

OTRUM – REVENUE MANAGEMENT

Make your interactive solution work for you.

You have invested money and time into your interactive solution and/or digital signage, and we want to see you get payback. Your sales and marketing department are undoubtedly very skilled in traditional sales, advertising and room promotion – using a new marketing platform creates exciting opportunities for them, as well as the hotel.

Revenue management possibilities exist in many areas, and the way that you present your services to guests is paramount. It is not a good idea to constantly harass your guest with advertisements, rather make a complementary marketing campaign that matches guest needs with time relevant promotions. This is all possible with OTRUM solutions.

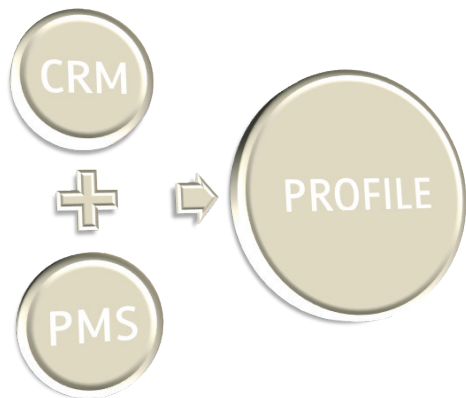
Thousands of guests pass through your hotel each year, and the possibility for generating new income streams has never been so

high. As well as promoting your own services, you may consider selling advertising space on the public area displays and the guest TV screens.

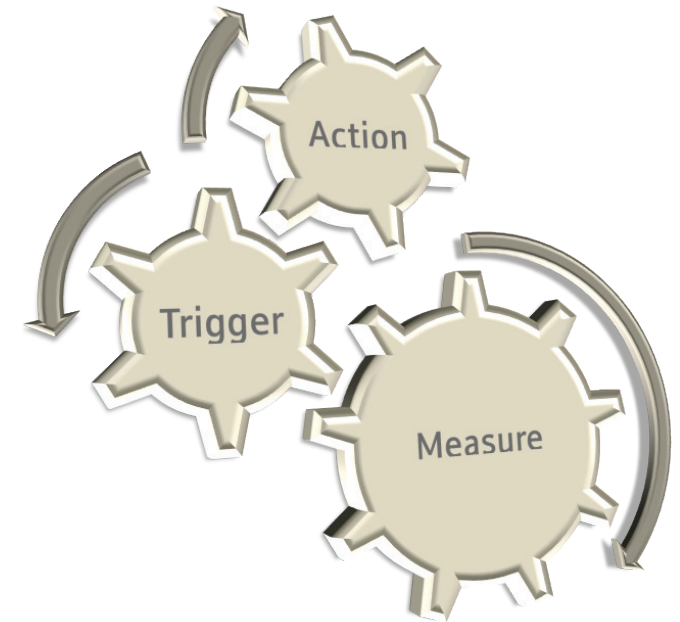
OTRUM has a proven track record for establishing agreements between 3rd party advertisers and hotels. Creative thinking and technology innovation from OTRUM can open up a whole new world of opportunities for the business savvy hotelier.



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	VOD	HSIA	BUNDLE
Standard	11€	12€	20€
Gold Card	9€	3€	10€
Corporate	8€	FREE	8€



INTELLIGENT PRICING

Maximizing income is not a new concept, however you can always rely on OTRUM solutions to assist with leveraging the maximum income from your in-house guests.

OTRUM solutions offer the ability to promote and upsell services at the right time, in the right place for the right guests. As the guest profile is known to OTRUM, we can then use this information to promote the right products at the right price, and thus influence the probabilities of upselling and revenue maximization.

Internet access and premium viewing content is priced according to the guest profile, respecting both corporate agreements and loyalty card benefits. All guests are not the same after all, let's treat them as the individuals they are.

BUNDLING AND SERVICE LEVELS

A proven model for increasing the guest spend, is to bundle services into attractive packages. An example of this is the packaging of Video On Demand (VOD) and High Speed Internet Access (HSIA) services at an attractive fixed price.

Another tool offered by OTRUM, is the 'pay as you go' model for HSIA usage, which allows guests to pay for the bandwidth and duration they need – rather than a fixed price for a fixed service level. This configuration also allows the hotel to offer free to guest Internet for leisure usage, with a business 'high bandwidth' package available at a premium.

HOW IS THIS ALL POSSIBLE?

OTRUM has created an intuitive Marketing Module that is available as an add-on to its interactive solutions. Using business intelligence to match the most attractive and most 'likely to buy' services to specific guest profiles, the hotel has a captive audience waiting.

The hotel can drive revenue within the property by steering the guests towards in-house offerings where there is surplus capacity, i.e. Room Service, Restaurants, Bars and Spa's. At any time hotel staff can trigger a marketing initiative, and launch a communication campaign to the guest rooms.