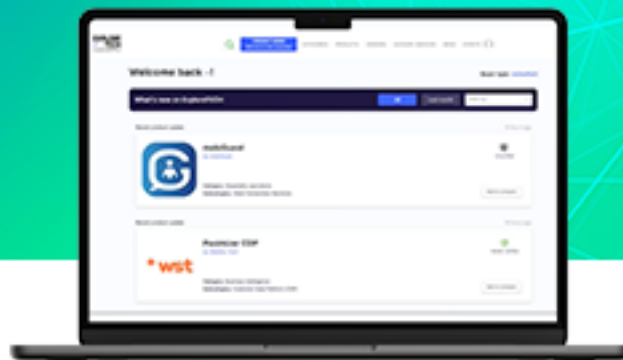


# ExploreTECH Chain Technology Management Platform

## YOUR Omni channel for all things Tech



**ExploreTECH White-Label Solution:** Empowering Hotel Brands with Customized Digital Marketplace.

The **White-Label Solution** empowers hotel brands to harness the full power of ExploreTECH robust B2B SaaS platform — customized under their own brand. This turnkey solution integrates the brand's proprietary operating tech alongside approved and preferred suppliers, delivering a personalized tech discovery and procurement experience.

By adopting this solution, hotel brands can offer their hotel portfolio, franchisees, and partners a **streamlined path to explore, evaluate, and procure technology** — all without the complexity, cost, or resource investment required to **build and maintain their own platform or marketplace**.



## WHO IS THIS SOLUTION FOR?

- **Hotel Groups with 10+ Properties** that maintain a unified, centrally negotiated, and procured tech stack across all technology verticals.
- **Larger Hotel Chains** with varied tech stacks across different hotel tier categories, allowing some flexibility for properties to adopt additional solutions as needed.
- **Global Hospitality Brands** that manage both proprietary technology and a strict list of approved vendors across various tech categories for properties to evaluate & procure from.
- **Asset Management Companies and Ownership Groups** overseeing 10+ properties across multiple hotel brands or franchise operations—seeking centralized visibility, control, and streamlined tech procurement across their diverse portfolio.



## WHY DOES IT MATTER?

**If one or more of the following pain points apply**, then the ExploreTECH White-Label Product is the right fit for your needs.

- **Lack of digital documentation:** hotel groups may lack digital documentation of brand approved technology solutions, leaving critical information scattered across emails, static intranet pages, and informal communication, making it inaccessible to stakeholders.
- **Brands intranets:** These are often built as a static solution that require manual uploads and updates by central IT / Procurement or the relevant corporate division leading to inefficiencies, wasted resources and possible outdated information

- **Brand-approved tech solutions** and product features are often limited to offline, manually maintained product sheets, lacking real-time updates and making it difficult for hotels to make informed, dynamic and up to date choices
- **Holistic view of entire tech stack:** hotel groups may lack digital documentation of the brand's technology stack across all technology verticals, leaving critical information scattered across different departments or buried under intranet pages making it inaccessible easily to all stakeholders.
- **Knowledge transfer challenges:** difficult for new or non-technical employees to navigate technology decisions, while critical expertise remains siloed, creating dependence on a few key individuals, which may lead to knowledge-loss, when those individuals leave.
- **Lack of product reviews & experience sharing:** Reviews come exclusively from colleagues & peers within the same brand, allowing tech users to share their insights. Reviewers can choose to either remain anonymous or opt-in as referral contacts, enabling direct peer-to-peer guidance across brand properties.



