



duetto

Analytics built for the real world

Global Revenue Forum

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Duetto Confidential. Contents are subject to change.

About us



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About us - Today



Matthias Heel

Jonathan - fighting with hippos



Franziska Schemmann

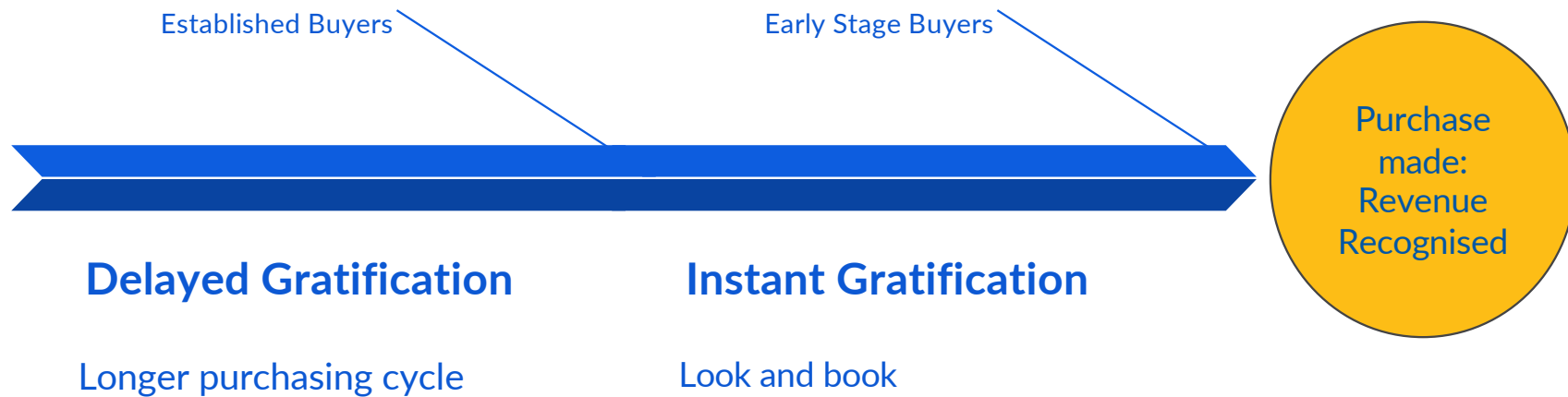
Mountains calling

The Dopamine Effect

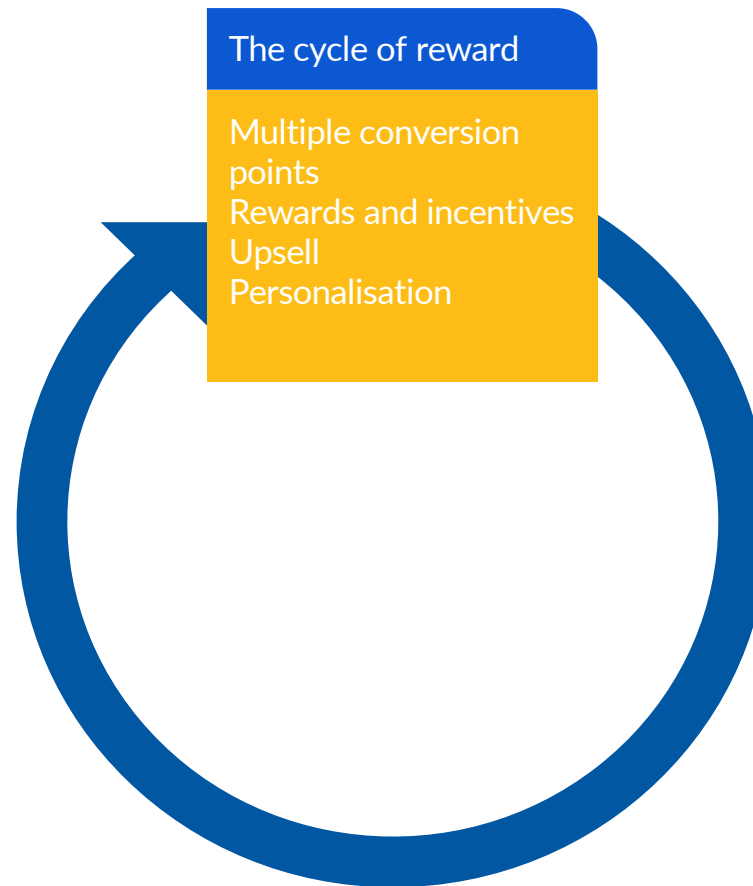
Dopamine is a chemical neurotransmitter in the brain that plays a role in motivation, reward, and pleasure.

