

# WELCOME



## How to Choose Your Best Online Booking System

We will begin shortly!

# WELCOME



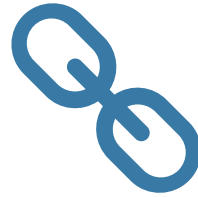
## How to Choose Your Best Online Booking System

January 12, 2023

# HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:  
<https://tourismns.ca/webinar-series>



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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# PRESENTER



## Jide Adesalu

- Established Information Technology professional with over 30 years of experience providing services to tourism, logistics, production, environmental, general services, non-profit, and human resourcing organizations.
- President of Microhills Group, Jide is passionate about partnering with businesses to improve their performance and customer experience through the digital transformation.

# How to Choose Your Best Online Booking System

Accommodation Businesses

Jide Adesalu  
President Microhills Inc





- Knowing you and me
- Happiness Check
- Ground Rules:
  - Interactive
  - Respect for others
  - 2 Ears and 1 Mouth
  - Phones
- Emergency Exit
- Health
- Have Fun!

# Introduction



# Agenda

## Preamble

- Business Requirement Analysis

## Software Selection

- Functionalities
- Scalability
- Compatibility
- Cost Analysis
- Vendor

## Implementation





# Preamble

1



# Business Requirement Analysis

- Internal and external stakeholders
- Business processes(Operational, Supporting, Management)
- Data requirements (Critical data, ownership(Create/Update, View, Delete))
- Reporting
- Existing platforms/systems
- Budget
- Build or Buy





