

softinn 

PRESS KIT 2025

“We build the next-generation hotel management software, digital solutions and hotel kiosk for hotels in South East Asia.”

About Us

Founded in 2013 and headquartered in Malaysia. Softinn was established by Jeeshen Lee to transform hotel management with innovative digital solutions.

Mission

To make hotelier work easier

Vision

To connect 100 tools that improve hotelier productivity

Softinn Products

Property Management System

Unassigned Reservations
There are reservations without rooms assigned! Please assign the rooms to avoid overbooking cases. [Assign Rooms](#)

Today's Guest List

STATUS	FOLIO NO.	MAIN CONTACT	ROOM	ROOM STATUS	BOOKING SOURCE	CHECK-IN	CHECK-OUT	NO. OF NIGHTS	ACTIONS
Arrival	P25020703268-000261-F01	John Doe 60123456789	Unassigned King Bed Room	○	Booking.com 1248759962	09 Feb 2025 03:00 PM	10 Feb 2025 12:00 PM	1 €	Actions
Arrival	P25020703268-000261-F01	John Doe 60123456789	101 King Bed Room	○	Booking.com 1248759962	09 Feb 2025 03:00 PM	09 Feb 2025 06:00 PM	6 €	Actions
Arrival	P25020703268-000261-F01	John Doe 60123456789	101 King Bed Room	○	Booking.com 1248759962	09 Feb 2025 06:00 PM	11 Feb 2025 12:00 PM	2 €	Actions
Checked In	P25020703268-000261-F01	John Doe 60123456789	102 King Bed Room	●	Airbnb 1248759962	09 Feb 2025 03:00 PM	12 Feb 2025 12:00 PM	3 €	Actions
Departure	P25020703268-000261-F01	John Doe 60123456789	101 King Bed Room	○	Tiket.com 1248759962	09 Feb 2025 03:00 PM	13 Feb 2025 12:00 PM	4 €	Actions
Checked Out	P25020703268-000261-F01	John Doe 60123456789	103 King Bed Room	○	Klook 1248759962	09 Feb 2025 03:00 PM	14 Feb 2025 12:00 PM	5 €	Actions
Checked Out	P25020703268-000261-F01	John Doe 60123456789	105 King Bed Room	○	Klook 1248759962	09 Feb 2025 03:00 PM	15 Feb 2025 12:00 PM	6 €	Actions
No Show	P25020703268-000261-F01	John Doe 60123456789	104 King Bed Room	○	Airbnb 1248759962	09 Feb 2025 03:00 PM	16 Feb 2025 12:00 PM	7 €	Actions

softinn
property management system

Sign In
Softinn PMS

Email

Password

[Forgot Password?](#)

Or with email

Do not have an account?

Booking Engine

Booking Sales (This Month)

No. of Bookings: 15 / 10
Room Nights: 15 / 20
Total Sales: MYR 1,500.00 / 2,020.00

Guest Stay (Today)

Arrival: 4
In-House: 7
Departure: 3

Guest Reviews

5.0
★★★★★
100 reviews

Booking Sales (Average Sales per Month: MYR 2,972.96)

65 Total Paid Bookings in period
MYR 6,700 Total Payment Collected in period

Ongoing Promotions

NAME	DISCOUNT	END DATE	QTY USED
Early Bird 10% Public	10% EB10	14 Dec 2024	19 / 20
VIP Special Private	MYR 100.00 VIP100	14 Nov 2024	19 / 20

