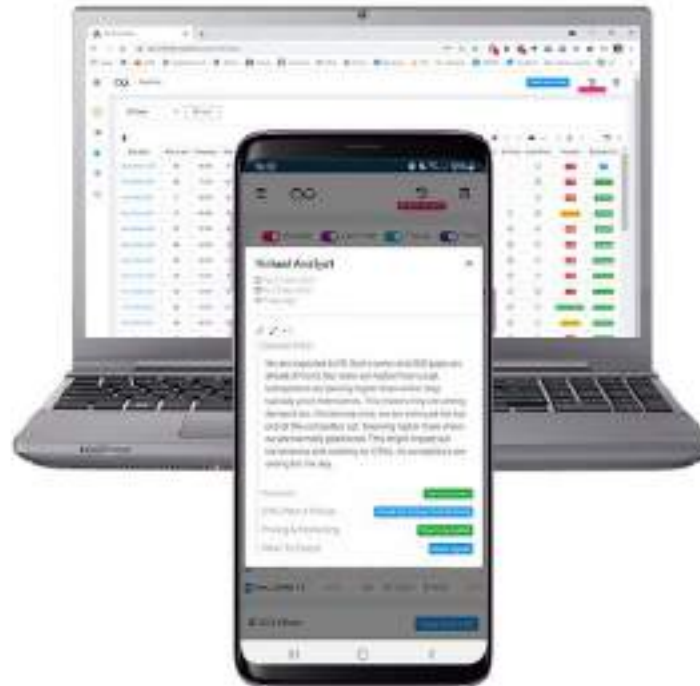




We make you a better you

Unlocking human potential in revenue management



US: 10 Hotels

Europe / UK & I: 250+ Hotels

Asia: 250+ Hotels

Africa: 30+ Hotels

**Trusted by Hotels
worldwide**

Australia / NZ: 200+ Hotels



Team members



Partners



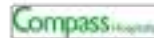
Top 20 Start ups



**Singapore
Tourism Accelerator**



Private & Confidential 2023



Major issue in revenue optimization

The user is the weakest link & yet the crucial part in the optimization cycle

Optimization success = User capabilities = untapped potential

80+% of hotels do not use revenue systems

Conflicting approaches to price recommendations
and **conflicting recommendations** across systems

