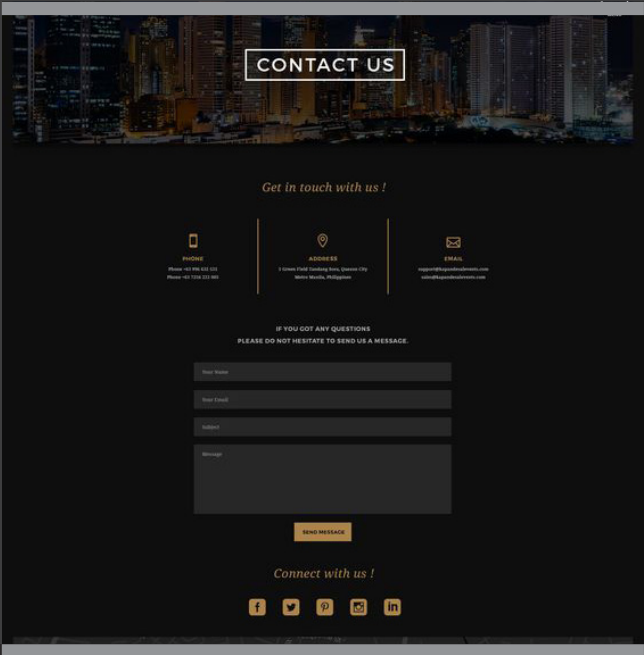
“In Religion Trust is love, In Business Trust is Loyalty”



Softinn Booking Engine, Property Management Solution, One Channel Online Travel Agency



Hospitality Business All in One - Digital Marketing Solution



Hospitality Business - Website Development Specialists

“Start Getting Comfortable with New Tech Knowledge and Experience, Today!”

“In Religion Trust is love, In Business Trust is Loyalty”

irresistible offer. Or if they are on a vacation and they fancy a luxurious suite with a city tour we easily convince them in your personal email letter to book it.

And we quickly dismiss any thoughts of them cancelling by providing them with incentives at just the right moment, with an amazing upgrade, Breakfast Buffet or a wonderful bottle of champagne.

At ion codex we do our best to reach them when they are searching on google, and we would build your website to maximize your direct booking revenue.

That’s why our customers using our booking engine have increased direct bookings, and cancellation rates through our online travel agencies are reduced significantly.

We are a technology company, but to us your guests aren’t just a statistic, they are real people with high standards and you will be dealing with people at ioncodex with high standards as well, people who really understand hospitality businesses.

and your guests will come to know your hotels, restaurants, resorts, beautify-spa, event centres and more for the way you do business as a unique experience.

And whether you use our softinn hotel booking engine and property management system or our digital marketing expertise or website development service or all three of them together.

We will ensure that you really understand your guests and they fall in love with your business services. Long before they come to stay.

#UnderstandYourGuests.



In Nigeria today the economy is poor and both average-class and high-class hotels are struggling to pay staff, maintain their facilities, get customers and make profit day by day. That is because of the economic crisis of inflation currently on ground. Companies are looking for solution providers that are not only affordable but also effective, This is the reason ion codex was born.

02

ABOUT US

We are a distinguished information technology services start up with sound and creative minds. We are known for solving complex problems by breaking it down to the microscopic level, therefore delivering the solution from the atomic level to the finished tangible product delivered in simplicity. Our Vision is to become a global network with rich skilled workers with traditional work ethics and up to date with the latest in information technology hospitality business.

