



Intelligent Hospitality

Apo Demirtas, Ph.D.
Founder & CEO



Apo Demirtas, Ph.D.

- ☐ Founded HotelIQ in 2011
- ☐ **30+** years hotel experience
- ☐ Operations, Sales, Marketing and Revenue Management
- ☐ Education:
 - **Bachelor's and Master's** in Hotel Management, Florida Int'l University
 - **Ph.D.** in Microeconomics, Ohio State Univ.
- ☐ Experience:
 - **Board Member**, Dedeman Hotels & Resorts International
 - **Chief Sales & Marketing Officer**, Jumeirah Group
 - **VP Market Strategy**, IHG Americas
 - **VP Revenue Strategy**, Cendant Corp
 - **Senior Corporate Director Revenue Management**, Hilton Hotels Corp
 - **General Manager**, Movenpick Hotels

Recognition



The banner features a dark background with faint images of business documents, a laptop, and a network diagram. On the left, the HotelIQ logo is displayed. In the center, a large blue shield-shaped award badge contains the text 'TOP RATED BUSINESS INTELLIGENCE', 'HotelTechAwards' with a clock icon, 'SOFTWARE', and '2018'. On the right, there is a call to action to 'Read Reviews' on 'HotelTechReport' with a clock icon.

HotelIQ
BUSINESS INTELLIGENCE

2018 Top Rated Business Intelligence Software

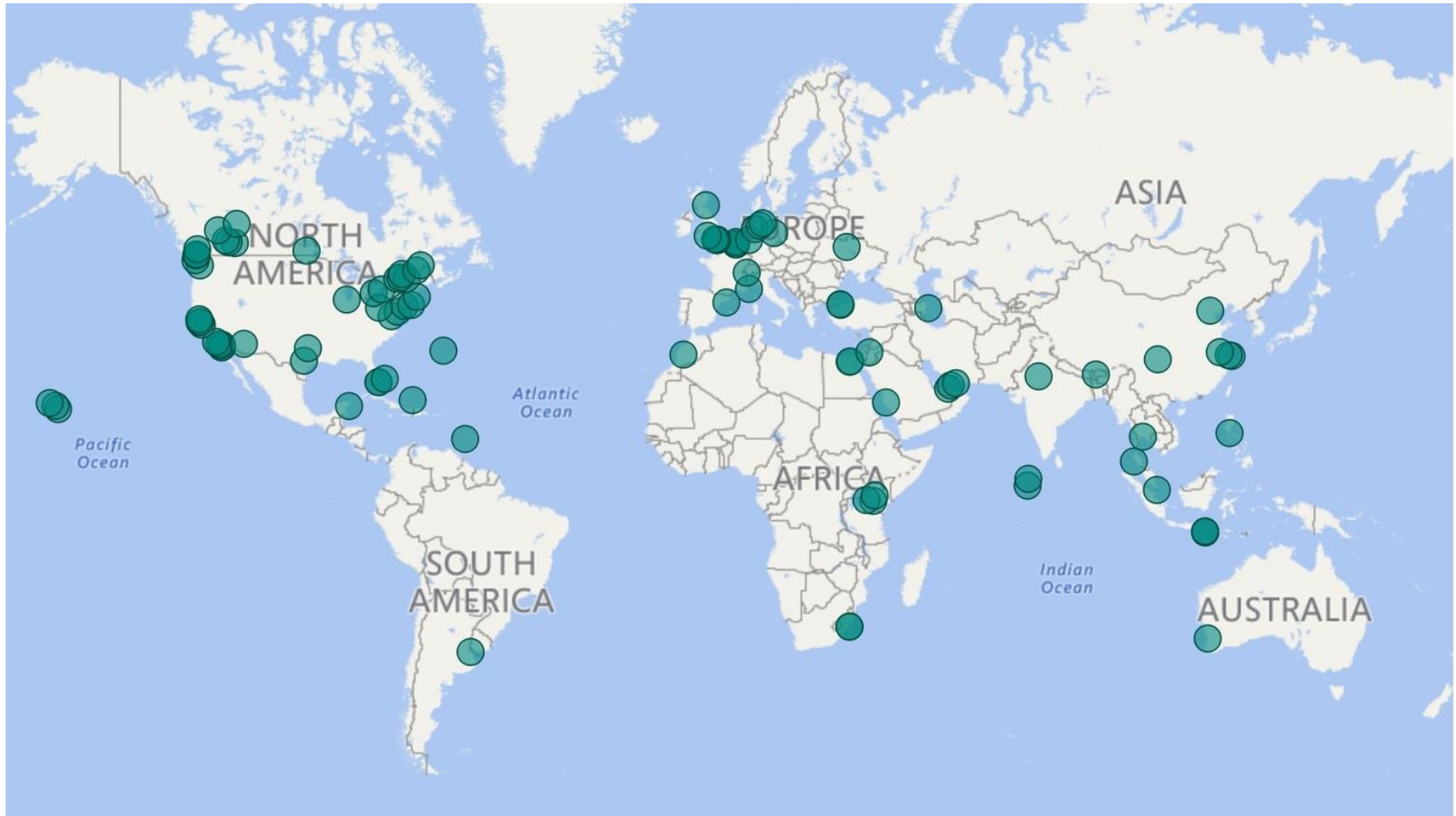
TOP RATED
BUSINESS INTELLIGENCE

HotelTechAwards 

SOFTWARE
2018

Read Reviews
HotelTechReport 

Global Presence



☐ What is BI & What Isn't

- ☐ BI is a Voyage of Discovery
- ☐ BI is not reporting



Information Producers & Consumers

Information Producers:

- Build & Update tools in Excel
- Manually Key in Data
- Time Spent Producing > Time Spent Analyzing

Information Consumers:

- Use Advanced Reporting & Analysis Tools
- Data flows between systems automatically
- Time Spent Analyzing > Time Spent Producing

Which are you?

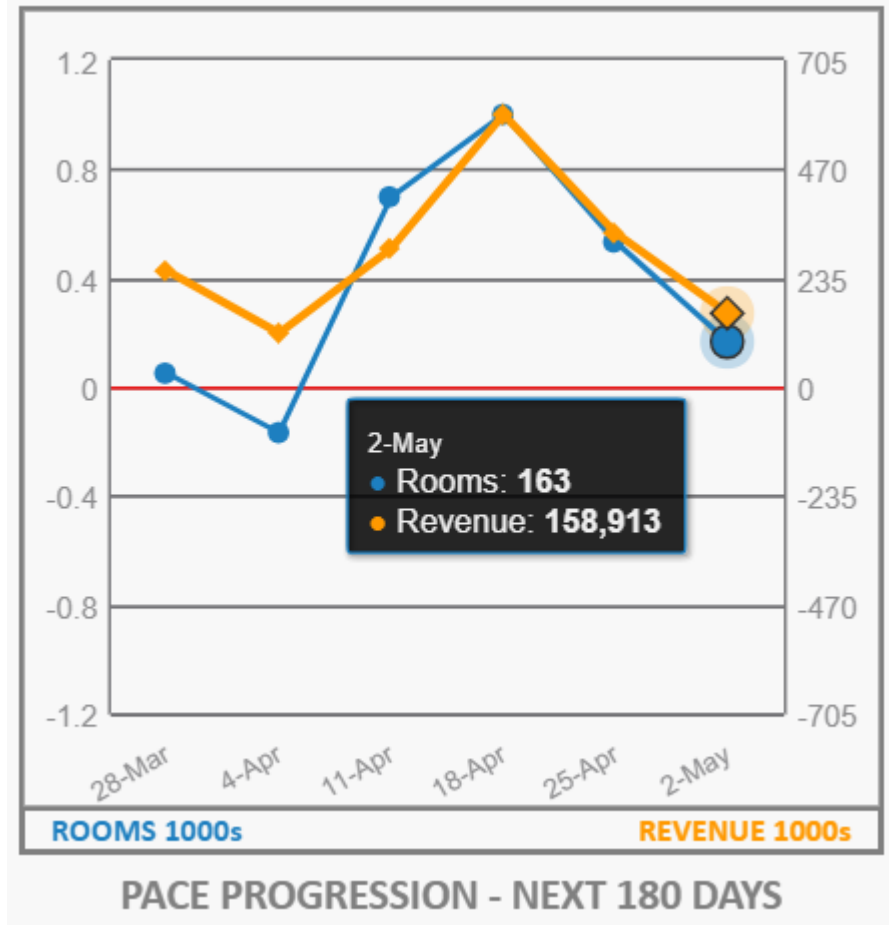
☐ Information Producers & Consumers

BI is not just a tool, it's an Organizational Capability

- ☐ A tool can only present the information
- ☐ It's Up to Users to:
 - Ask the Next Question
 - Slice & Dice the Data
 - Identify Opportunities & Threats
 - Make Fact-Based Decisions
- ☐ The BI Tool is the knife, **YOU** are the chef!

