

WELCOME

2017

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Business Intelligence Roadmap

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Where is Business Intelligence Going?

- 8 Target Initiatives for this new Inntopia Function
- Timing Varies by Project
- Resources to be identified on a case-by-case basis

API Interfaces to PMS for data collection

- Why?
 - Ease burden on property / Speed up collection
 - Improve breadth of data
 - Eliminate errors
- Where We're Aiming
 - API link from Client-Property systems to Inntopia BI systems
 - Real-time query of Property data
 - All relevant folio data
 - Crossover data between Marketing Cloud, e-Comm and DMX product participants

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API Interfaces to PMS for data collection

- **Where we are:**
 - Semi-automated process: SMS, Escapia, V12, FRS
 - Manual process: all others
 - Negotiations underway
- **Timing:** 12 to 18 months
- **Priority:** High

BUSINESS INTELLIGENCE

Rent by Owner Initiatives

- **Why?**

- Provide Municipalities & others with accurate count of rental units in jurisdiction, and....
- unit usage type (hot, warm, cold beds)
- Understand impact on licensing, lodging taxes, professional marketplace, marketing efforts..... Ad infinitum....

- **Where We're Aiming**

- A real-time and ongoing/long-term accounting of all hot, cold and warm beds, both professionally- and owner-managed, in any given community.

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Rent by Owner Initiatives

- Where we're aiming (cont'd)
 - Compliance mechanisms
- Where we are:
 - Multi-Vendor process
 - Proof of concept completed.
 - First clients lining up
 - Completed first stage at one client
- Timing: 3 to 18 months
- Priority: Highest

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BUSINESS INTELLIGENCE

Unified Web Portal / Dashboard

- Why?

- Simplification of process for clients / users
- Centralization of data
- Common branding / look & feel
- Unified messaging

- Where We're Aiming

- A single login page for all e-comm, marketing cloud and BI clients, including users of the DestiMetrics product line.
- Unified dashboard for high-level views of all products to which specific users have permitted access

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BUSINESS INTELLIGENCE

Unified Web Portal / Dashboard

- **Where we are:**
 - Planning stages
 - Some DMX data now on demo Insight Portal
 - Determining business rules
- **Timing:** 3 to 6 months
- **Priority:** Moderate / High

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Data Overlays

- **Why?**
 - Where applicable, promote pan-organizational data
 - Qualification of foundation data sets
 - Provide cause / effect scenarios
 - User education
 - Increase product usage
- **Where We're Aiming**
 - Interactive client-facing reporting tool
 - allowing the overlay of Inntopia data with third-party or pan-organizational data

Data Overlays

- **Where We're Aiming (Cont'd)**
 - Pay to play solution
 - “Logical Firewalls”
- **Where we are**
 - DMX data vs econometrics now available
 - Historic only; analyst-generated
- **Timing:** 12-24 months
- **Priority:** Moderate

Revenue Management Products

- Why?

- Exploit the processes and data available from DMX, e-comm & marketing cloud
- New high-value product line
- Natural progression of current products
- Targets the lodging supplier

- Where We're Aiming

- A fully-automated rate management system using actual, on-the-books, competitive set, marketing and real-time transactional data recommend rates to achieve performance goals

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BUSINESS INTELLIGENCE

Revenue Management Products

- Where we are
 - Proof of concept
 - Early calculus
 - Polling clients
- Timing: 2 months (POC) 24 months (end-game)
- Priority: Highest

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Updated Visualizations

- Why?

- Find new and better ways to “tell the story”
- Engage users to interact with their data
- Create new products from existing data tables
- “The fun stuff”

- Where We’re Aiming

- A dynamic and ‘enticing’ set of visualizations for all Inntopia products that compels them to work with their products and reports, not just look at them.

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Updated Visualizations

- Where we are
 - Proof of concept on the Insight Portal
- Timing: Ongoing and iterative
- Priority: Moderate / High

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Data Set Expansion

- **Why?**
 - To “tell the story”
 - Use the excellent data available in the e-comm, marketing cloud, DMX databases
 - Value proposition to clients
- **Where We’re Aiming**
 - Finding the gems in every piece of data we have. This road is less-clear as we don’t know what we don’t know, but is one of the most exciting prospects.

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Data Set Expansion

- Where we are
 - Digging, learning, thinking, planning
- Timing: Ongoing & unending
- Priority: Moderate

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Skunkworks

- **Why?**
 - “Because it’s there”
 - Vast amounts of untapped data
 - Looking at something sidelong
 - New stories – lateral thinking
- **Where We’re Aiming**
 - To uncover data relationships that are not obvious, but carry high value when properly considered. Finding new ways to not only look at data, but think about the travel market
 - Mercedes AMG division; BMW’s M.

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Skunkworks

- Where we are
 - Genesis
 - Building the team, organizing the data.
- Timing: Ongoing & unending
- Priority: Moderate

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What would YOU like
to see from Business
Intelligence??

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Thank You!

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