Lack of data interpretation **capabilities**

Long, costly & fragmented software
implementations

Different user = Different outcome



Less skilled staff have to do
more complex tasks

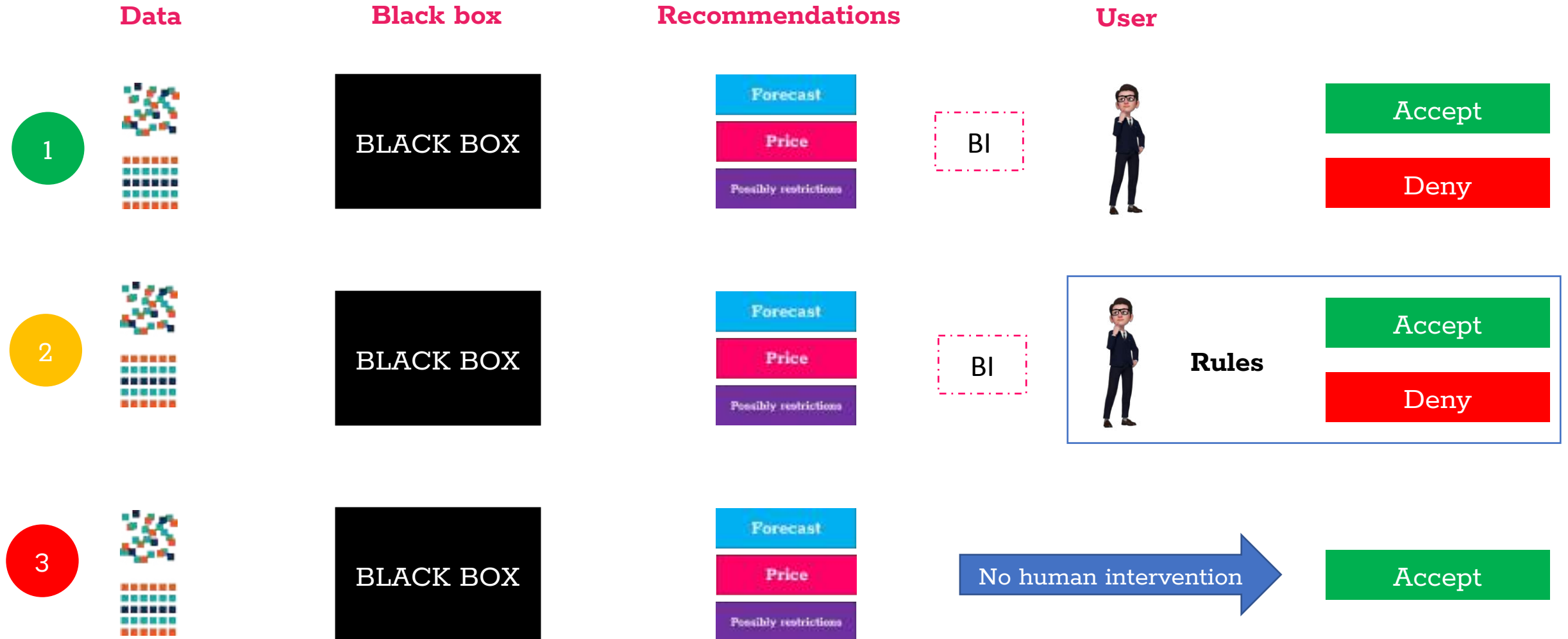
Industry drainage due to war for talent

Lack of access to local talent
leaves jobs empty or requires outsourcing

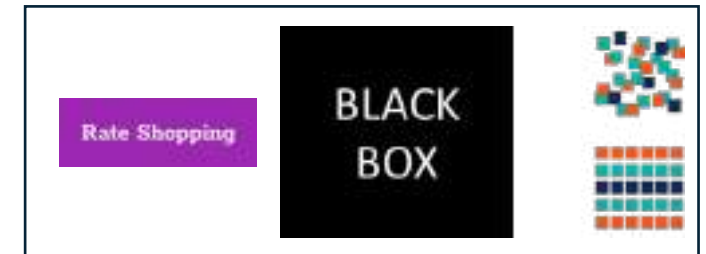
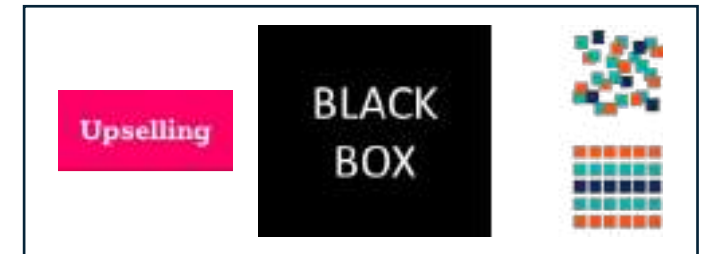
