

White Label Channel Manager for PMS Companies | Su

Su is a white label channel manager for PMS and it enables hotel PMS to with direct connectivity to OTAs. All updates are in real-time and no development is required.

Auckland, New Zealand Jul 13, 2022 ([IssueWire.com](https://www.issuewire.com)) - Su connects your PMS to OTAs while a channel manager connects the property to the OTAs

A game-changer in hospitality distribution, Su is set to change everything you didn't quite fancy about your channel manager. Connecting your property management system (PMS) to OTAs directly via an API, removes friction and makes your booking management a breeze.

Let's look at a few key differences between Su and a traditional hotel channel manager.

0. Su is a channel manager for PMS, Central Reservation System (CRS), or Vacation Rentals (VR). It **connects these property management platforms (where you update rates and inventory) directly to OTAs**, without needing to connect via any channel manager.

A traditional hotel channel manager on the other links your property to every OTA.

- Su links the property management platforms to OTAs via an **API connection**, which is faster and much more reliable than a traditional hotel channel manager.

The latter relies on properties enabling OTA connections from their channel manager, and the channel manager has a two-way connection with the property management system so rates and inventory can be managed in one place. If your PMS, CRS, or VR connects with Su, your property does not need a traditional channel manager.

- Su **provides detailed error logging via an API** or delivered to an extranet so issues can be identified and fixed quickly. A traditional hotel channel manager requires manually going through logs to find issues before resolving them – a much more tedious and time-consuming exercise.
- Su manages **mapping to OTAs from the PMS, CRS, or VR via an iFrame** mapping widget (yes, it really is that simple!). A traditional relies on individual mapping of every property (mostly done manually) to every OTA as part of the set-up. This process is not just cumbersome but risky as the chance of human errors is high.
- Su **updates channels faster** than a traditional hotel channel manager. This is because of its API-based connection, which is typically faster and more reliable.
- Su is one of a kind. Really, we mean it! There is no other product like Su – it is the first one to connect PMS to online channels.

Keen to learn more about Su? Is it suitable for your property? How do you get started on Su?

Contact the Su team for a [Free Demo Today](#).

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