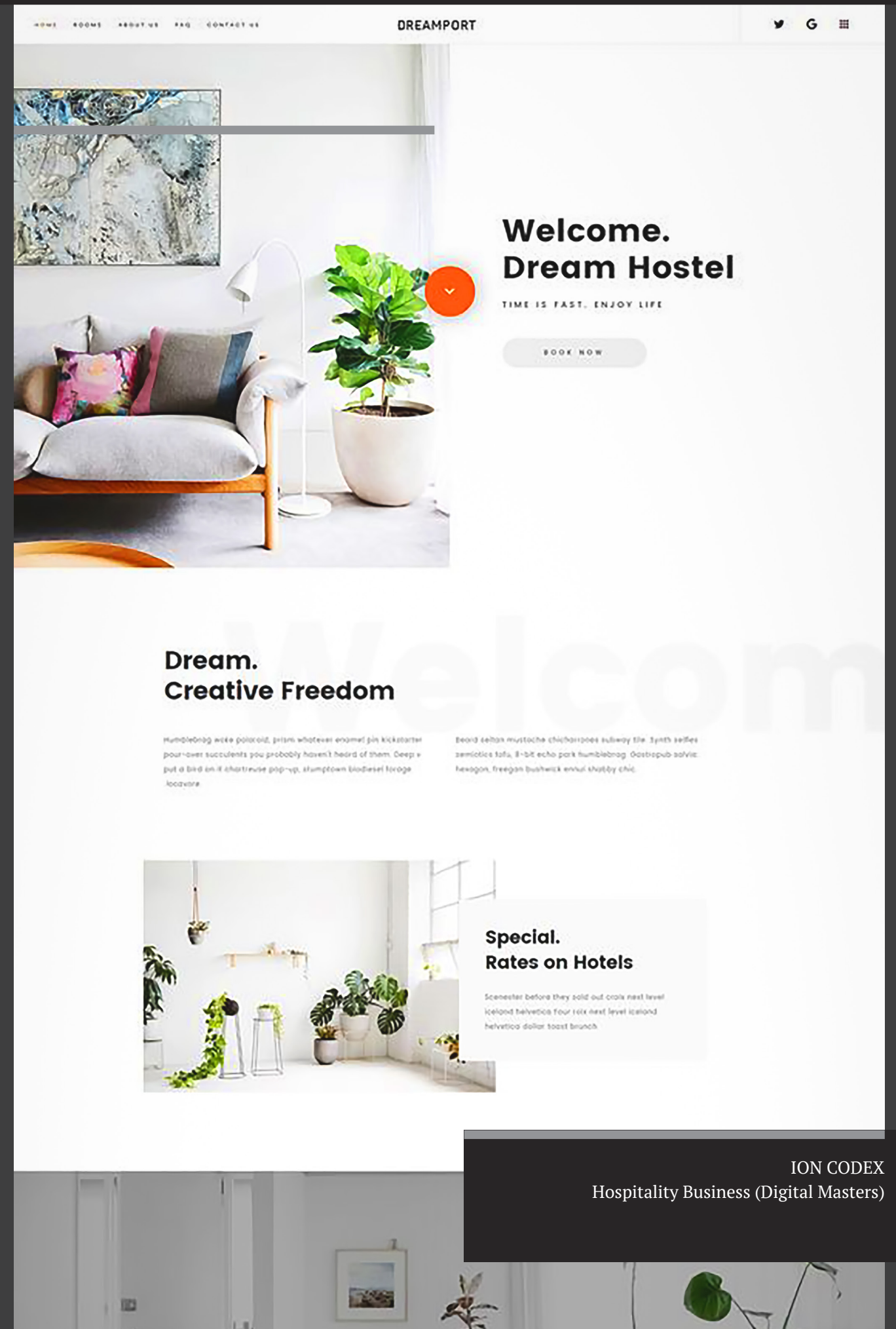
Our Founder Esiri Ekwale – Digital Marketer and Software Engineer) works with a team 50 Freelancers, writers, graphic designers, web developer, hotel energy solution providers.

He has been developing websites for the past 10 years,

Until Early 2020 when we started developing enterprise scale applications. So far, we have designed, developed and deployed various SAP solutions. Also he is a proud partner of softinn and he has been working with team members to Build and manage Hotelier websites for many years.

Our Mission and Core Values

Our Mission is to Coach Managing Directors, General Managers and their employees about the important roles I.T has to play in their hospitable business. Help them discover the secrets to Increase their booking and sales with the available tools and strategies that is proven to drive traffic to their website with a better conversion rate.



Data Analytics

How do i grow my business?

Let us build and setup analytics on your website. if you buy our private coaching package we will help you understand your guest better and teach you the tricks of how to grow you business in respect to your guest behavioural patterns.

SPECIAL

CMS

Content
Management
System

PMS

Property
Management
System

Receiving Traffic to your website is one aspect, converting that traffic into lead is another thing, converting that lead to paying customer is another. In our Hospitality Digital Masters training program we will teach you the concept of how we use technology to convert audience to paying customers and also everything you need to get started.

Our Core values are founded on a philosophy of integrity, creativity, brand and style. We are on a dedicated mission to providing leading professional consulting, and out of the box integrated systems solutions that meet our hotelier's needs and or requirements.