# Business Process Model

**Microhills**

1

Mega Process

2

Major Process

3

Sub Process

4

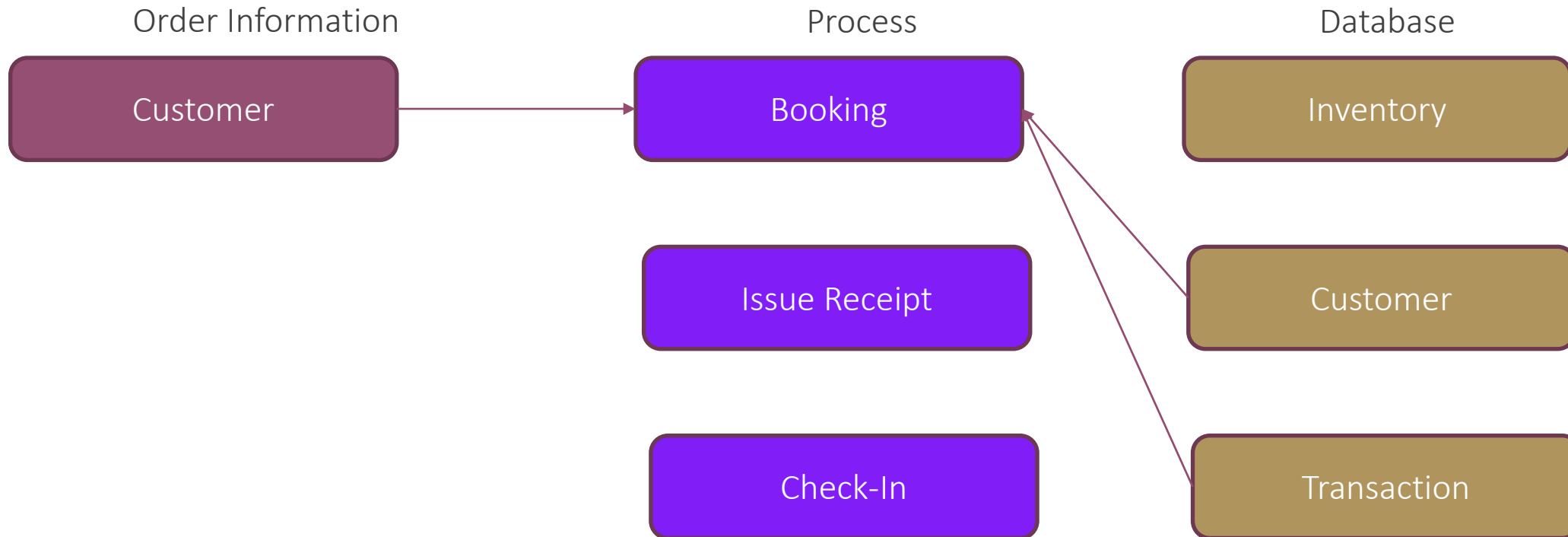
Activities

5

Tasks

# Data Flow Diagram

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# Software Selection Process

