

Business Intelligence

Supercharge your commercial team



Our product overview





The Problems

Pain points we hear from our customers

- ❌ Disjointed Data
- ❌ Decisions made on feel rather than analytics
- ❌ Manual Reporting
- ❌ Inability to scale





Why do you need Commercial BI?



Automation, efficiency,
revenue strategy over
reporting



Collaborate amongst
and scale RM, Sales,
Marketing



Solving complex
transfer and
transformation of data



Leverage massive data
with simplified views



+50%

of a Revenue Manager's
time is spent on non-revenue
generating activities



THE SOLUTION

Lighthouse BI

- ✓ Fully automated, brand-neutral hotel software
- ✓ Puts the right information in front of the right people
- ✓ Enable your entire team to make educated decisions on the fly

Overview Market

Strategy ▾

● Summary data has not been received. ● Reservation data has not been received.

As of Date 📅	On The Books					Revenue	
	OOO/RMS Available	Left To Sell	On The Books	Total OCC Percentage	ADR	REV	RevPAR
8/1/23 Tue 🔄	5/145	32	108	74%	\$146	\$15,808	\$109
8/2/23 Wed 🔄	8/145	25	112	77%	\$135	\$15,126	\$104
8/3/23 Thu 🔄	1/145	9	135	93%	\$146	\$19,720	\$136
8/4/23 Fri 🔄	1/145	12	132	91%	\$224	\$29,503	\$203
8/5/23 Sat 🔄	2/145	1	142	98%	\$247	\$35,041	\$242
8/6/23 Sun 🔄	1/145	12	132	91%	\$144	\$18,975	\$131
8/7/23 Mon 🔄	1/145	14	130	90%	\$155	\$20,093	\$139
8/8/23 Tue 🔄	1/145	3	141	97%	\$151	\$21,237	\$146
8/9/23 Wed 🔄	0/145	22	123	85%	\$143	\$17,623	\$122
8/10/23 Thu 🔄	0/145	13	132	91%	\$159	\$20,974	\$145
8/11/23 Fri 🔄	0/145	14	131	90%	\$219	\$28,624	\$197
8/12/23 Sat 🔄	1/145	6	138	95%	\$242	\$33,341	\$230
8/13/23 Sun 🔄	1/145	24	120	83%	\$143	\$17,172	\$118
8/14/23 Mon 🔄	0/145	21	124	86%	\$144	\$17,813	\$123
8/15/23 Tue 🔄	0/145	19	126	87%	\$142	\$17,952	\$124
Total	43/4495	1,215	3,237	72%	\$164	\$529,835	\$118



Our track record speaks for itself

+70

PMS
Integrations

+15.000

Active daily app
& report users

6k

Hotels in total
using BI

12

Experienced
product designers

+10

Years of BI
expertise & dev

\$10

Billions of revenue
strategized

2.8k

Hotels using
Revenue Insight

120

Data science &
full-stack engineers

+30

In-house
revenue experts

+2B

New data points
processed daily

65k

Hotels trust &
use Lighthouse

+18

Releases in
the last 12 months

+50

Product
enhancements

+20

Items on innovation
roadmap

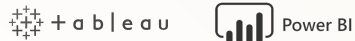


Industry-Agnostic Solutions



Generic analytics, but...

Does not account for critical nuances required within the hospitality industry



“All-in-One” Hospitality Solutions



Looks great on paper, but...

Does not solve critical BI problems for commercial teams



Commercial BI



Built by experts with deep commercial strategy knowledge

Committed to solve your commercial data challenges incredibly well





Our Unique Approach



Solving the most complex hospitality data challenges

- **System-agnostic, brand-neutral approach** to PMS & CRS integrations - everything looks the same regardless of source
- **Partner data sources** to complement our commercial BI: RMS forecasts, financial budgets, STR data & much more
- **Zero cost of ownership** with automated integration, not a BYOD model - no people in the process





Serving the whole commercial team

Revenue Management

Supercharge and scale RM capabilities, with modules honed through years of input from our in-house RM Service.



Sales

Account production and sales rep performance in an actionable format.



Marketing

An interactive performance dashboard to visualize the impact of events and campaigns on performance.



Ops, Execs and Owners

Daily Glance emails and KPI dashboards for portfolios to quickly see performance and drill into areas of interest.