**“Start Getting Comfortable with
New Tech Knowledge
and Experience, Today!”**

ION CODEX
Hospitality Business (Digital Masters)

Affordable Rates

ROOMS MAY RANGE FROM



Rooms. Comfortable

ALL YOU NEED

BOOK NOW



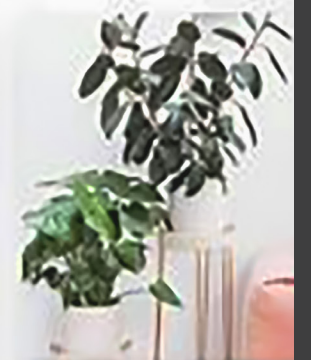
Deluxe Room

Opulently styled, the Grand.



Luxury Room

Swiss Executive Harbour View



Deluxe Room

Opulently styled, the Grand.



DIGITAL MASTERS

03

THE
THIRD
SECTION

This Program is Designed specifically for CEO's, Managing Directors, General Managers, Mid-Level Managers and Employees in Hospitality Businesses

#KNOWYOURGUESTS

In Nigeria today the economy is poor and both average-class and high-class hotels are struggling to pay staff, maintain their facilities, get customers and make profit. That is because of the economic crisis of inflation currently on ground.

Also to make matters worse, due to the Covid-19 out-break, doing business became even more difficult for business owners. Business today isn't just what it used to be. Companies doing business the old fashion way have shut down due to low productivity and none of their existing customers want to leave the safety of their home to patronize them, simply because they are not convinced it's safe.

Yes we Know people still go out, but only when it is completely neccessay or profitable for them to risk their lives. In recent times people gradually forcing themselves to go out, have fun or entertain themselves. in essence What we are simply trying to say is that, things are so tough but only the tough survive in times of difficulty.

This Program is Designed specifically for CEO's, Managing Directors, General Managers, Mid-Level Managers and Employees in Hospitality Businesses



Restaurant Landing page Designer

Hospitable web pages that
Attract Guests

An engaging hospitable website
is one that is interesting enough
for your prospective guests to
spend time on.



Start Getting Comfortable with New Tech Knowl-
edge and Experience, Today!

In this training program you will learn all the tips and tricks of how you can strategically grow your conversions and sales and what it costs to get started, so fake I.T posers don't rob you of your hard earned money.

Hence Companies and people have diverted their attention to the internet. A safe place where they can search for solution. They now realise they can save money by looking for better deals and offers before going out, That's why we put together this program so we can coach business owners on the strategies they can apply to their business to get new customers and grow their business online through effective digital marketing, web technology and furthermore increase their direct bookings.

You Don't Own Your Social Media Account.

Thing about this, you spend all that time, money and energy growing followers on your social network, Only to discover at the end of the day you're only driving user engagement on social media network, if that effort was directed to build and grow your website audience organically through SEO, you could be the next Facebook, instagram. the KEY WORDS here are USER ENGAGEMENT AND USER ACTIVITIES on your website not someone else's.

The Ultimate Hospi- tality Digital Business Mindset

At the end of this program we want to assure you, that you will walk out more sophisticated, you will start saving money by avoiding some big mistakes companies make and most importantly we won't leave any stone unturned we will educate you on every possible opportunity available for your to get fully booked and avoid getting over booked.

Beauty Spa Content Creator

Copy writer – Sales Page

Attract the right customers by promoting your beautiful SPA experience

Create a special page for your top seller, Create offers for Spa Treatments you wish to sell more of.

Softinn Booking Engine,
Property Management
System

Softinn One Channel Booking
Engine & Content
Management System

SOFTINN

04 *All In One Solution for the Hotel Business to increase Direct Bookings. We Present our Softinn Hotel Booking Engine and Property Management Solution*

FORTH SECTION

#revenuemanagement

We will implement and coach you on the 3 Things in our SoftInn Hotel Management System

Booking Engine – we will demonstrate how to setup your property to increase your bookings, manage your sales records and reduce your overhead and paper work.

Platform/facility Management system – we will demonstrate how to manage your facility's Amenities | stock | inventory | House Keeping | records keepings and secure your facilities from fraud and maximize your revenue

Softinn Channel Manager for connecting all Online Travel Agency – we will demonstrate the proven system that is integrated to online travel agencies to drive audience to your website with one simple channel and convert them to loyal guests.