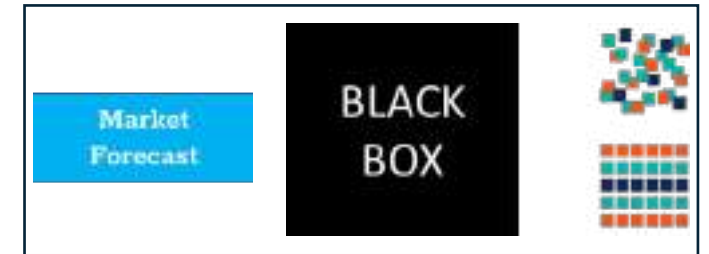
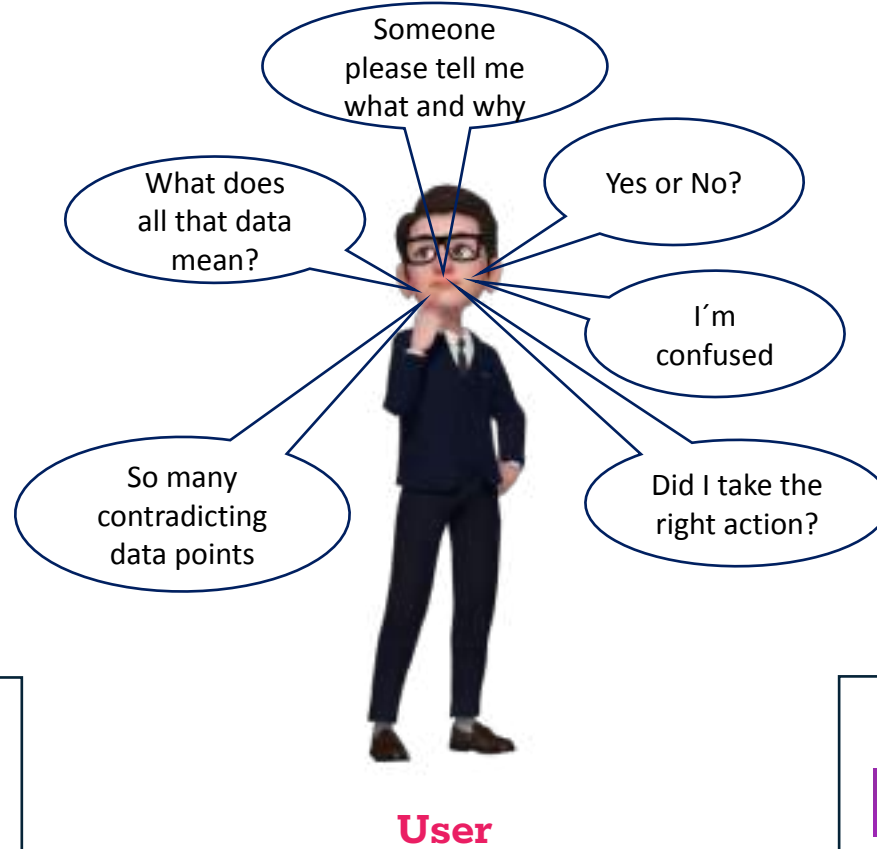
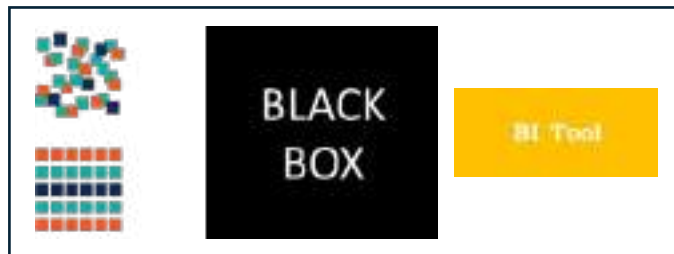
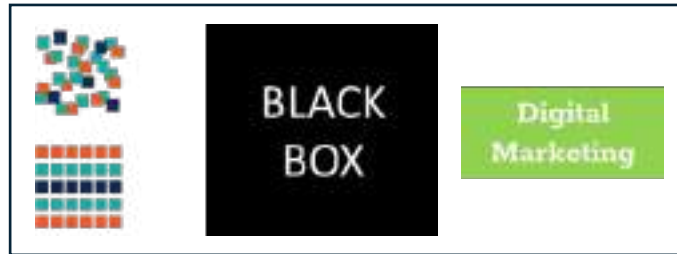
Lack of people who can deal and know all revenue
generating systems

Data Overload

The traditional way of trying to solve it



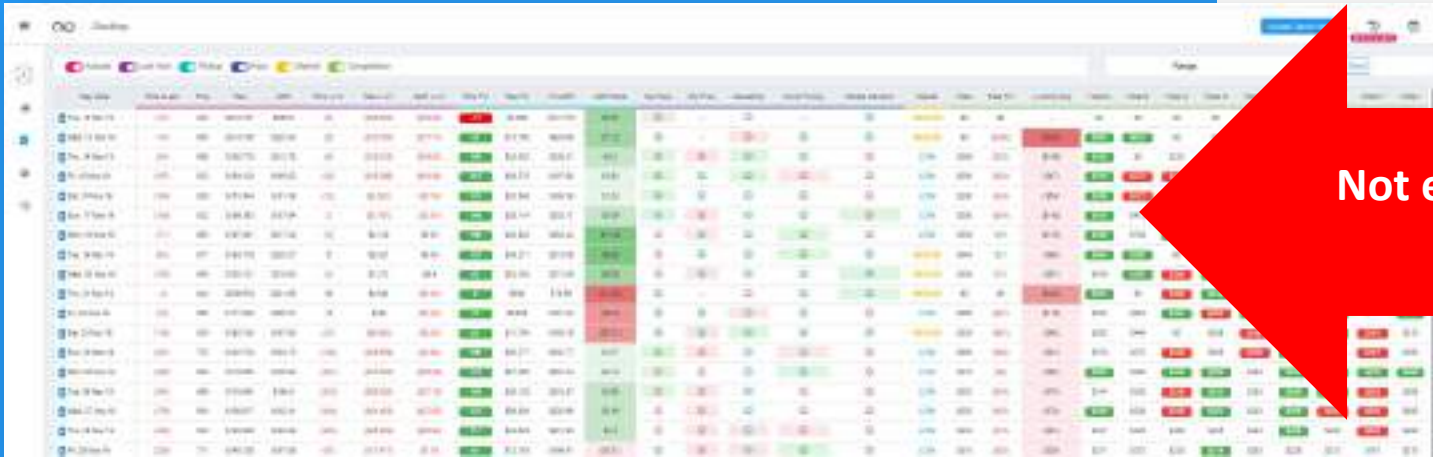
Reality of a User



What makes us different

We turn the biggest problem into
a solution:

The user



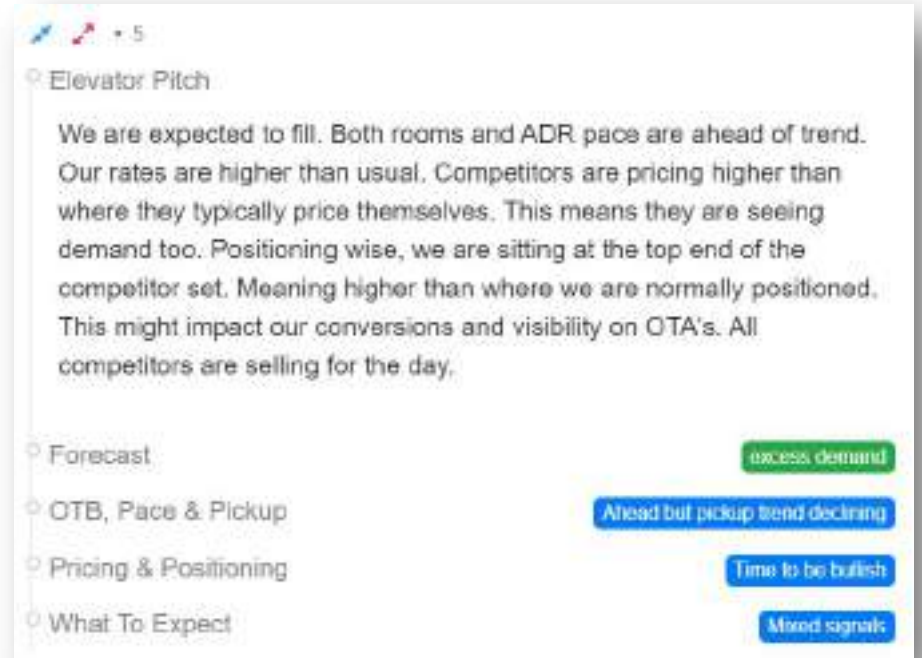
A screenshot of a complex hotel revenue management dashboard. It features a wide table with numerous columns containing numerical data, likely representing room rates, occupancy, and revenue. The data is organized by date, with rows for different dates. The interface includes various filters and controls at the top, making it a dense and potentially overwhelming data visualization.

Not everyone will understand data
presented like this

But everyone understands data like this.

=

Everyone can be a talent



A screenshot of a simplified hotel performance summary dashboard. It features a clean, modern design with a white background and blue accents. The dashboard is organized into sections with clear headings and concise text. The 'Elevator Pitch' section provides a high-level overview of the hotel's performance, while the 'Forecast' section offers a more detailed look at future trends. The 'OTB, Pace & Pickup' section highlights key performance indicators, and the 'Pricing & Positioning' section provides insights into the hotel's competitive landscape. The 'What To Expect' section offers a final summary of the hotel's outlook. The dashboard is designed to be easy to understand and use, providing a clear and concise summary of the hotel's performance.

- Elevator Pitch
 - We are expected to fill. Both rooms and ADR pace are ahead of trend. Our rates are higher than usual. Competitors are pricing higher than where they typically price themselves. This means they are seeing demand too. Positioning wise, we are sitting at the top end of the competitor set. Meaning higher than where we are normally positioned. This might impact our conversions and visibility on OTA's. All competitors are selling for the day.
- Forecast
 - excess demand
- OTB, Pace & Pickup
 - Ahead but pickup trend declining
- Pricing & Positioning
 - Time to be bullish
- What To Expect
 - Mixed signals

“In a time where we are surrounded by data, it doesn’t mean that we necessarily understand it or derive any meaning from it.

IVI is the only revenue analyst we trust to provide our teams with the transparency and insights no matter their skill level, in a language that is easy to understand, and IVI works 24/7.

We see IVI as a part of our strategy team”



Nicolas Ishkanian • 1st

Senior Vice President Global Distribution at Absolute hotel serv...
Bangkok

Experience: Absolute Hotel Services, The Unique Collection of Hotels & Resorts, and 5 more

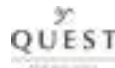
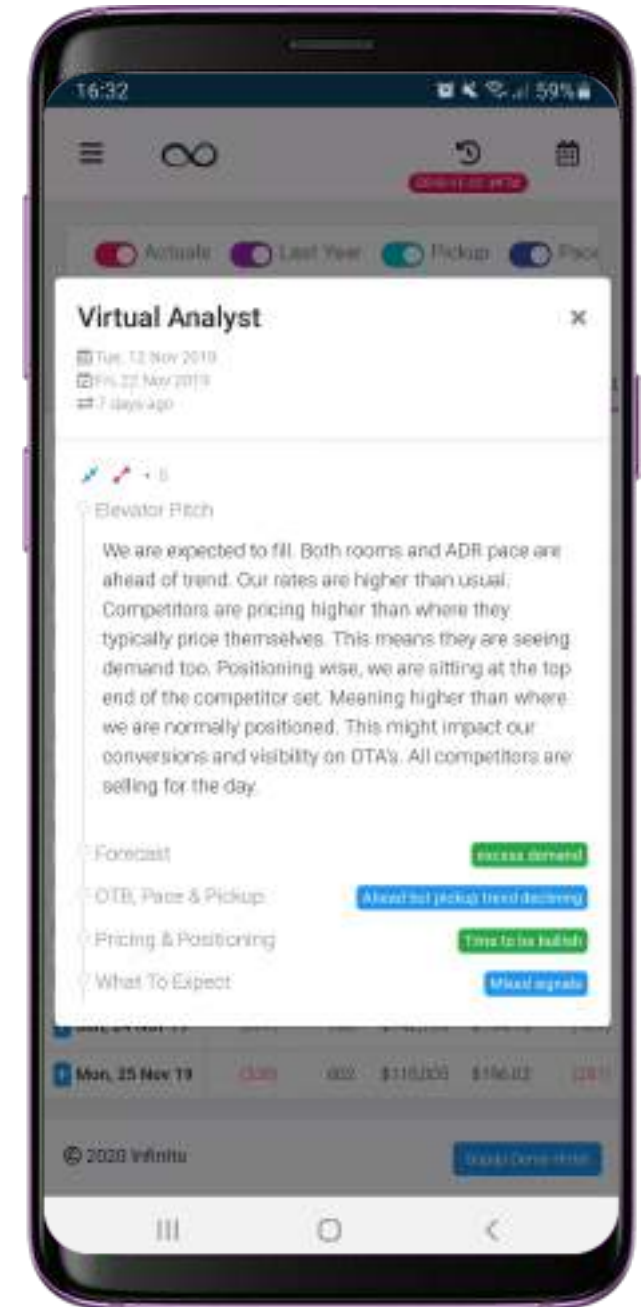
257 mutual connections