Live View
See your Booking Engine in action

Rates & Availability
Manage rates for peak and low season

Tools & Plugins
Enhance your booking engine

softinn
booking engine

Sign In
Softinn BE

Email

Password

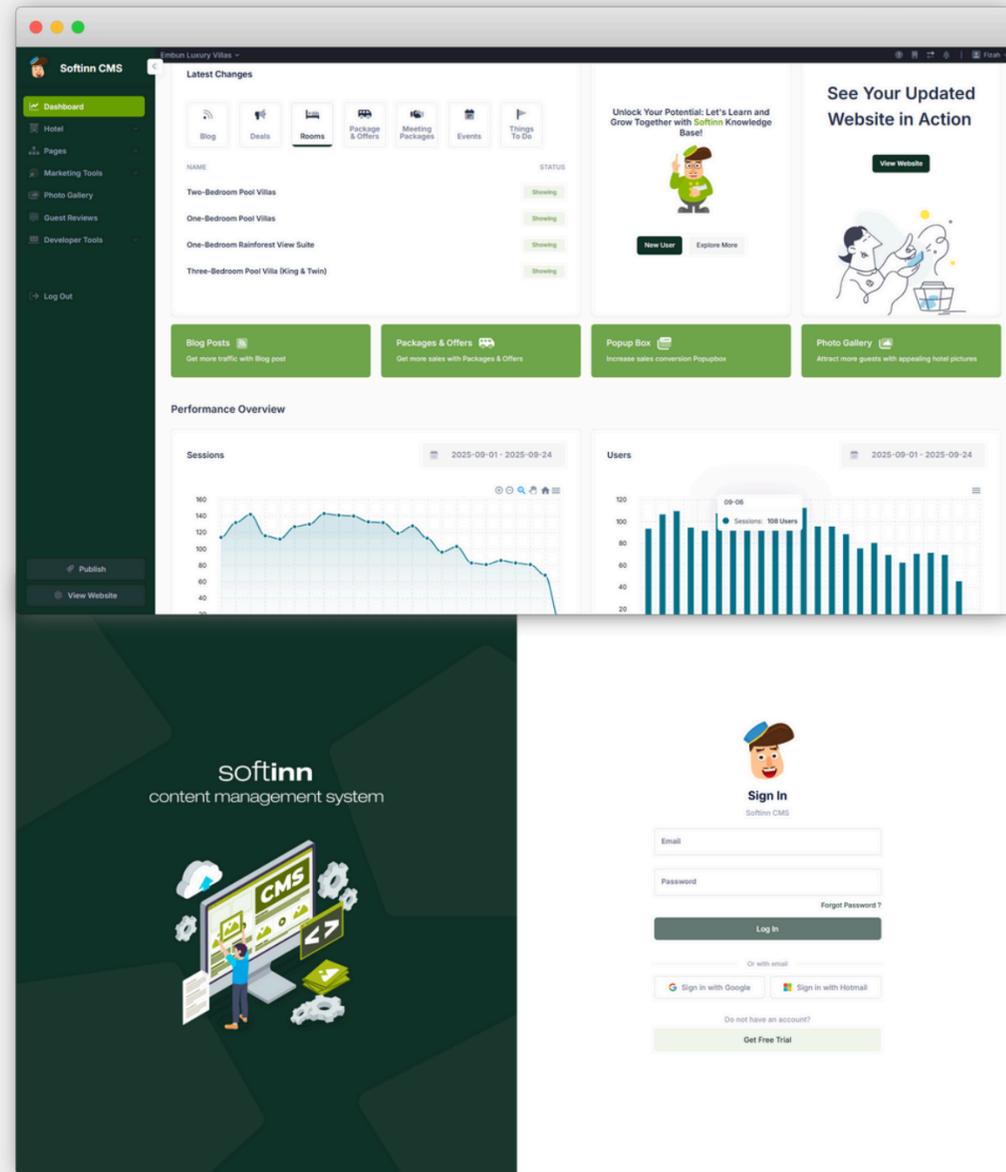
[Forgot Password?](#)

Or with email

Do not have an account?