Consult with a hospitality Technology Specialist to market your business.

Frequently Asked Questions

1. What is a cloud hotel management system?

A suite of hospitality software products that hosted on the cloud server instead of in-house server or on-premise software. These products are often web-based and are more scalable than traditional hotel systems.

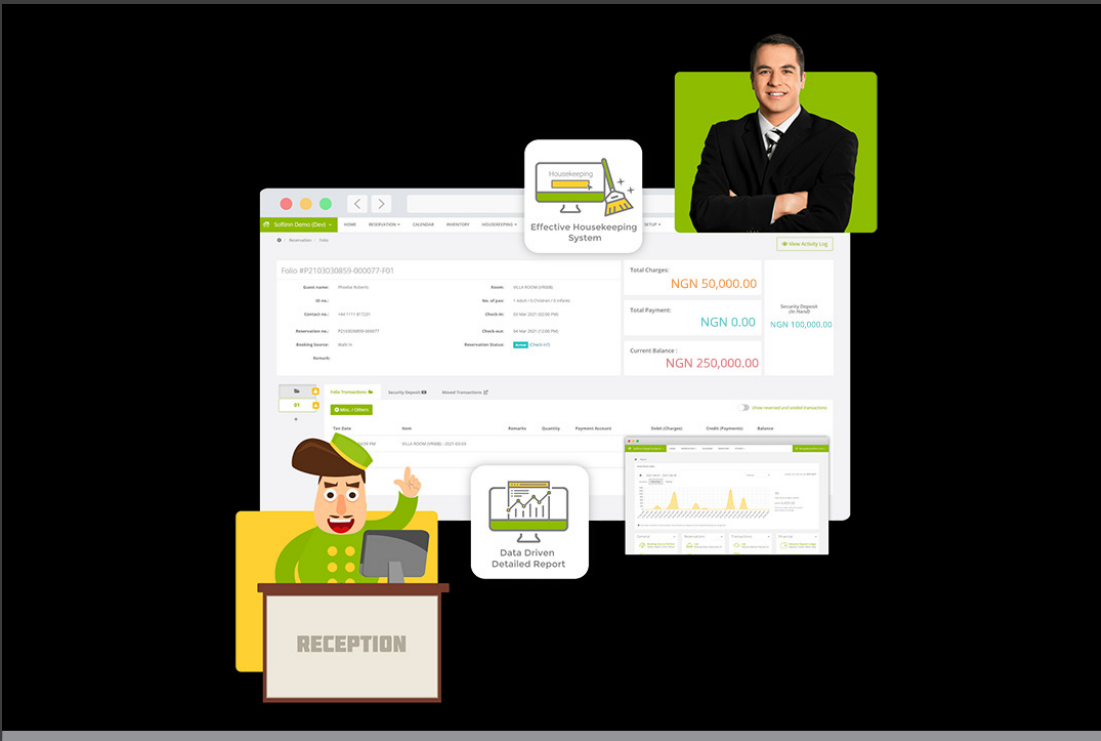
2. What products make up hotel management system?

Hotel PMS (front desk reservation system), website design, direct booking engine, channel manager, and more.

4. What is a hotel PMS?

PMS or property management system, is one of the most important tool required to run a hotel business efficiently. It can be used by the front desk to perform reservation activities such as room availability management, check-in and out, security deposit record, guest profile and more.

"In Religion Trust is love, In Business Trust is Loyalty"



5. What is a direct booking engine?

Direct booking engine or IBE (Internet booking engine) is mainly used by hotels to receive direct booking via their official hotel website, and able to collect online payment such as credit card and online banking directly and securely. A direct booking engine is usually commission-free, hence, it helps hotels to optimize their revenue by paying less commission to OTAs (online travel agents).

6. What is a channel manager?

Channel manager is a channel management tool used by hotels to sync their inventory availability and pricing across different booking distribution channels such as OTAs, and direct booking engine. It helps to reduce overbooking issues and time needed for hotelier to update inventory manually in different booking channels.

