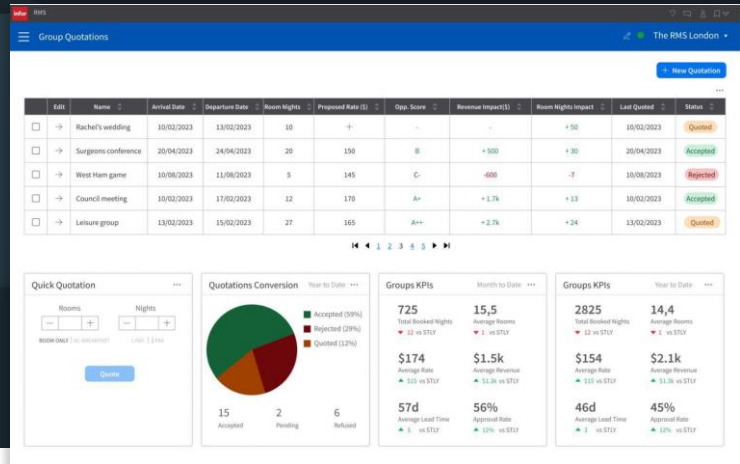




A New Era of Revenue Management in the Hospitality Industry



In the dynamic landscape of the hospitality industry, the role of revenue management has never been more critical.

Infor RMS is a comprehensive, automated forecasting and optimization system that is designed for any category and size of property and can adapt to any user persona, offering an all-in-one pricing solution. This innovative system was built from the ground up, based on a thorough analysis of customer needs, which highlighted the demand for a modular pricing solution, personalized automation, science-based functionality, quick user adoption, and continuous innovation. Our purpose is to transform the role of the revenue manager from a tactical role to a strategic one, empowering them with the tools and insights they need to drive revenue growth and business success. **Here's how we did it.**



Built for Users

At the heart of Infor RMS is a commitment to user-centric design. Today's solutions are often tailored for specific property types - luxury, midscale, budget hotels, business hotels, long-stay, casinos or resorts. However, the market lacks a solution that can accommodate any category or style of hotel. This is where Infor RMS steps in, offering a single, scalable, and fully adaptable solution that suits all property types and user personas.

A key feature of our system is its versatility in supporting all pricing methodologies. Whether it's continuous pricing, bar pricing, or casino pricing, and whether it's applied at a hotel level or a room type level, our system has got it covered. It can handle everything from bid price considerations to length of stay restrictions, overbooking scenarios, and discount optimization. This wide-ranging flexibility in pricing methodologies bolsters the adaptability of Infor RMS, ready for any scenario.

Our native architecture allows the system to accommodate a diverse range of users, including on-site revenue managers, regional revenue managers, consultants, as well as professionals who don't directly manage revenue, such as general managers, sales managers, and front office personnel. Each of these persona's has unique needs and expectations and will seek personalized experiences, insights and recommendations that align with their roles and responsibilities. Infor RMS fulfills this by keeping the complexity low but the experience fun and familiar, using icons and data elements that users are accustomed to while adapting to their specific requirements. This helps increase adoption since the system will feel more familiar and tailored to their challenges, giving them a sense of ownership. Adoption is further facilitated by letting users learn through multiple paths, including self-training with in-app walk-throughs, e-learning, or training by our team.

On top of that, we know trust in the forecasting and recommendations are critical. Infor RMS ensures that the predictions and decisions make sense by being able to explain why the system is behaving in a certain way, helping users understand the complex science behind the curtain.



Intelligence for your Organization

The cornerstone of Infor RMS is data and intelligence, which is necessary to be a successful strategist. That's why we've made this a foundational part of our system. With better data, you can get more accurate forecasts, comprehensive answers to your complex questions, and achieve the necessary insights for revenue managers to become better strategists.

Our Advanced BI module uses the most granular data in the industry, and any piece of data can be integrated and analyzed. We're not just reproducing data from the PMS - our system automatically creates new metrics and data dimensions without heavy configurations and provides endless options to visualize, slice, dice, and easily export the intelligence through many data formats, API, etc. While data forms the basis, we're also enhancing our system with GenAI components to deliver even more complex intelligence to complement our forecasting and optimization capabilities. This will enable the system to deliver insights in a more rapid, efficient, and complete manner. In the end, the analytics and intelligence serve the purpose of enabling revenue managers to strategize in the best possible way, which is our number one priority.

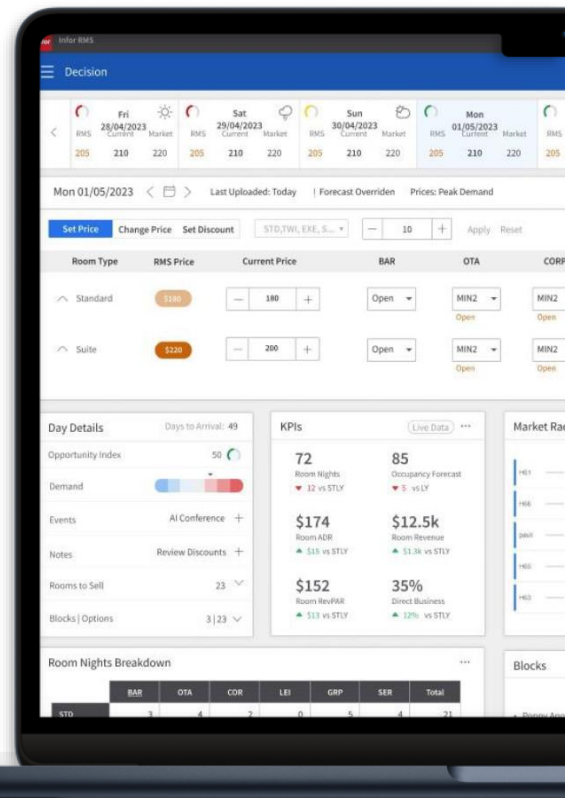
Soon, we will offer the ability to integrate even more data sources such as sales & catering data, point-of-sale data, and operational data, all in conjunction with third-party data already on the market, all of which can be the source of further forecasting and optimization in the system. This will further enhance the capabilities of Infor RMS, giving you a 360 view of your organization.



Revitalize Your Revenue Management Strategy

Step into the future with Infor RMS, built from the ground up based on input directly from hoteliers like yourself. Whether you're a single luxury resort property or a budget hotel chain, the all-in-one pricing solution accommodates any user you employ and any pricing methodology you want to deploy.

With foundations in data and deep-learning, we drive transformation of the revenue manager role from a tactical one to a strategic one through personalized automation, faster insights, and an adaptable system. Scale and optimize in parallel with your individual property's needs or business mix and drive clarity on everything from group revenue to function space, all powered by 21st century data and intelligence.



The Next Steps

Where are you in your hotel revenue management journey? What challenges have you, or do you need to overcome? What are your plans to scale toward industry trends?

We at Infor Hospitality want to know your story and show you how Infor RMS can help you realize your goals.

Let's connect