Softinn Products

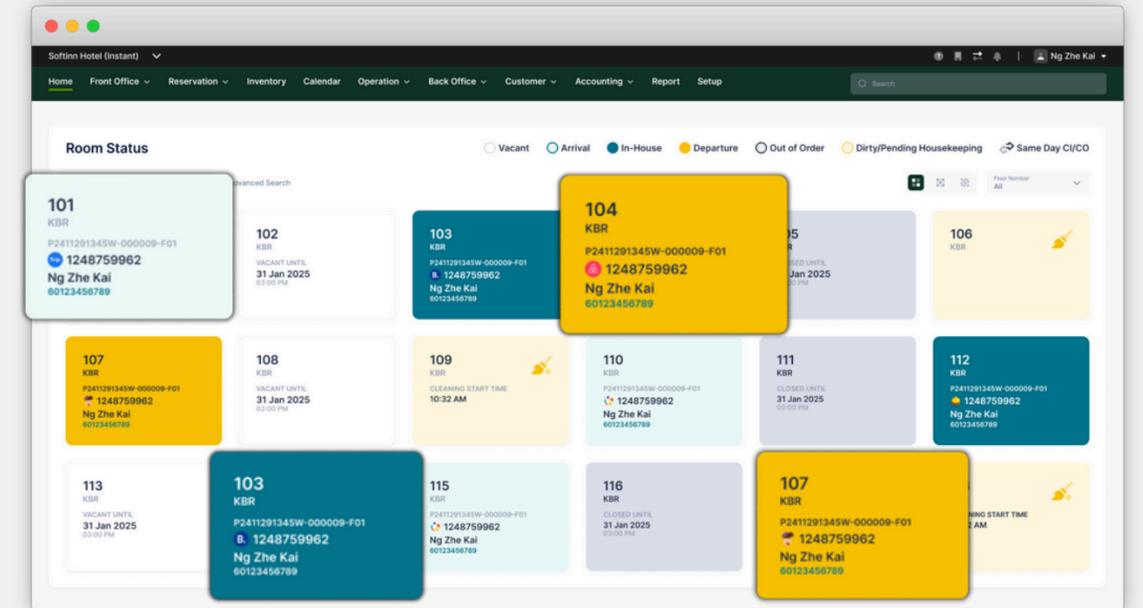
Hotel Website CMS



Kiosk System



Channel Manager



Color Pallette

Primary Colours

At Softinn, it's all about Vivid Green. If you happened to find yourself in our Head Quarter, you will get to experience how much we love our hero colour.

Of course, we would never leave out black and white, the essential value in design principle.