7. What is the future of Hotel management system?

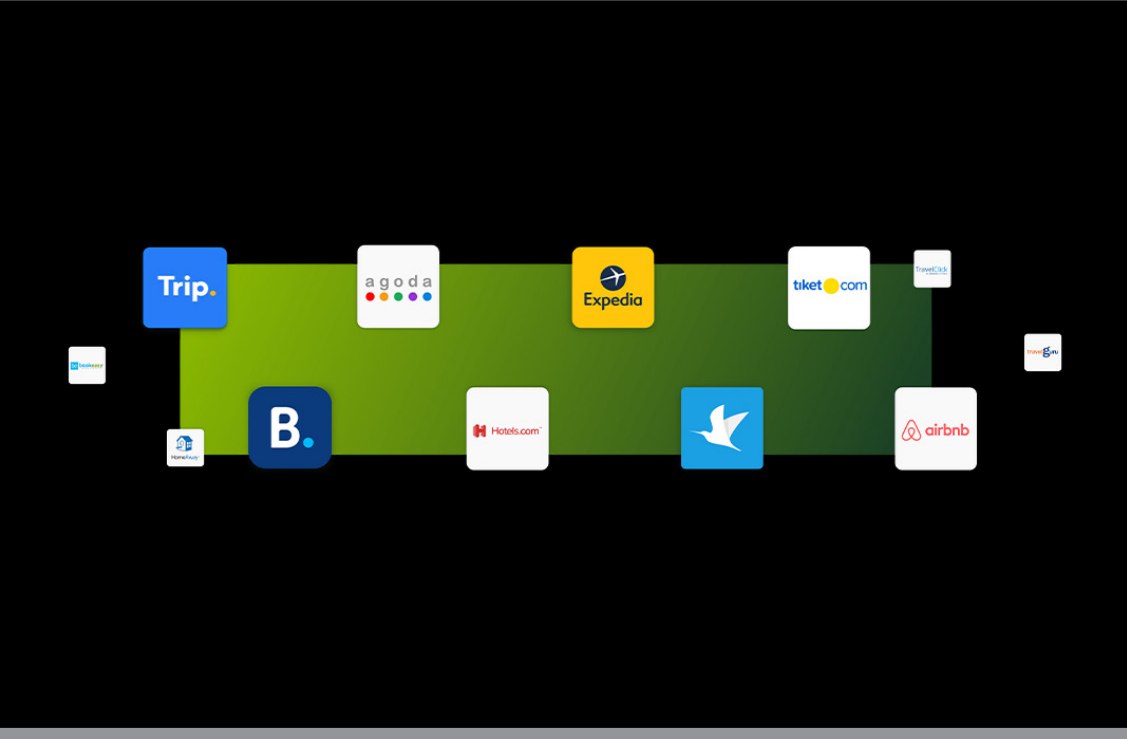
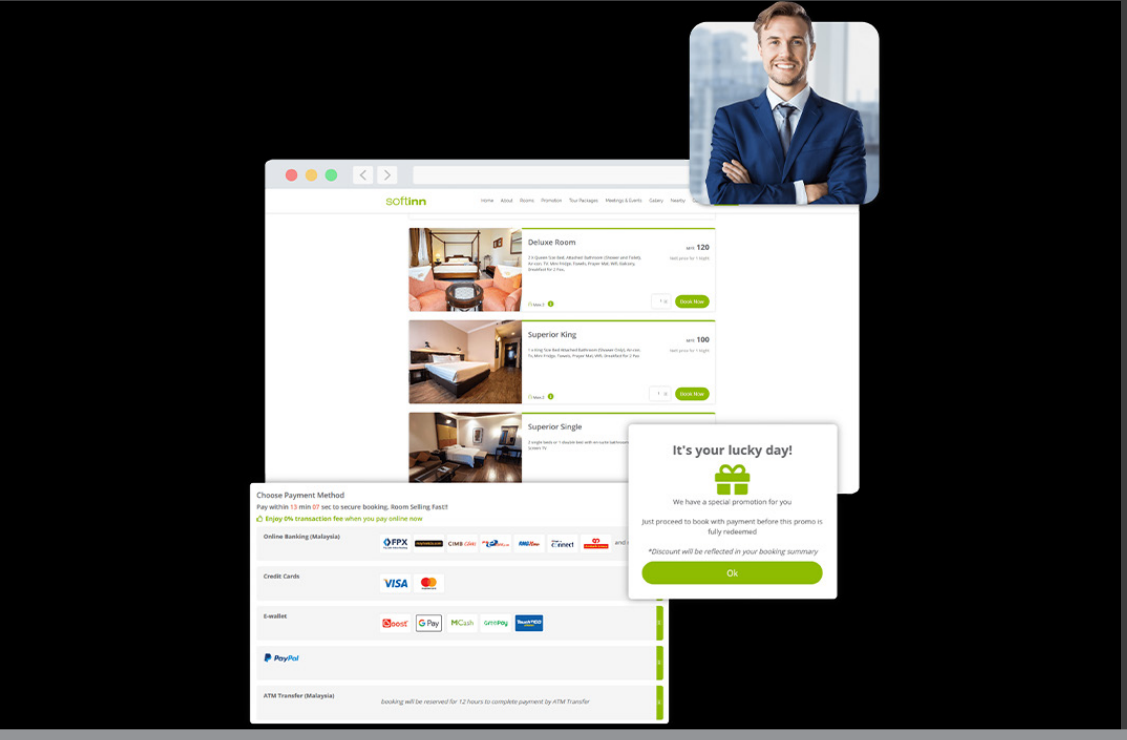
The future of hotel business will be open and connected. Hoteliers should enjoy the flexibility to connect hotel system with third party tools to enhance productivity and business operations through automated workflow.