## KEY BENEFITS

- ✓ **Branded & Customizable:** Your marketplace, your identity—powered by ExploreTECH (*ExploreTECH's core platform is rebranded with your visual identity and unique marketplace structure*)
- ✓ **Brand Marketplace:** Centralized, categorized, comprehensive with live feed for new updates and news of brand's own selected technology providers and / or specific products.
- ✓ **Enhance brand control:** while leveraging a proven marketplace infrastructure.
- ✓ **Seamless Activation:** Nothing to integrate but a widget that is added to the intranet.
- ✓ **Enhanced Vendor Partnerships:** Highlight preferred vendors, showcase exclusive deals, and encourage adoption.
- ✓ **Data & Insights:** Gain visibility into property-level adoption trends and vendor share data across different destinations and properties for informed negotiation.
- ✓ **Faster Deployment:** communicate newly negotiated and approved tech solutions across all your properties worldwide
- ✓ **Multi-tiered tech stack tracking** – Document and manage technology adoption at the parent organization, hotel group, and individual hotel levels.
- ✓ **Multi-Lingual** – Enable a fully localized marketplace experience with multilingual capabilities, to support diverse markets & cater to regional / national needs on a global scale.
- ✓ **Comparison Tool:** Easily compare multiple vendors from the brand's approved list, enabling data-driven decision-making and selecting the best-fit solution with confidence.
- ✓ **AI-powered solution discovery** – Access vendor updates, follow providers of interest, and navigate the tech landscape of solutions easily. This feature empowers all users with a self-service tool and an AI assistant to guide them through the tech space.
- ✓ **Mandatory & optional solutions** – Set corporate-mandated technologies while allowing hotels to opt-in for additional tools.
- ✓ **Advisory Services** (Optional): On-demand access to hospitality tech-agnostic consultants with firsthand industry experience, available by the hour—no complex contracts, just expert guidance when needed.

## In the Blueprint Stage and Approaching Development:

- **Automated RFP tools** – Structured and automated RFP management tool on demand or annual subscription models, facilitating direct interaction & procurement process between the brand, property and the vendor
- **Contract & renewal tracking** – Ensure timely renewals with automated reminders
- **Firsthand Reviews & Referrals** – From within the brand’s executives & users with firsthand & current experience
- **Tech stack builder**



## HOW IT WORKS

There are **different user groups**, with different **rights** as well as own set of benefits as outlines below. The possible different user groups are:

1. At Corporate Level
2. At Property Level
3. At Asset Ownership level (for new projects or CAPEX approvals)

This will vary between brands depending on the level of control a brand has on some or all the technology categories, and **outside of proprietary tech stack** (*where applicable*).

PRODUCT NAME	SUBCATEGORY	TAGS	STATUS
2Checkout	Ecommerce payment platforms	Optional	ACTIVE
UP2   Upgrade2	Auxiliary Merchandising	...	ACTIVE
E-Tech Test Product	Automation Solutions	Optional Internal Use +2	ACTIVE
End-to-end analytics	Business Intelligence Tools (BI)	Urgent Optional +3	ACTIVE
Payment Genius	Automation Solutions	...	ACTIVE
4Bulter Mobile Key	Access Control And Door Lock Tech	Urgent Optional +3	ACTIVE

ExploreTECH offers 12 categories and 98 subcategories (to date), providing **comprehensive coverage of hospitality technology solutions**. Each brand can curate a **tailored selection** by choosing **relevant categories** and specifying **preferred suppliers**, ensuring properties and asset owners have **clear guidance on approved solutions for deployment at the property level**.

## Multi-tiered tech stack management

- **Parent organization view**

- Full visibility into all technology solutions across hotel groups.
- Ability to promote preferred vendors and negotiate chain-wide deals.
- Review and approve solutions, setting policies for their adoption.

Group Brandmark

Ralph Melis

Dashboard

Master Information system

My Entities

Chains

Sub Brands

Hotels

E-Tech Solutions

Explore More

Tech Stack Explorer

Account settings

Email notifications

FAQs

Brands

	NAME	INDUSTRY	STATUS	ACTIONS
	Al Diar	Hospitality	ACTIVE	--
	Rotana	Hospitality	ACTIVE	--
	Rotana Two	Hospitality	ACTIVE	--
	Time Brand	Hospitality	ACTIVE	--

Brand names used for illustrative purposes

Group Brandmark

Ralph Melis

Dashboard

Master Information system

My Entities

E-Tech Solutions

Explore More

Tech Stack Explorer

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Email notifications

FAQs

TECH STACK EXPLORER

```

graph TD
    Group[Group Name] --> SB1L1[Sub Brand 1 Level 1]
    Group --> SB2L1[Sub Brand 2 Level 1]
    Group --> SB3L1[Sub Brand 3 Level 1]
    SB1L1 --> SB1L2[Sub Brand 1 Level 2]
    SB1L1 --> SB2L2[Sub Brand 2 Level 2]
    SB1L2 --> P1[Property 1]
    SB1L2 --> P2[Property 2]
    SB1L2 --> P3[Property 3]
    
```

- **Hotel group & sub-brand view**

- Can choose which solutions to share with the parent organization or other hotel groups.
- Submit solutions for corporate review and approval.
- View approved, rejected, and pending solutions along with feedback.