Message

View full profile



We solve the hardest part. The part between data and taking a decision. The part where it all goes wrong:
Making data understandable without bias



Value delivered across different levels of company

	Feature(s)	Sample Question answered	Primary Benefit	Secondary Benefit
Corporate	Real time Group performance Smart notifications Data set analysis Pick up / Pace information Simplified Communication	"We are losing xxx in NRW. Where is the hole?" "How much did the group pick up since this morning?"	Full visibility at group level Ability to offer proactive help Revenue increase Productivity Unified communication	Brand is always on the pulse Brand can offer unassisted assistance / helping hand One RM : Many Hotels
Regional level	Area / Clustering of hotels Smart notifications Data Constellation reporting Price evolution	"Which hotel needs my help the most and where should I focus to get biggest returns?"	On demand revenue meetings Instant alerts on outliers Productivity	Helping hand that understand the business Seen as "always on the ball"
Franchise / Hotel	Pick up and pace reporting Smart notifications Visualization Rate Shop reporting	"And what am I supposed to do now?"	Increase in Revenue Increase in user knowledge Increased insights	System allows user to grow / upskill at their own pace

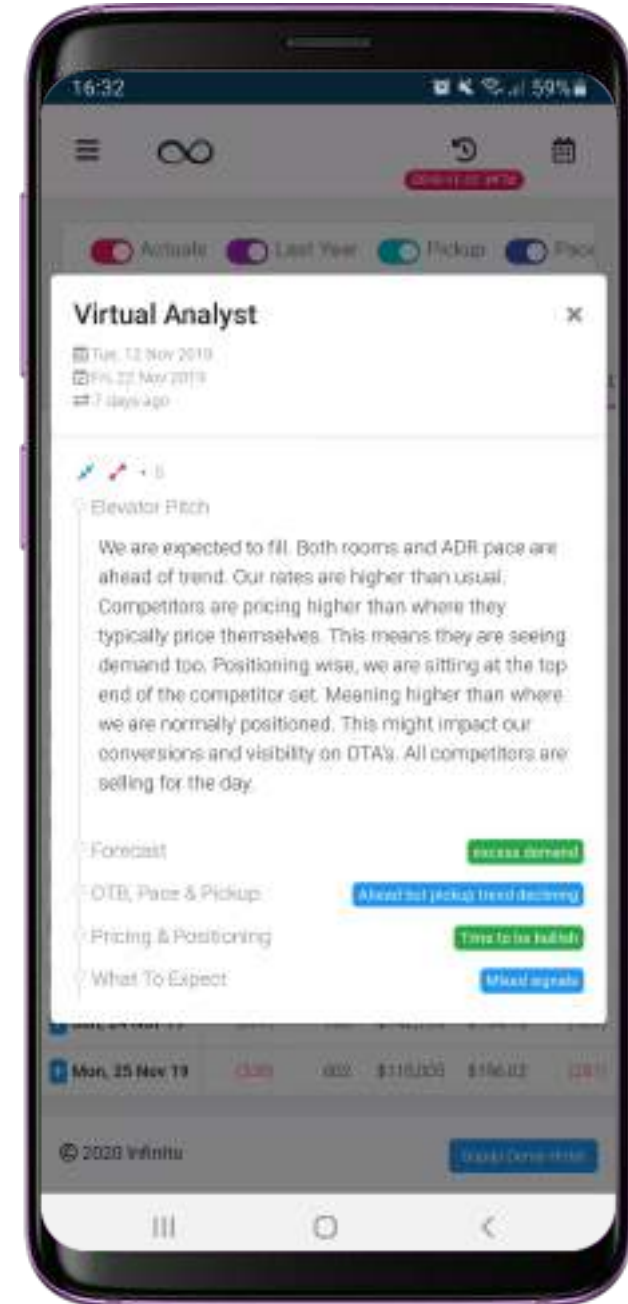
IVI delivers profit

5+% topline

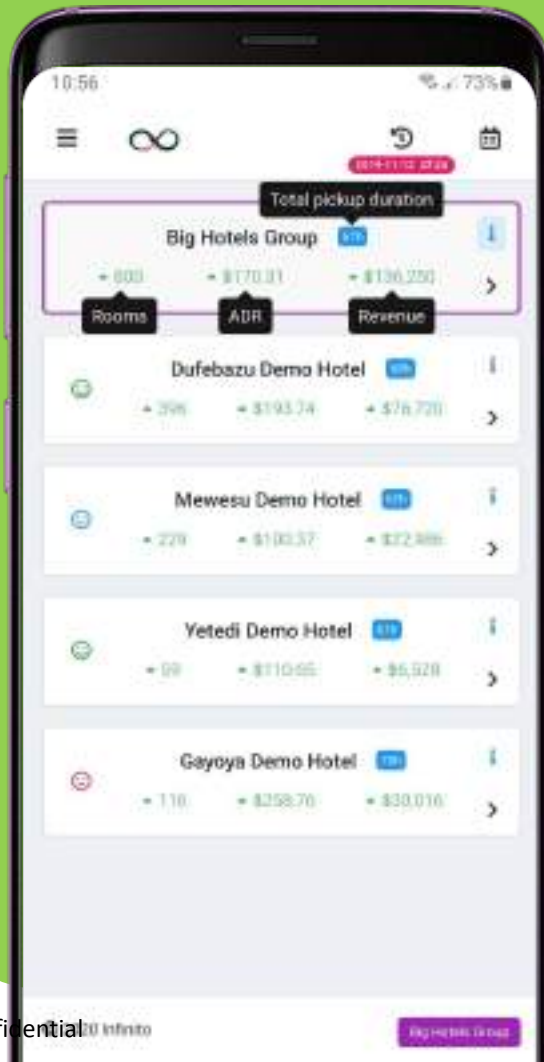
30% efficiency gains

Higher engagement = Higher ROI

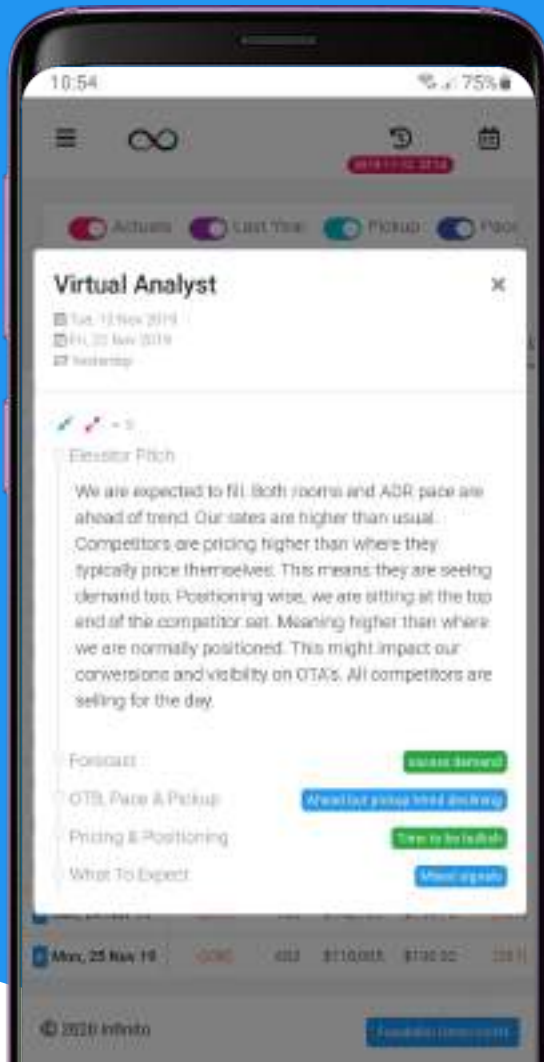
89% of our alerts are acted upon
10% higher Revenue when alerts
were acted on immediately



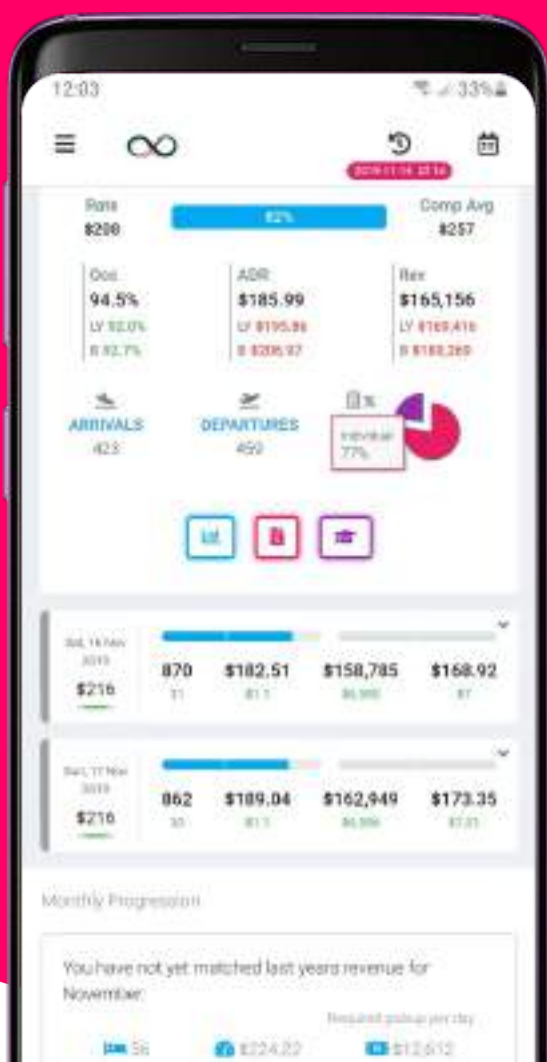
Instant visibility
across multi properties.



Simple. Contextual.
Instantly in the know.



More work-life balance.
Decisions on the go.