8. Why cloud management system matters for small hotels?

Being on cloud allows you to access your web-based system anytime, anywhere. It can save on-premise server & software license cost; and able to receive free updates over the time.

9. How to evaluate a reliable hotel software?

The product should have a regional service team that understand your needs or customer success team that are able to assist you timely. The cloud service should always live to serve the users, for example, Google Cloud Platform or Microsoft Azure cloud guarantees 99.99% uptime.



“Have a continuous flow
of new and past guests
coming to you.”



Affordability Focused Landing Home Page Designer

Hospitable web pages that
Attract Guests

An engaging hospitable website
is one that is interesting enough
for your prospective guests to
spend time on.



Email Marketing Sales Letters

Increase Realtime user
Expericene through Emails

A Sales copy is one of the most
ancient and still the most
effective forms of marketing
because it is basically a
personalised letter with an
irresistable offer init.

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<https://ioncodex.com.ng>



DIGITAL MARKETING

05

Revenue Managers

Hospitality Business
Specialists

Get as Many Guests You Could
Possibly Handle

Food Specials Content Creator

Copy writer – Sales Page

Attract the right customers by
promoting dishes.

Create a special page for your top
seller, Create offers for dishes you
wish to sell more of.

*Increase your bookings today
Everything you need*

#valuepackages

1. Search Engine Optimization

Search engine optimization (SEO) is the process of getting pages to rank higher in search engines such as Google, Bing, Yahoo and AOL. Because search is one of the main ways in which people discover content online, ranking higher in search engines can lead to an increase in traffic to a website.

2. Search Engine Marketing

Search engine marketing (SEM) is a digital marketing strategy used to increase the visibility of a website in search engine results pages (SERPs) through paid search advertising.

Search engine marketing is also alternately referred to as paid search or pay per click (PPC).

3. Search Engine Report Page

Search Engine Reports Page has a lot to do with Keyword research and ranking. we use tools available to discover the KEY WORDS which your idle customers search for that are relevant to your business.

On their path to making a reservation, sophisticated and wealthy customers will explore over 30 options, that fulfills their taste and satisfy their demands.

They search helpful content, online travel agencies, review sites, and social media, and we'll make sure they check out your user friendly website First.

“In Religion Trust is love, In Business Trust is Loyalty”



increase Direct Bookings

With Our Softinn Booking Engine + PMS

We are hotel technology service provider on a mission to make hoteliers work easier



From these keywords we are then able to write content that will be displayed in the search results page of google and other search engines and gradually your site will start getting rankings for that specific keyword.

4. Content Creation

Content Creation is the process of writing relevant, concise, interesting information related to your business niche. These Contents come in the form of Blog Posts, Landing Pages, Home pages, Services Pages and lots more. These Contents

are search optimized from the beginning to start driving guests to your website organically from day one.