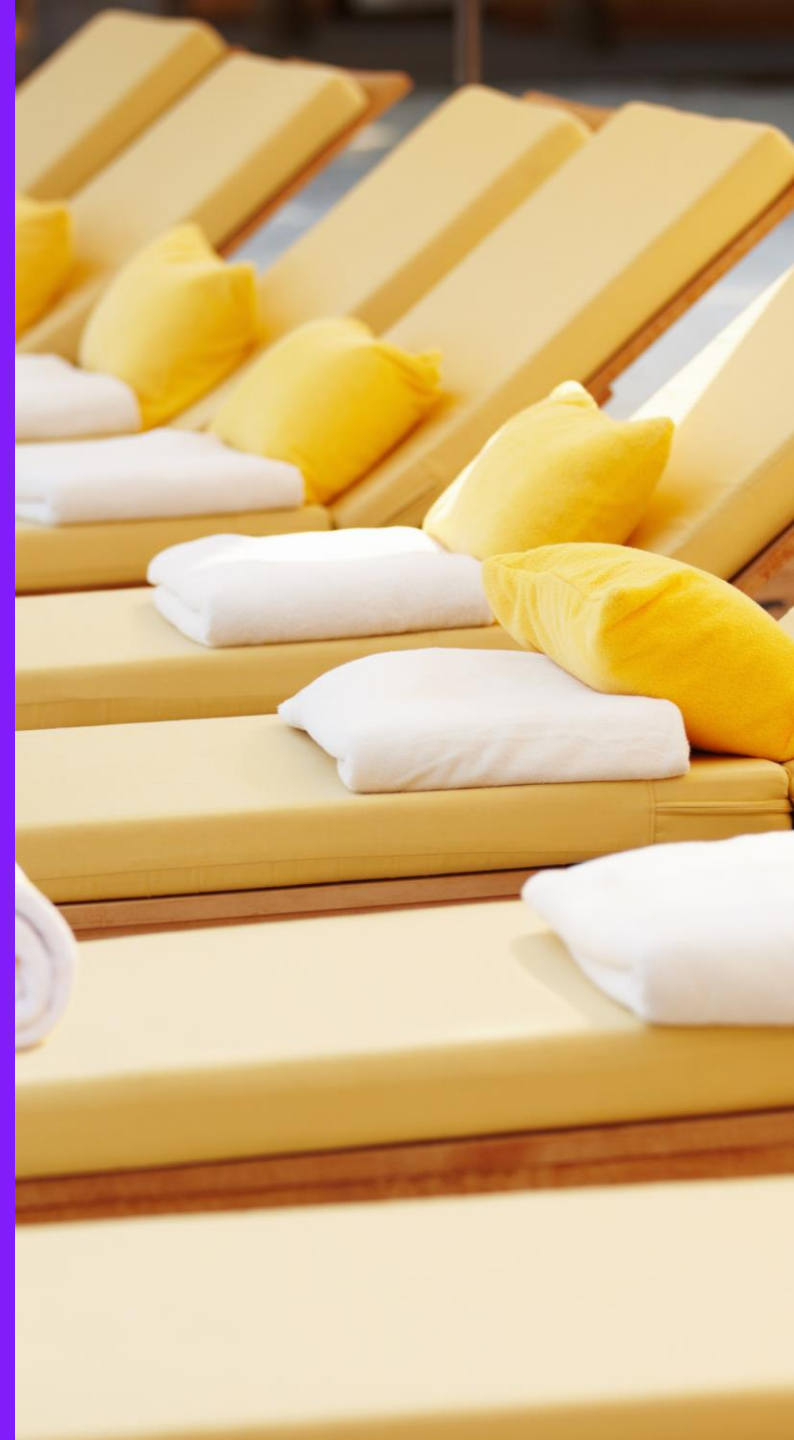
2





# Functionalities

- Content management capabilities
- Promotion & discount code tools
- An easy-to-use checkout
- SEO friendly code and layout
- Advanced eCommerce SEO capabilities
- Reporting tools & custom report features
- Email marketing features or integration
- Multiple payment options (Credit card, PayPal, PO, Terms, etc.)
- The ability to scale & add new eCommerce features
- UI/UX, Navigation, Newsletter, Blog, Online Help, Video capability, Multi-currency, Language options