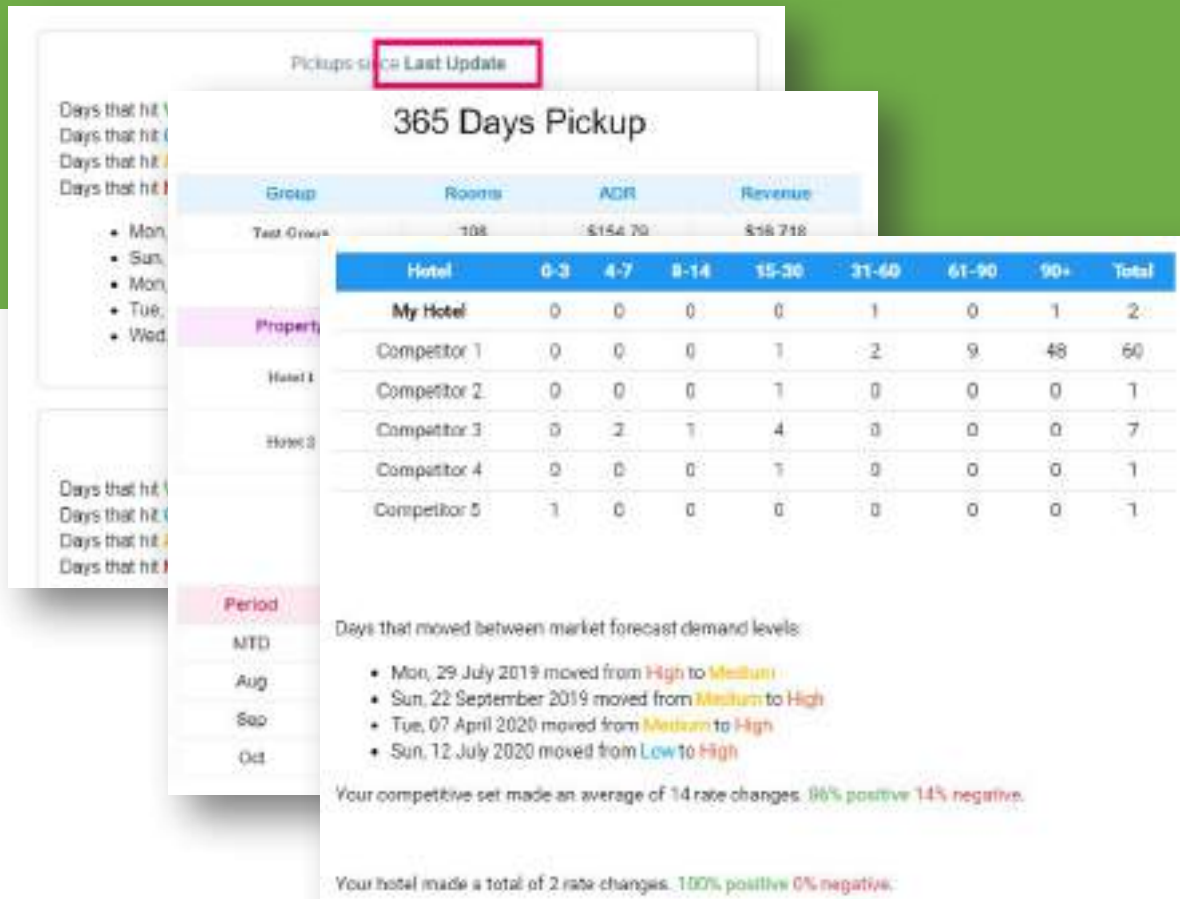


ANY TIME

ANYWHERE

FRICTIONLESS

Fingers on the pulse



IVI alerts is an industry leading array of alerts that identifies when you are needed. Each and every time:

- Revenue Anomalies alerts
- Competitor movement alert
- Daily Hotel pick up report
- Group pick up reports

Our approach **prevents risk:** **Benefits** of our anomaly reporting

A 5* Hotel rates are typically at \$170.

Due to a system glitch between various systems (RMS / Channel Manager / PMS), a rate update resulted in **rates of \$17 being distributed** for two dates.

Those two days surged within 1 hr.

It took the system vendors 2hrs to realize something was wrong.

IVI alerted the user within minutes...



Our approach drives revenue: Benefits of our anomaly reporting

ALERT SENT:

3:07 p.m. highlighting unusual booking behavior

DATE HIGHLIGHTED:

3 days from Alert

HOTEL ACTION:

Increased rates based on Alert
(which was atypical for the hotel)

Date	Rms Sold	Rev.	ADR
Highlighted day	35	\$7,398	\$211.38
Comparable	27	\$5,294	\$196.09
Comparable	21	\$3,286	\$156.48
Comparable	25	\$4,415	\$176.62
Comparable	25	\$4,415	\$176.62

Fingers on the pulse in changing times



We are dealing with **Ultra short lead times** and day of week variances that can change in an instance.

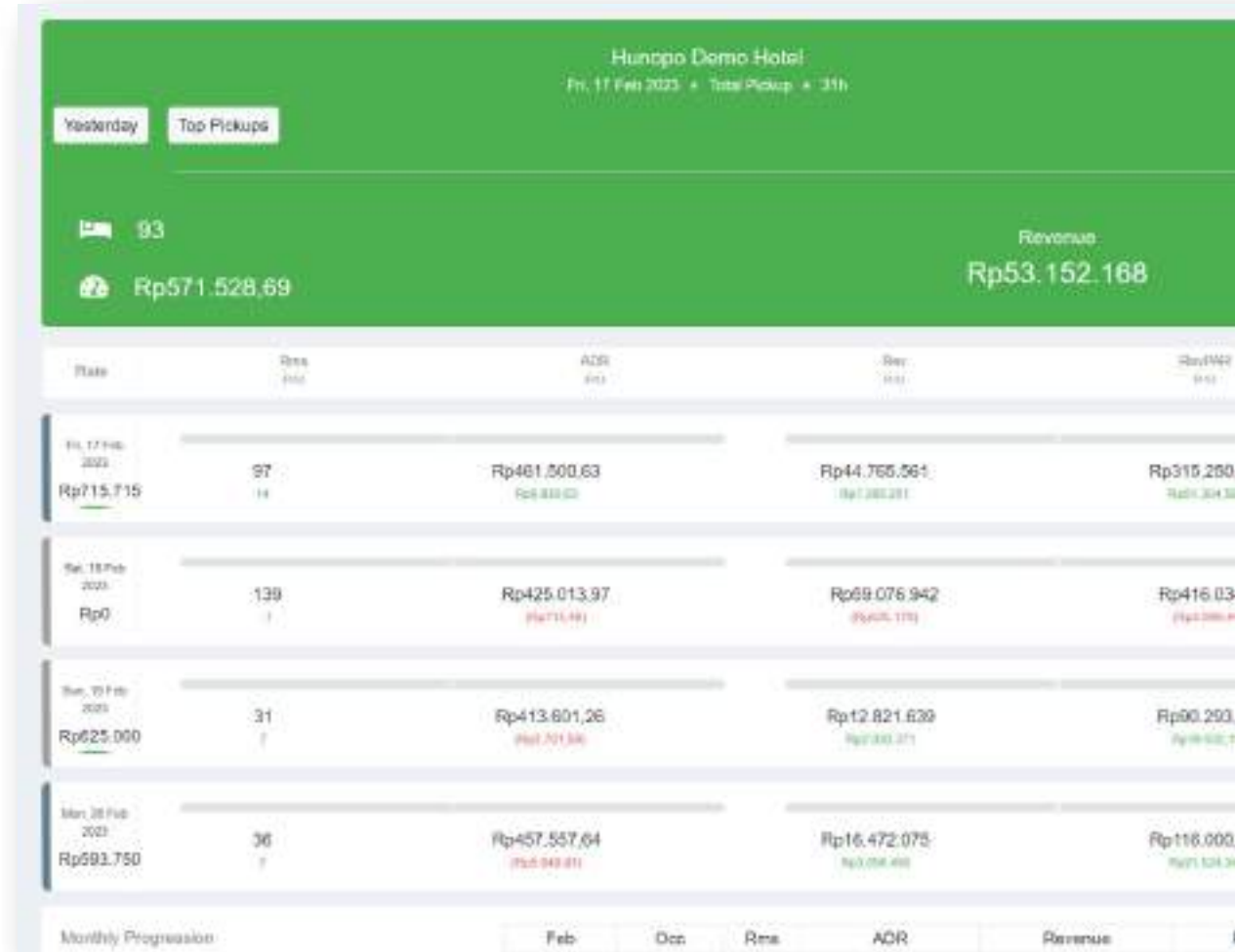
Keep an eye on your lead time **every single hour** and know when to optimize for best results.

