

OTRUM ENTERPRISE - THE CONCEPTS

Personalised. Branded. Exclusive.

This is OTRUM Enterprise - your information, communication and entertainment portal. Empowering hoteliers to harness the potential of guest profiling and in-room marketing, this groundbreaking solution is truly changing your world by driving revenue growth and optimising the service offering.

OTRUM Enterprise offers a solution specifically designed for global hotel chains and brand operators. As the name implies, OTRUM's enterprise solutions continuously put all rooms on-line and under the control of the system operator.

OTRUM Enterprise is putting the hotelier back in control of the guest experience – via tailored communication, marketing and in-room promotion. Even if your guests have all the latest technology

to hand, they will be impressed to see real time news updates and flight status etc displayed prominently on-screen.

Never before has the industry experienced such a smart, intelligent and flexible solution as OTRUM Enterprise. Working side-by-side with hotel chain management for over 25 years gives OTRUM a unique perspective and insight into the needs of the hotel industry – today and in the future.



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WEB PORTAL

The OTRUM Enterprise web portal offers full control of the guest experience, no matter what room or country the guest is staying in. One benefit is the live communication to the guest during their stay, allowing the chain to instantly promote revenue generating services, such as HSIA, Movies, and of course onsite F&B outlets, driving more revenue through the hotel's existing services.

Similarly, usage and performance information can also be gathered through the web portal, without the need to independently connect to all hotels separately.

DATA ANALYTICS

Know your guest, know your customer. The better you know your guest, the more chance you have to successfully promote in-house services and drive your revenue growth. OTRUM Enterprise enables you to get smart, with data analytics playing a core part of the enterprise intelligence. Through continuous analysis and tracking of system performance and guest behaviour, corporate management have much more information available than ever before. This information can then be used to adjust the guest offering to better fit guest needs while maximising revenue potential.

DYNAMIC PRICING

Guest services are automatically priced for sale based on the profile information held about the individual staying in the room. Pricing can be controlled on a calendar basis, as well as the attributes pertaining to the guest: Frequent Guest, Corporate Guest, Business, Leisure, etc.. The guest is offered the best pricing based on the attributes available. E.g. If the HSIA price for a gold card member is 10€, and the HSIA price for a corporate client is 8€ - they will of course be offered the lower of the two, assuming their profile lists them accordingly.

The potential for business intelligence also sees the possibilities for automated price control based on the factors which have and have not worked in similar situations in the past. This decision making is based i.e. on the occupancy, time of year, revenue levels, current pricing etc. The ability to automate this process, also removes some of the pressure on the hotel staff.

CLOUD COMPUTING

The ethos of OTRUM Enterprise is the collection of all data to a central online storage facility, enabling central data analysis to take place and making hotel server room equipment redundant. Allowing for proactive 24/7 service monitoring and minimal onsite technical support, as well as reducing energy consumption. OTRUM monitors all local hardware and software, and takes the appropriate steps when anomalies occur.

By moving essential data and services to the cloud, large hotel chains have a common and simplified access point to all live properties. In fact, the move to the cloud has been so aggressive, that there will soon no longer be any central OTRUM hardware in the hotel, just the client access device in each room.