- **Hotel-level view**

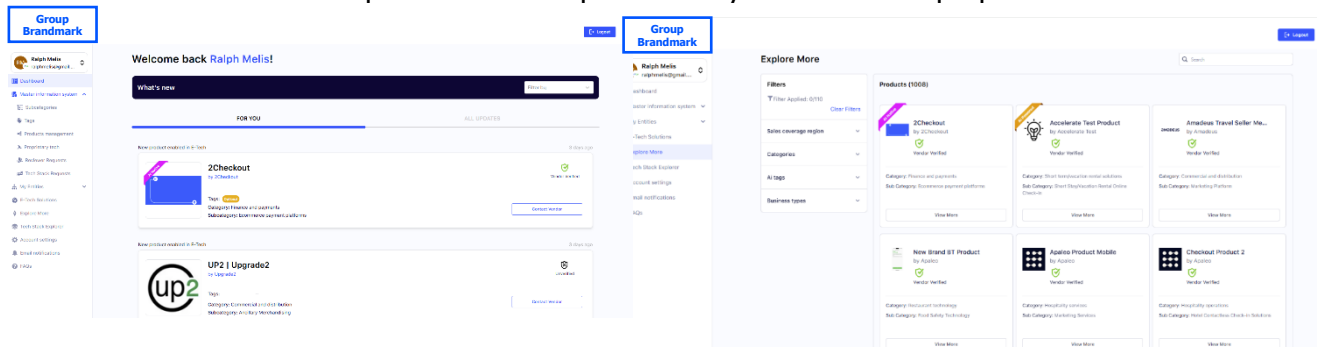
- Track all technology used at an individual property level.
- View corporate-approved technologies & understand mandatory vs. optional solutions.
- Opt-in to optional technologies as per business needs.

## AI-powered solution discovery & vendor updates

This powerful capability of ExploreTECH has 2 main sections:

### • Discovery section

- A dedicated space featuring regular updates on a variety of vendors.
- Showcases latest innovations, feature enhancements, and industry trends.
- Enables corporate teams to promote key vendors to all properties.



### • Follow feature section

- Individual users can "follow" specific vendors of interest.
- Get real-time updates on vendor announcements, integrations, and pricing changes.
- Receive personalized recommendations based on preferred vendors and existing tech stack.

## Smart comparisons & vendor benchmarking

- Compare within the corporate-approved solutions to choose the best fit product for the property's specific needs
- Compare corporate-approved solutions against competitors.

## Advisory services (On demand)

- Book hourly sessions with subject matter experts in hotel technology.
- No long-term contracts – pay only for the expertise you need.
- Get real-time guidance on vendor selection, integrations, and negotiations.

## Corporate solution review & approval workflow (Under development)

- Hotel groups submit technology solutions for corporate-level approval.
- Corporate teams review, evaluate, and either approve, reject, or request modifications.
- Stakeholders at all levels can see approved solutions, rejected ones (with reasons), and solutions under review.
- Approved solutions are categorized as mandatory or optional for implementation at the hotel level.

## Automated RFP (Under development)

- Generate and distribute custom RFPs based on predefined templates.
- Compare solutions without the need for costly consulting firms.
- Get real-time guidance on vendor selection, integrations, and negotiations.

## Contract & renewal tracking (Under development)

- Store contract timelines & terms for all tech vendors.
- Get automated renewal alerts to prevent unexpected expirations.
- Compare solutions and start RFP processes before contract renewals.



## WHAT IS NEEDED FOR SET UP

This is not a standard off-the-shelf solution; it requires an initial setup and tailored customization to **align with each brand's unique structure and operational framework**.

### Next Steps for Implementation:

**1. Share Brand's Tech Stack Framework:** Provide the current structure and framework outlining the technology stack across brands and categories.

**2. Detailed Profile Setup:** With support from the ExploreTECH OPS team, create a detailed profile for each brand, mapping the existing tech stack by category.