Even better: **IVI will tell you**

The Flash

your 30 seconds “quick fix” + your new morning meeting

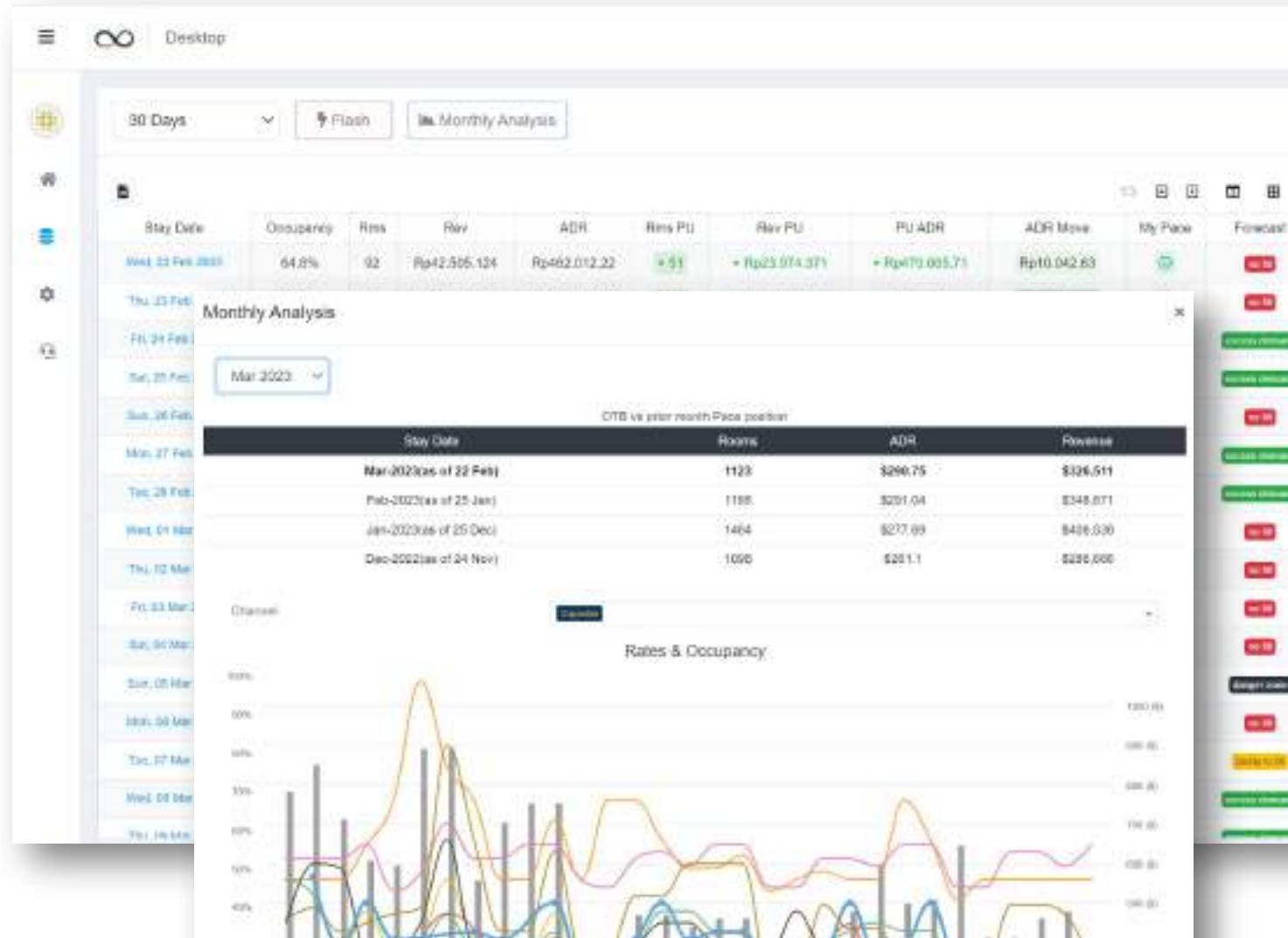
- Hourly updates at Room type and Segment basis
- 365 days pick up
 - vs trend
 - by hour, vs am, + more
 - Top pick ups by Rms, ADR & Rev
- 100% mobile friendly
- 100% your styling
- Drill down functionality



The Desktop

hyper-personalised to your taste

- All data in one go
- Drill down functionality
- Historical built up
- Pace information
- Competitor pricing
- Notes
- Virtual Analyst
- Forecast
- Expected Pick up
- Data normalisation
- On demand revenue meetings



The Virtual Analyst

your checks & balances always on co-pilot

- 7000 languages & dialects
- Contextualised data in seconds
- Various data interpretation styles
- Multiple communications tones
- Intra-day, Last Hour, up to 90 days business impacting changes on a click of a button
- “What to focus on” mode
- “What is “normal” prompts
- Rate guidance

Analysis

Pace against Prior Months:
In the current month of October 2023, as at 25 October, 770 rooms were rented at an average daily rate (ADR) of \$274.54, generating revenue of \$211,398. This compares to previous months- from September's 630 rooms, August's 829 rooms and July's 522 rooms- each at varying ADR, thus resulting in differing revenues. The bookings, therefore, grew significantly over these last few months.

Variance to Start of the Month:
The variance in October compared to the 1st of October saw an increase of 78 rooms with an ADR decrease of 14, resulting in a revenue variance of 20471.41. While more rooms were successfully sold, the ADR fell, leading to only a slight uptick in total revenue. Fluctuations in the room and ADR variance show signs of strategy, but needs to be managed to improve revenue.

Pace against Same Time Last Year:
Contrasting the current performance (October 2023) with the same point in time last year (October 2022), we notice a considerable improvement in the pace of October 2022, only 445 rooms were rented at an ADR of \$288.87 by 1st October, generating \$127,655.58 in revenue. The current year's metrics showcase a significant improvement in both metrics.

