

protel GENIUS

Collective insight, instant action, one smooth flow

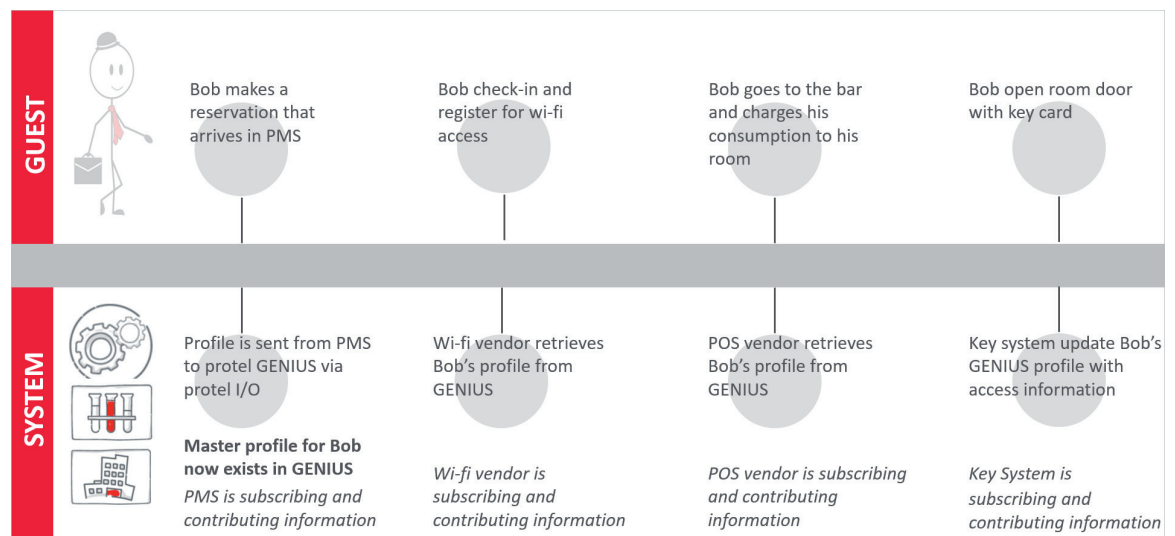


Big Data has been around for a while, but only now is its' true power being made available to the hospitality sector. Collecting masses of data is the comparatively easy part of the story. What matters is what you do with that data, and

how rapidly you implement these new business insights. protel GENIUS is a clever data warehouse, reporting and predictive analytics engine, which takes care of all of this for you, with remarkable ease.

Let's look at an example

Bob arrives for the first time in a hotel with all vendors connected. Data starts to be accumulated like this:



So now we have great data about Bob contributed by four different vendors. What do we do with it? This is where the predictive analytics arrive, and protel GENIUS shifts from being "just another data warehouse", as it will now begin to generate 'whispers' for hotel employees.

Whispers are generated by customizable rules created by the hotel themselves, where the tags of the guest are automatically generated based on the data that arrives from all contributing vendors. The arrow next to the tag allows the hotel staff to up- or down-vote the tag, meaning that protel GENIUS is continually learning from experience.

Why is this amazing?

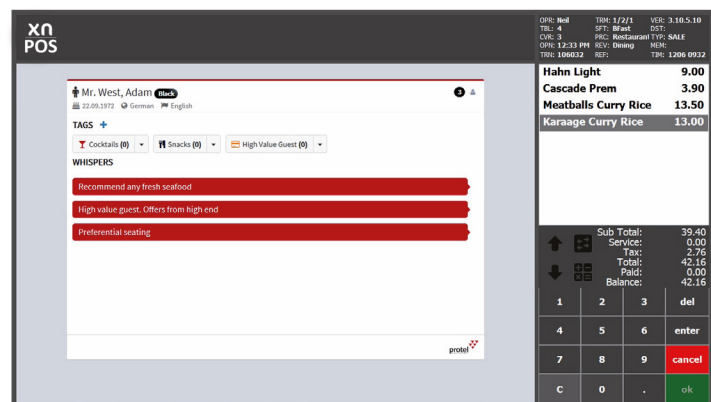
- ▼ Every connected VENDOR benefits by having access to real-time guest data
- ▼ The HOTEL benefits from being able to instantly leverage their own data through an open platform
- ▼ The GUEST benefits by receiving a better guest experience, custom made just for him



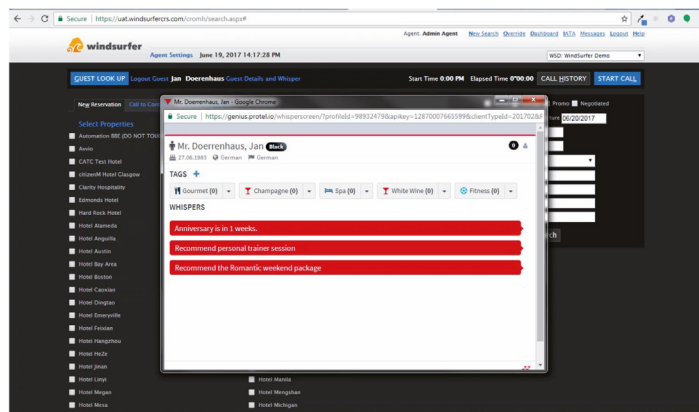
The Whispers

Available to any integration partner

- ▶ Embedded directly in 3rd party software
- ▶ Launch browser from a deeplink



GENIUS „Whisper“ integrated in the restaurant server POS Workflow. xNPOS now supercharged with protel GENIUS.



GENIUS „Whisper“ integrated in the CRS agent workflow. SHR's Windsurfer® CRS now supercharged with protel GENIUS.

Integration is now a simple process for all



Let your CRS vendor subscribe to your **GENIUS** profiles and deep link into whisper screens



Power your website, mobile guest apps or kiosks with web APIs directly off **protel.I/O** for personalized content



Connect your CRM vendor and give them instant access to data contributed by all your connected systems



Open platform for rapid integration of all your vendors; Point of Sale, Spa & Golf, Revenue Management, Wi-fi – and property management solutions

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