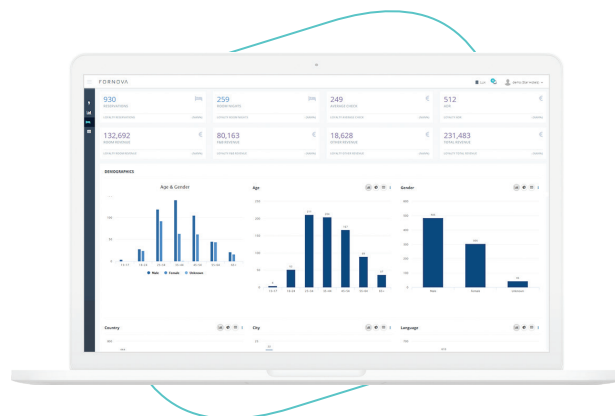


# FORNOVARI

Revenue Intelligence

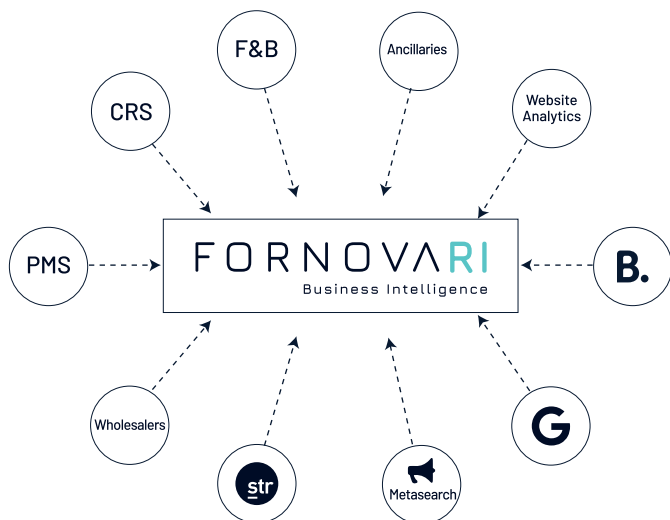
## Data-driven Revenue Intelligence for hotels



FornoVARI is a Business Intelligence suite designed to help hotels improve their performance by making best use of their internal and external data, while aligning the entire hotel organization (from revenue and distribution to sales, ecommerce and operations) so they can make smarter decisions together.

In many hospitality organisations today, each revenue source (rooms, food and beverage, meetings and events, spa, etc.) is often treated as a siloed business unit. Consequently, Revenue Managers are not making good use of their time, because they are having to manually collect data from many different systems and then use Excel spreadsheets to build pickup reports, budget and forecast predictions, occupancy and ADR reports, etc. so they can ultimately adjust and tweak the room pricing and LOS restrictions. General Managers are also having to collate data from the hotel's different departments by hand, which leaves room for errors or delays when they report to the owner or the chain.

If hotel chains grow through acquisitions, they often end up with multiple Property Management Systems (PMS), and this added complexity can result in Area General Managers having little visibility into how properties are pricing, chains being unable to implement a centralized revenue strategy and C-Suite Executives do not have an accurate picture of cross-property performance day to day, compared to budget and forecast.



Because of the huge amount of data points and the complexity involved, some of the PMS reports are done daily, some weekly, some monthly and some only quarterly. FornoVARI exports all the data from the PMS in real time and creates reports at a flick of a button, allowing hoteliers to improve profitability and drive more direct bookings by connecting all of their systems, aggregating their data, and gaining deeper insight into their guests.

### Business benefits

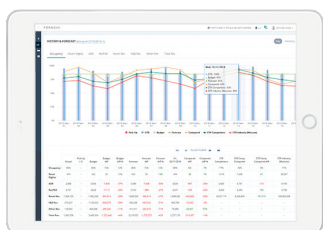
- Integrate data from all relevant sources into one unified view - a single version of truth for hotel performance
- Receive alerts and be aware of any anomalies before they become irreversible
- Gain actionable insights that will allow you to make better decisions faster
- Report results more effectively
- Achieve optimal data integrity and quality - stop wasting time manually sourcing and verifying data
- Better understand your guest profiles and track behaviour trends to identify opportunities for targeted and personalized campaigns to each segment that convert better
- Increase direct bookings, maximise revenue and drive profitability
- Move from traditional rooms-revenue model to total revenue management approach, by integrating several revenue streams

## Key Features

### Dynamic KPI-based dashboard for performance overview and demand analysis

- Fully customisable summary of the most important daily information, such as manager report, pick-up, website performance, benchmark (MPI, ARI, RGI), guest reviews, rate comparison & parity
- Compare any period with any other period. Review history and future results, including pick-up
- Analyse the next 90 days on a dynamic events calendar to identify and overcome issues in advanced
- Set and monitor KPIs such as budget, forecast or any other custom KPI. Break by markets, sources, room types and rates – for the hotel and for aggregated group of hotels

### Pickup analysis (incl. cancellation)



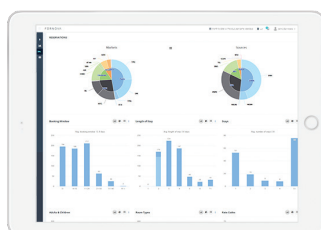
- Understand pickup for a specific month and/or day (the reservation & cancellation usually done in the 24H), in order to track the booking pace. This may help to spot the progress and incidents (like a sudden change of demand, group cancellation, etc) that may require action

- Understand the demand for a specific date or period (and be able to compare it to last period) based on how the reservation & cancellation looks (pickup) through time

### Property level and corporate level views

- Intuitive dashboard provides GMs with hotel quick daily overview
- Group reporting combines and normalizes data from multiple sources across multiple properties and clusters across the chain
- Seamlessly zoom into specific data sets or groups of properties, and easily switch between different cluster and hotels to analyse specific areas of concern

### Guest segmentation analytics



- Channel and cancellation analysis, forecast vs budget tracking in a single view without needing to flip between different systems
- Easily analyse your guest profile by segments such as markets, sources and room types across all properties in a single view
- Track guest demographics trends to identify opportunities, challenges and inform and measure marketing campaigns and promotions

- Track behaviour patterns for booking pace, cancellations, LOS and no. of visits to measure and understand segments behaviour over time
- Returning customer between different channels and different hotels

### LOS restrictions and promotion management

### Channel breakdown

### Benchmarking

### Real time data aggregation

### Data integrity monitoring

### Notifications and anomaly detection

### Enterprise-ready out of the box

### Works on mobile tablet

### Single sign-in for all Fornova products

### 24/7 customer success team support

#### PMS integrations:

- Oracle Opera
- Oracle Suite 8
- Siteminder Little Hotelier
- Fidelio
- Shelter
- Zdravnitsa
- Apaleo
- Mews
- Agyllis
- NEC NEHOPS
- Rhapsody
- Protel
- RMS PMS
- SIHOT
- TOTVS
- LodgeGate

#### Benchmarking integrations:

- STR
- Fairmas

Fornova empowers hotels to optimize revenue and distribution while reducing costs. We are on a mission to turn data into profit, by using real intelligence to align the entire hotel organization (from revenue and distribution to sales, e-commerce and operations) so they can make smarter decisions together. Fornova is the only hospitality RI solution provider that has corporate agreements with the majority of the world's top 10 largest hotel chains, as well as the biggest global OTAs. Using our patented VisualScan technology, we monitor over 100 thousand brand.com and OTA websites and conduct 1.25 billion price comparisons every month.

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