Current Performance: \$211,398 (Goal: \$211,398)

Doc. Information | Pace Check

Stay Date	What Changed	Rms to sell	Expected PU	Occupancy	Forecast	FC Range	My Pace
Wed, 25 Oct 2023	Pace improved	4	3 decrease	87.0%	No Bk	88-88%	ahead of pace by 6.0%
Tue, 26 Oct 2023	Pace improved	8	4 increase	75.8%	No Bk	88-88%	ahead of pace by 4.5%
Sat, 29 Oct 2023	Pace fallen behind	2	2 increase	83.9%	Room to sell	95-100%	behind of pace by 9.5%
Sun, 29 Oct 2023	Pace fallen behind	16	5 increase	81.5%	No Bk	70-79%	behind of pace by 1.5%
Wed, 01 Nov 2023	90% to 95%	12	10 increase	83.6%	Room to sell	95-100%	ahead of pace by 10.0%
Wed, 01 Nov 2023	Pace improved	12	10 increase	83.6%	Room to sell	95-100%	ahead of pace by 10.0%
Fri, 03 Nov 2023	90% to 95%	20	8 increase	88.4%	No Bk	80-89%	behind of pace by 14.0%
Sat, 04 Nov 2023	90% to 95%	19	8 increase	42.4%	No Bk	70-79%	behind of pace by 14.0%

Benefits: Tangible ROI

Ok writing as i think...1. Influencing Daily avg pick up year for same day 2. Catching 40 high demand days in year due to app flag and increasing ARR by THB 200 on those days . Value of above 2 is USD 162K for year.Soft benefit: Reduced stress in knowing real time details. Stressfree is priceless

09:40

Wow so u r saying we helped u make 162k usd

09:41

Yes

09:41

Your Monthly dSTAR

Hello,

We are happy to notify you that your **Monthly dSTAR** report is ready to view. This report was generated for **August 2020** for your property:

We've included some of the highlights from the report below using your primary competitive set: **Comp Set 1**.

Occupancy

Index (MPI)

91.5 (Δ -10.1) ↓

ADR

Index (ARI)

109.5 (Δ 17.1) ↑

RevPAR

Index (RGI)

100.2 (Δ 5.3) ↑



- **Revenue Management Fundamentals Course for non and aspiring RMs**
- **Restaurant Revenue Management course for RMs and Restaurant Managers**
- **Upselling course for all staff**
- **Endorsed by the Institute of Hospitality**





“Ivi provides on demand real time revenue insights that assisted in gaining market share for our hotel.”

General Manager

Independent Hotel, uses other revenue tools

“IVI is addictive”

Group Revenue Manager
New Zealand, 10 properties

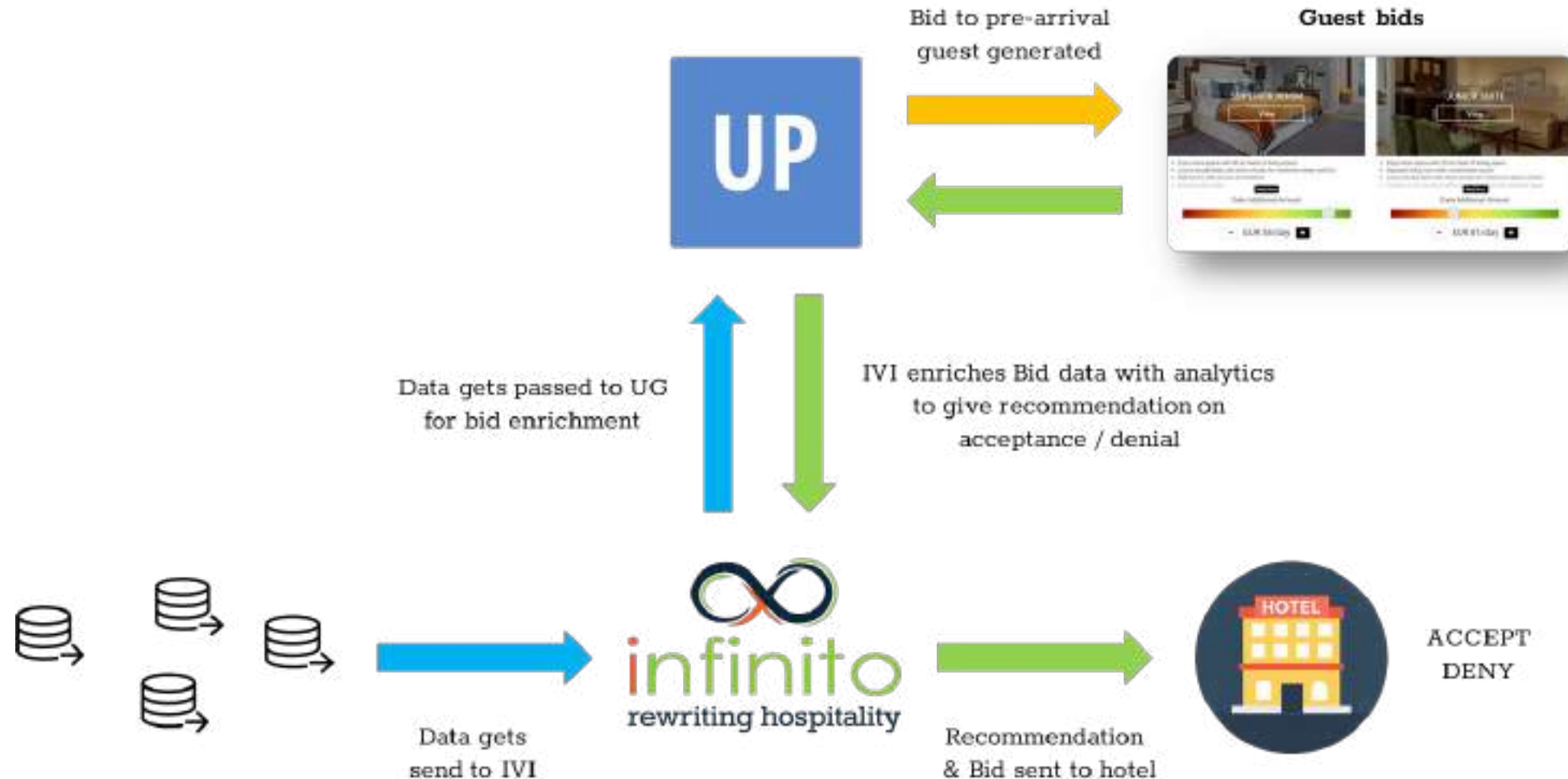
“IVI is my Best Friend now. I am able to get updates instantly on my pickup/revenue/ADR which allows me to react quickly to be more competitive in the marketplace vs my comp set. IVI is with me everywhere I go and it allows me to obtain instant information not only current but 12mths out. Thumbs up and I love IVI”

General Manager, Dorsett (Branded property, CBD, uses other revenue tools)

Finally, a solution for GM's to get a quick insight into what needs to be done to stay on top of their yielding game.

General Manager, Bangkok, uses other revenue tools

There is more: Enriching other data sets





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