Serving Actionable Insights
Personalized for Every Commercial Stakeholder



ROI > 60%

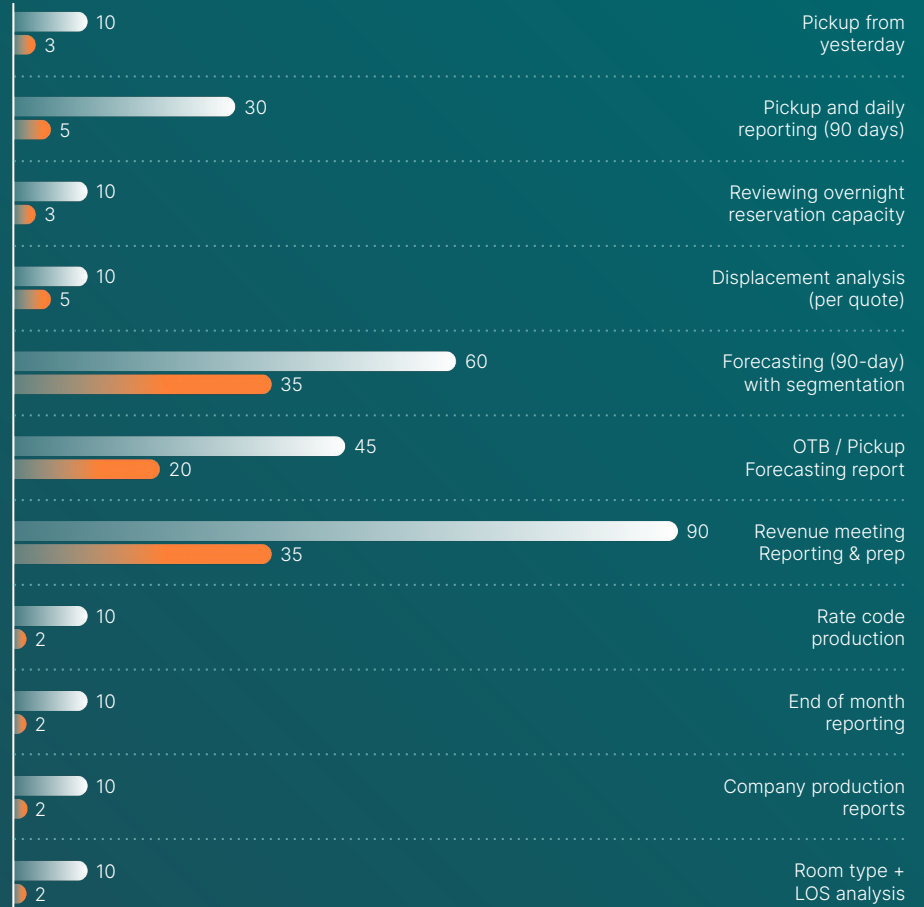
Lighthouse's Commercial Business Intelligence solution reduces time spent on common revenue management tasks by over 60%

We asked real life revenue managers and existing clients what their current time investment was for a variety of the most common revenue management tasks.

This is not even taking into account other commercial teams who also benefit tremendously from our solutions.

● Industry standard

● With BI





Lighthouse's BI Experience is more than software

**We are with you every
step of the way**

- ✔ **One-on-one onboarding**

Onboarding typically completed in weeks... not months.

- ✔ **Live chat with specialized BI support**

Real people available when you are, 24/6. Rated the highest satisfaction score in the hotel industry.

- ✔ **Robust Knowledge Base**

3 articles added or updated every week.

- ✔ **Highest Security Accreditations**

ISO 27001 certified and developed using a Secure SDLC process with authentication requirements.



Lighthouse's BI Benefits

- **Increase Productivity**

Automate reporting and analysis across multiple systems, enabling your commercial team to better collaborate and scale

- **Streamline Data**

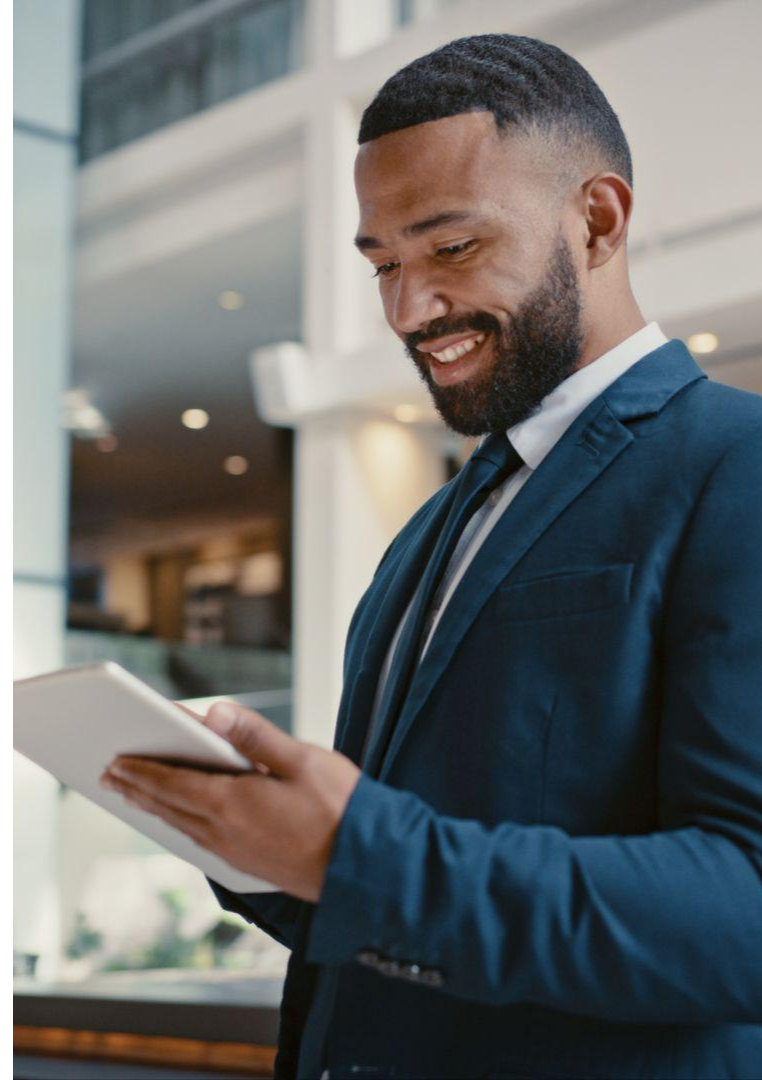
Breakdown silos of fragmented, legacy hotel systems and surface insights

- **Boost Revenue**

Analyze and strategize to uncover revenue opportunities that go beyond standard room metrics

- **Scale Efficiently**

Standardize your processes across hotels to allow you the operational capacity to grow





What makes Lighthouse BI unique



Increase Productivity

Automate reporting and analysis across multiple systems, enabling your commercial team to better collaborate and scale



Boost Revenue

Analyze and strategize to uncover revenue opportunities that go beyond standard room metrics



Streamline Data

Breakdown silos of fragmented, legacy hotel systems and surface insights via AI



Scale Efficiently

Standardize your processes across hotels to allow you the operational capacity to grow



Live Demo