5. Content Marketing

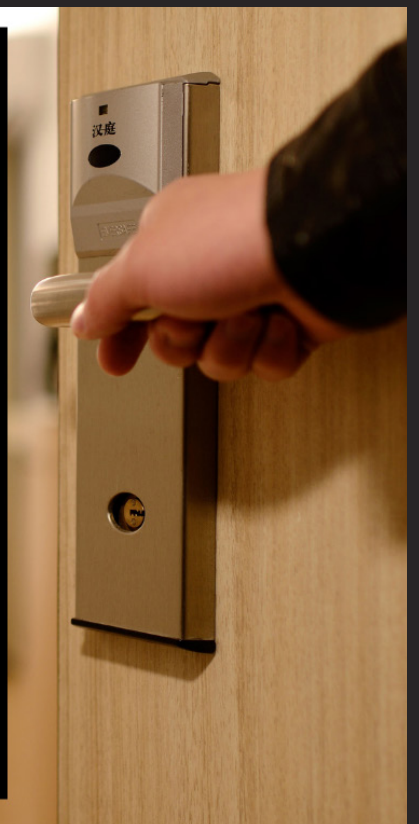
Content Marketing is a form of indirect Marketing. How this works basically, is we Post Answers to those Questions that your idle audience always be searching for in business through search engines and social Media.

This Marketing Strategy works fine organically but is very slow to start ranking unless the topic is very rare, what we do

Hotel Web Designers

Hospitable Website that Attract Guests

Get active participants who make a booking or reservation and contribute to the contents in the website.



“Have a continuous flow of new and past guests coming to you.”

#understandingyourguests

when the search ranking results are very high for a topic, we do an AD for that post to get your site to rank higher in the search results.

5. Email Marketing

Email Marketing also referred to as Sales copy and not to be confused with news letters, Sales copy is the process of writing an effective sales letter to your guests.

A Sales copy is one of the most ancient and still the most effective forms of marketing because it is basically a personalised letter with an irresistible offer init.

We Encourage Our Hoteliers to make their Guests feel Special because making them feel special by delivering personalized offers from your business through email is a priceless experience.

6. Google My Business Page

Google My Business provides you with the ability to list your business location on Google Maps and local search results. You can display important information about your business, including the opening/closing times, contact details or a link to your website. Essentially it has a key section on the google page whenever someone searches your business.

**Consult with a hospitality
Technology Specialist to
market your business.**

SPECIAL

Data Analytics

Data Analytics is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision-making about how to adapt to changes, Know your guests behaviours and improve on different departments in your business.

How to Increase Your Hotel Direct Bookings

Want More Guests than you can
possibly Handle?

Join our Digital Masters Program

Its better to be fully booked than
under booked.

Grow your business to the extent that
you will have your guests book weeks
ahead to meet a reservation.

**Innovative solutions for
hotels and lodging providers
is leading the way.**

We are integrating Asia's Most
Sophisticated hotel booking
engine to fulfill our customers'
and their guests' ever-changing
needs

while also generating great direct
revenue growth and delivering
the best performance.

WEB DEVELOPERS

THE LAST SEC-

06 *An engaging hospitable website is one that is interesting enough for your prospective guests to spend time on.*

SIXTH SECTION



cloud hosting = exceptional service

An Interactive website is also one where visitors are not passive readers, but active participants who make a booking or reservation and contribute to the contents in the website.

1. Domain Name

The address at which Internet visitors can access your website is known as a domain name. On the Internet, a domain name is used to locate and identify computers. IP addresses are a set of numbers used by computers. Humans, on the other hand, have a hard time remembering long strings of numbers.

2. Cloud Hosting Service

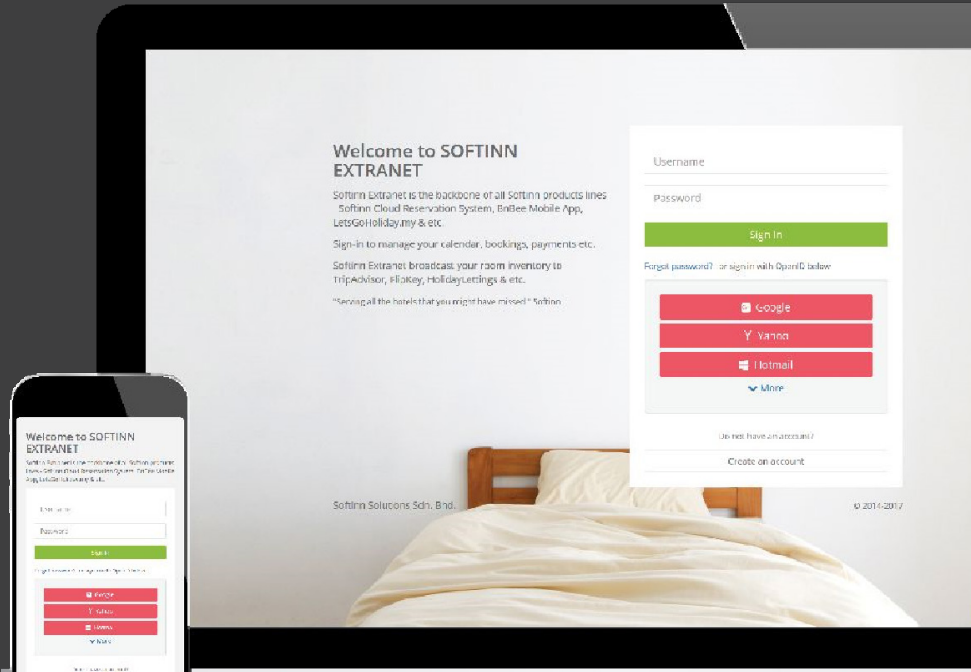
Cloud hosting makes cloud resources available to apps and websites. Digital Assets are not placed on a single server, unlike traditional shared hosting. Instead, the application or website is hosted by a network of connected virtual and physical cloud servers, allowing for greater Accessibility, Speed, flexibility and scalability.