**3. Admin Profile & User Rights:** Define and configure admin profiles, assigning appropriate user rights and access levels for executives and designated groups.

**4. Curate Approved Vendor List:** Select pre-qualified tech solutions from the comprehensive listing, ensuring only vetted and approved brands are available for deployment when additions are required. This streamlined approach guarantees alignment with corporate standards and ensures consistency across properties. Each solution needs to be clearly classified as:

- Compulsory – Required for all properties
- Recommended & Approved – Preferred solutions with flexibility for adoption

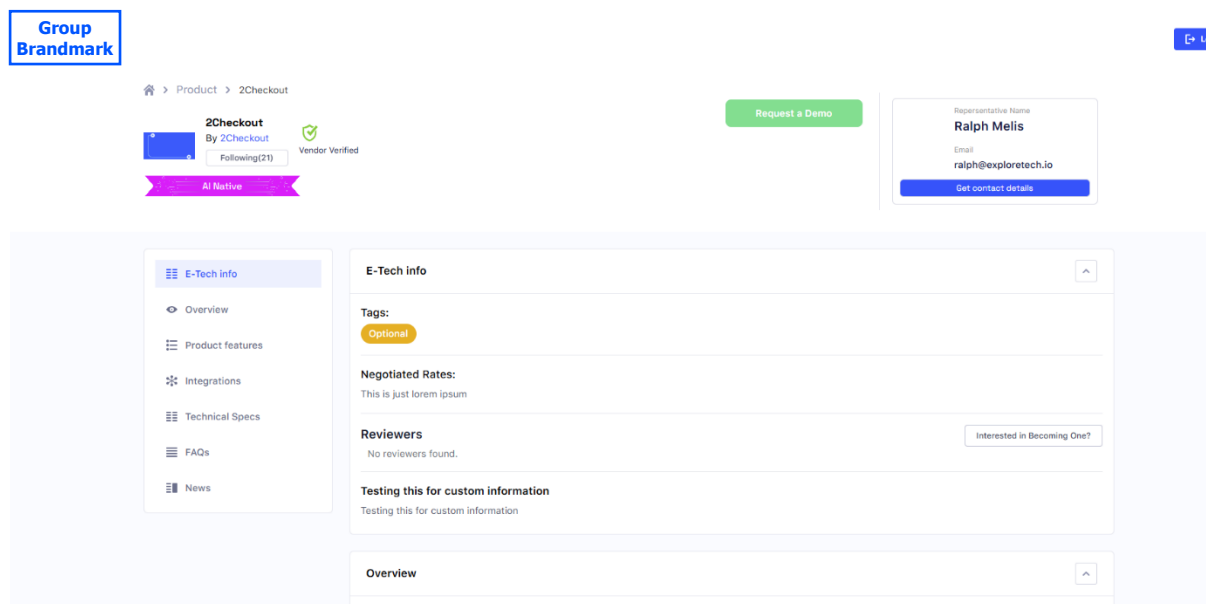
TAG NAME	COLOR	STATUS
Archived	Grey	ACTIVE
High Priority	Blue	ACTIVE
Internal Use	Green	ACTIVE
Optional	Yellow	ACTIVE
Urgent	Red	ACTIVE

Showing 1 to 5 of 5 results



**5. Open for Independent Sourcing:** Identify the Tech Categories where properties / asset owners can select solutions independently for best fit solutions without needing brands pre-approval for review & direct procurement.

**6. Incorporate Negotiated Pricing** (optional): Integrate predefined discounts or negotiated pricing agreements extended by vendors to the brand's properties. This information will be strictly confidential, accessible only to approved users with designated rights. To ensure privacy and security, all content within this section will be restricted from public view and excluded from ExploreTECH's public knowledge graph.



### Disclaimer:

This product sheet has been carefully designed based on industry expert reviews, validation, and our own firsthand experience. However, it is important to note that this is a **BETA product** undergoing refinement during its initial build and integration in collaboration with the selected launch brand.

Certain functionalities are scheduled for development in 2025, and additional enhancements are expected during the build and setup process. While **this product is still evolving**, the outlined unique features represent the **envisioned solution** designed to deliver unique and impactful benefits for hospitality brands.