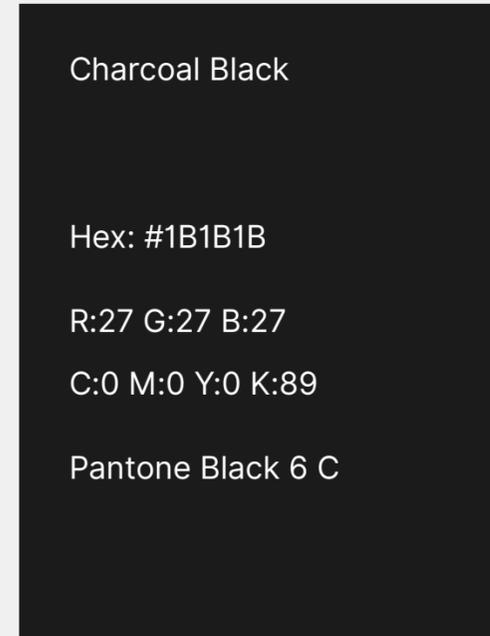
Vivid Green

Hex: #6DA300

R:109 G:163 B:0

C:33 M:0 Y:100 K:36

Pantone 375 C



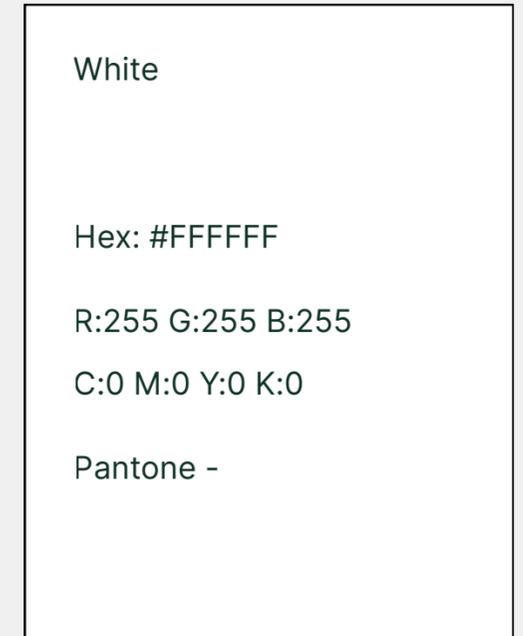
Charcoal Black

Hex: #1B1B1B

R:27 G:27 B:27

C:0 M:0 Y:0 K:89

Pantone Black 6 C



White

Hex: #FFFFFF

R:255 G:255 B:255

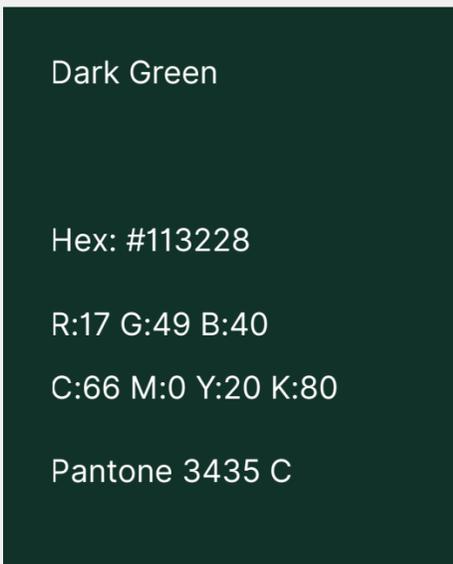
C:0 M:0 Y:0 K:0

Pantone -

Color Pallette

Colours are fun to play with and hence, we came up with a number of secondary colours to complement our primary.

These colours should be applied along with the primary colours when necessary.



Dark Green

Hex: #113228

R:17 G:49 B:40

C:66 M:0 Y:20 K:80

Pantone 3435 C



Vivid Lime Green

Hex: #8EBC00

R:142 G:188 B:0

C:24 M:0 Y:100 K:26

Pantone 376 C



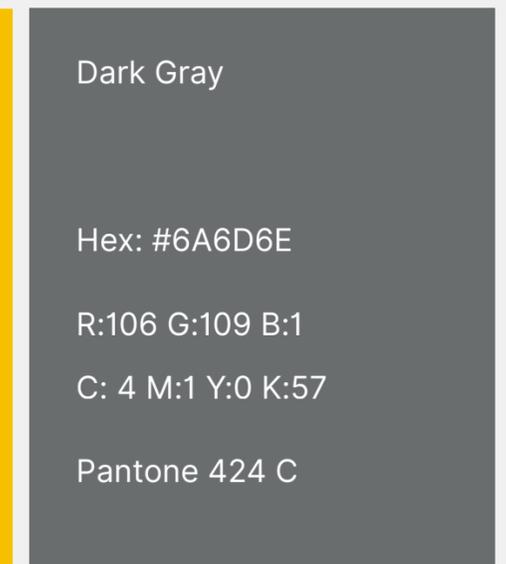
Golden Yellow

Hex: #F6C000

R:246 G:192 B:0

C:0 M:22 Y:100 K:4

Pantone 7408 C



Dark Gray

Hex: #6A6D6E

R:106 G:109 B:1

C: 4 M:1 Y:0 K:57

Pantone 424 C

Softinn Logo

Primary Logo

The **primary logo** should be used whenever possible and is **best applied on a white background**. In cases where the primary logo does not fit, following versions below should be used:



White Logo

The white logo is **best applied** on our **Vivid Green background** and if not, on a background colour which does not complement our primary logo.



Black Logo

The black logo is the **third option** when choosing the right logo. If the primary and white logos does not fit, the black logo usually comes to the rescue and works like a charm



Softinn Logo

Block Logo

The **block logo** is solely for internal use and it usually only **appears as profile picture** on our social media platforms. If by any chance you need to use this logo in your media, **please get a consent permission from us.**



Monochrome Logo

The **monochrome logo** is used when the primary or full colour version can't be used on your media.



Logo Application

Preferred Treatment

Our primary logo is designed to fit both light and dark backgrounds so whenever possible, please use it that way.



Alternate Treatment

However, in cases where the background colours used does not create a high impact and contrast on the primary logo, feel free to utilize the black logo or the white logo instead.



Image

When applying our logo on an image, please use the primary logo whenever possible or use the white logo on image with a considerable amount of dark overlay to enhance impact and contrast.



Softinn Mascot

Meet **FATboy!** Our mascot is available in different poses. Please choose the version that best fits your story or design.