This service is Quite Expensive. Simply because it is the best and not your average shared server but it is highly recommended for businesses expecting a high amount of traffic and for those companies who want to offer exceptional user experience to their customers from the beginning.

Get Our Softinn
Booking Engine



Why pay 17% booking commissions when you can take bookings on your official website, Facebook Fan Page, and WhatsApp. Encourage direct bookings by advertising special offers through a zero-commission booking engine.



THE FEATURES
OF INTERACTIVE
WEBSITES

SECURED AND EFFICENT WEB SOLUTIONS

Responsive / Search Engine Optimized / Quick Https Response / Fast Load time / Customized / Quick Checkout / Testing / Inventory Showasing / Optimized High Resolution Photos and Videos / High Conversion

WEBSITE PAGES

STRUCTRED, BRANDED, CUSTOMIZED AND EFFICENT LANDING PAGE DESIGNS

Home Page / Rooms Page / Bookings Page / Services Page / Restaurant Page / Facilities Page / About Us Page / Contact us page / Blog Page / Payment Options

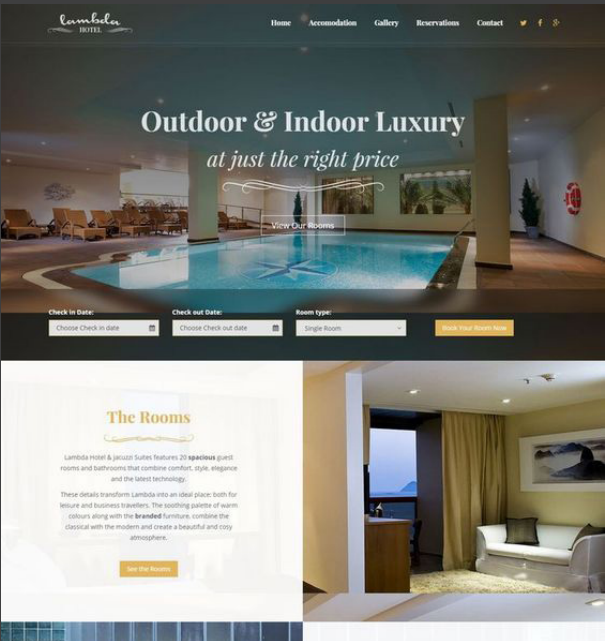


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and Experience, Today!

Discover how to Create Trust by
selling Value through your business
website.

"In Religion Trust is love, In Business Trust is Loyalty"

GET FULL ACCESS



3. Shared Hosting Service

A shared web hosting service is one in which multiple web-sites are hosted on a single web server that is connected to the Internet. Because the overall cost of server maintenanc-e is divided across several clients, this is usually the most cost-effective hosting solution.

4. Company Email Server

Email hosting is a separate service that allows you to create a custom email address and use it to send and receive emails. It's commonly included with a web hosting subscription. Your email domain name will be the same as your website.

FOR PRICES AND OFFERS VISIT
<https://ioncodex.com.ng>

FULL BOOKINGS

UNDERSTAND YOUR GUESTS



HOTEL DIGITAL MASTERS

EVERYTHING YOU NEED TO GET FULL BOOKING
AND NOT GET OVER BOOKED

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