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**DerbySoft Provides Hotel Metasearch
Connectivity & Caching for Marriott International;**

***Allowing Marriott to better manage online bookings from metasearch sites
Kayak, Roomkey, Trivago, Qunar and others***

DALLAS/ SHANGHAI – January 16, 2014 - As travel metasearch engine websites gain in popularity with travelers, more hotel companies are turning to DerbySoft for its metasearch online [distribution connectivity](#) and caching technology. One of the latest large hoteliers to work with DerbySoft is Marriott International. DerbySoft is based in Dallas, Texas, and Shanghai, China, and provides technology services to eight of the 10 largest hotel companies in the world, as well as many of the world's largest online travel agencies (OTA) and metasearch sites.

To date, the metasearch sites to which DerbySoft has connected Marriott are Priceline's Kayak; RoomKey; Expedia's Trivago, the market leader in Europe; and [Qunar](#), a travel metasearch site whose majority stake is owned by [Baidu](#), China's largest search engine.

As "one-stop shops" for travelers that seek to quickly compare different travel options, travel metasearch sites are specialized travel aggregators that provide online listings from hotel suppliers such as hotel companies, central reservations system (CRS) providers, and OTAs.

"Hotel companies are realizing that consumer searches on metasearch engines can result in enormous volumes of 'shopping messages', or requests for rates and availability data," said DerbySoft's Senior Vice President of Global Business, Keith Cotton. As a result of DerbySoft's [connectivity and caching service](#), Marriott's proprietary CRS is buffered from large amounts of data requests from multiple travel metasearch engines, while allowing Marriott to capture more direct bookings.

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[Commenting on DerbySoft's caching technology, Cotton noted](#), "The way we keep our hotel cache accurate and up to date is through our [smart caching predictive analytics software](#), which uses our proprietary algorithms to optimize how often we need to update the cache of hotel rates and availability information."

DerbySoft's proprietary smart cache system analyzes historical booking patterns and rate changes, and interrogates shopping message results in order to determine how often it needs to query its hotel customers' CRSs for rate and availability updates.

"For example, if 80% of our CRS queries indicate the hotel rate hasn't changed, our smart cache software will automatically adjust the query schedule to send fewer query messages for that hotel for that particular period, and the system will continue to get smarter as time goes on," Cotton said. As a result, [DerbySoft's smart cache system](#) minimizes the peak-hour traffic volumes to [Marriott's CRS](#) while maintaining high data accuracy and fast response times. "Consumers won't notice the difference. In fact, the response times they experience may be shorter," Cotton noted.

About DerbySoft Inc. | Founded in 2002, **DerbySoft Inc.**, provides the technology that connects many of the world's largest hotel companies to most of the world's largest travel booking web sites. As Internet hotel bookings continue to grow worldwide, global hotel companies such as Hilton, Marriott, and InterContinental Hotels, increasingly rely on [DerbySoft's](#) distributed and cloud-based technologies to process, manage and optimize the multitudes of reservation transactions originating from online travel agencies (OTAs) such as Booking.com and Travelocity.com, and metasearch sites such as Roomkey, Kayak, and Google, all the while minimizing the impact on the hotel company's technology infrastructure and resources. DerbySoft's U.S. headquarters are in Dallas, and its worldwide technology headquarters are in Shanghai, China, where it also operates one of [China's largest hotel central reservations systems](#), providing online reservation distribution services to nearly 1,000 Chinese local hotel properties. www.derbysoft.com, www.metasearchmanager.com, www.facebook.com/derbysoft

[Marriott International, Inc.](#) (NYSE: MAR) is a leading lodging company based in Bethesda, Maryland, USA, with more than 3,800 properties in 74 countries and territories and reported revenues of nearly \$12 billion in fiscal year 2012. The company operates and franchises hotels and licenses vacation ownership resorts under 18 brands. www.marriott.com

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