□ Let's Talk about Pace

- Why do Hoteliers have a love affair with Pace?
- Is it enough, or can it be misleading?
- HotelIQ Pace Progression:
The Real Answer



☐ BI & Corporate Accounts

- ☐ How BI Liberates Corporate Accounts Management
- ☐ About more than Room Revenue & ADR metrics
- ☐ Why does it all matter to Sales & RM?

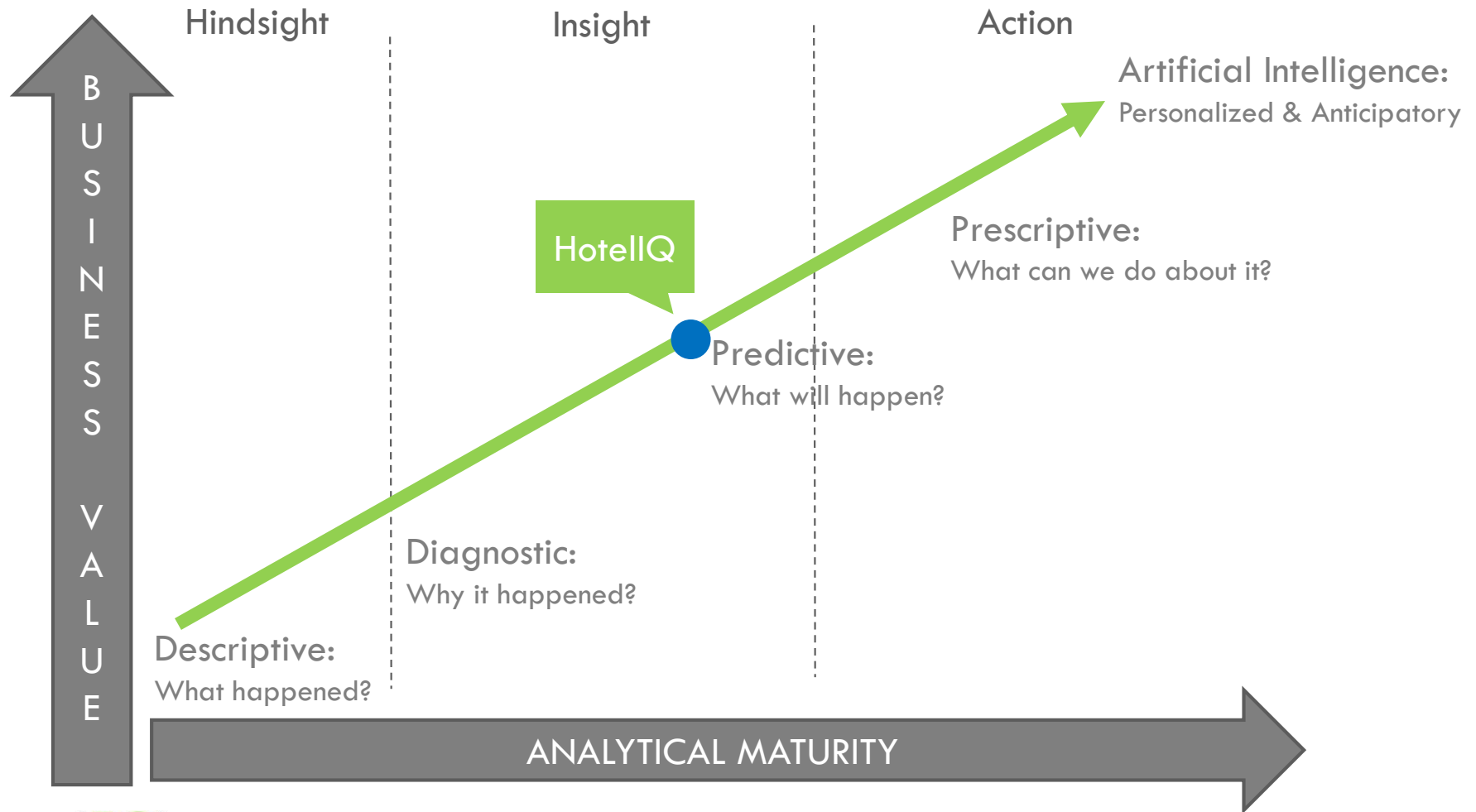


☐ Predictive Business Intelligence

- ☐ What is it?
- ☐ How does it help?
- ☐ How does it automate
Forecasting & Budgeting?



Predictive Business Intelligence





Thank You!