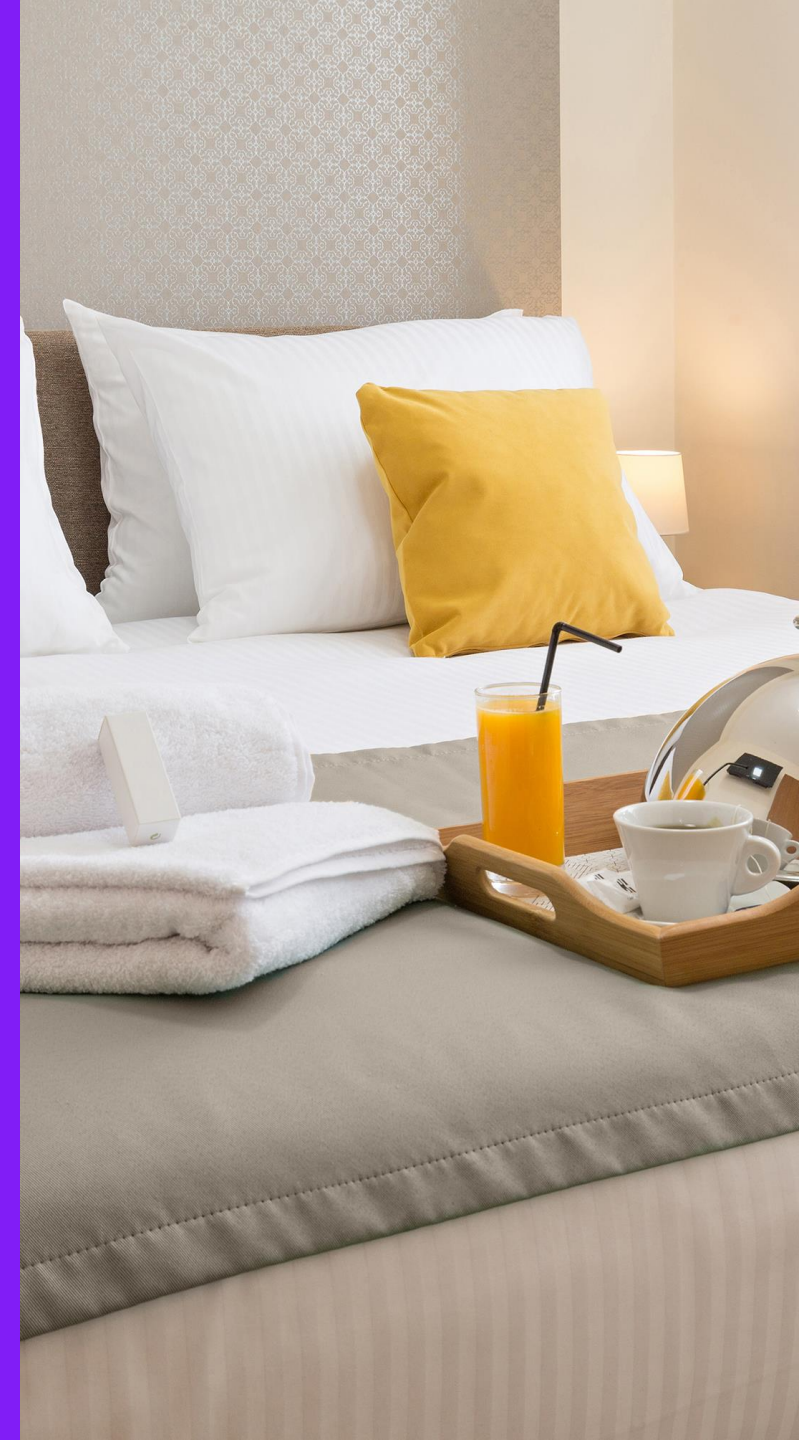




# Scalability

## Additional functionalities

- Business strategy
- Growth
- Diversification
- Government policies
- Regulatory requirements





# Compatibility

- Existing platforms  
(OS/Infrastructure/Systems)
- Technical requirements
- Upward and Downward compatibilities





# Cost Analysis

ROI - return on investment should be significantly more than the TCO.

- Software pricing (modules or complete)
- Licensing fees,(No of Installation and users)
- Software Requirements
- Hosting or hardware Requirements
- Maintenance, training and support.
- True Cost – the long-term total cost of ownership (TCO)





# Vendor

- User Support(Technical expert, End-user, Period)
- Reviews
- User Population
- User Community
- Expertise
- Partners

MicroSkills







# Implementation

- Customization
- Data Management (Upload, Cleanup, Migration)
- Training
- Maintenance and Support



- [Top 10 Reservation Systems - Easy Solutions for Your Needs](#)
- [Best Online Booking Systems in 2022 | FinancesOnline](#)
- [14 Best Appointment Scheduling Software \[2023 RANKINGS\]](#)
- [Best Scheduling Apps \(2023\) – Forbes Advisor](#)
- [The 12 best appointment booking and scheduling apps](#)
- [Which is the best appointment scheduling software? - Zoho](#)
- [The Best 21 Appointment Scheduling Apps and Booking ...](#)
- [The best appointment scheduling apps in 2022 - Zapier](#)
- [Top 10 Client Booking Systems - Compare 2023 Software](#)

# Booking Systems

# Q & A

4



# Microhills

Accelerating your digital transformation

Microhills is the one-stop-shop company that creates value with a focus on first-rate customer experience. Our products and services include the design and development of fit-for-purpose Websites, Mobile and Web Apps, System Integrations, Software Solutions, and Cyber Security.

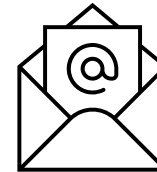
We have partnered with dozens of small businesses that are committed to improving business performance and customer experience through the digital transformation of their products, sales, and supply throughout North America.



1505, Barrington Street, Halifax. NS B3J 3K5.



<https://Microhills.com>



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Thank You!





# UPCOMING WEBINARS

- Tuesday, January 24, and Thursday, January 26 at 10:00 am – A two-part webinar on **Cybersecurity Essentials for Small Businesses**. Presented by Joel Arbuckle (Arbuckle Media)
- Thursday, February 9 at 10:00 am – **Email Marketing to Boost Your Business**. Presented by Mariia Soucho (Playground Creative Agency)



See recordings of previous webinars  
and related tip sheets:  
<https://tourismns.ca/webinar-series>

# REMINDER

- **2023 Doers & Dreamers Guide** – the deadline to update your listing for the digital travel guide is **Friday, January 13, 2023**



**Link:**

<https://tourismns.ca/news/intouch-blog/get-your-business-listed-2023-doers-dreamers-guide>

# STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: [TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
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