Dopamine can be used to create a sense of anticipation and excitement around a product or service, leading to increased engagement and motivation to make a purchase.

Dopamine + purchasing decisions



The dopamine cycle



Companies that capture more value from data grow faster, driving “**40% more revenue**” from data programs with personalized sales and marketing tactics and activities.

So what?

We can tap into this with data.

It's not as complicated as we think.

And we can maximise and benefit from the dopamine loop in the same way we do with every other smart pricing choice, with **good data**.

Good data, is usable data,
usable data that you can
trust.

Analytics for the real world

Maximising Adoption



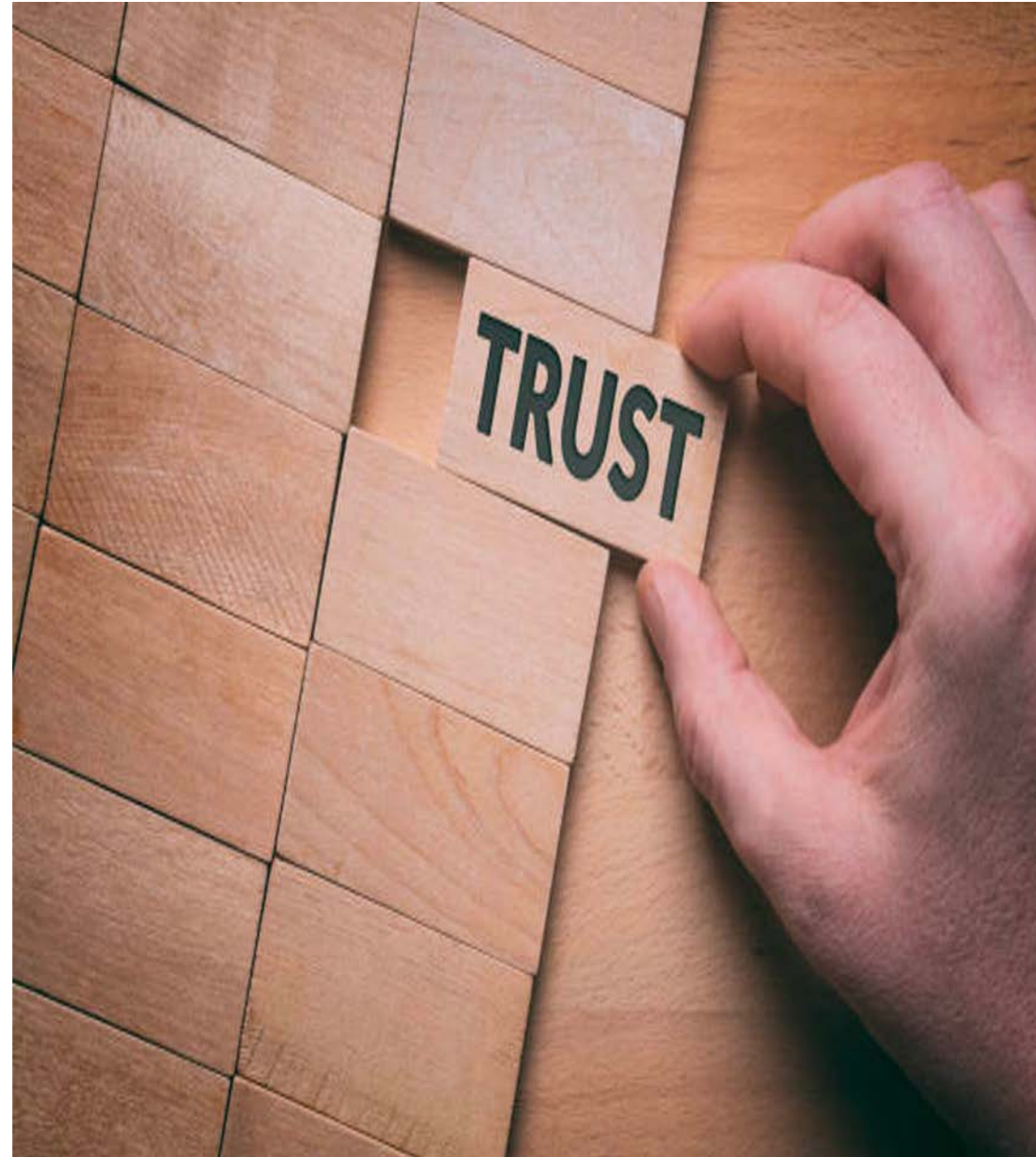
Building trust

Usable data is data that is easily accessible, understandable and can be effectively used to support decision-making, research or other activities.

It is data that has been cleaned, standardized, and is in a format that can be easily analyzed and integrated with other data.

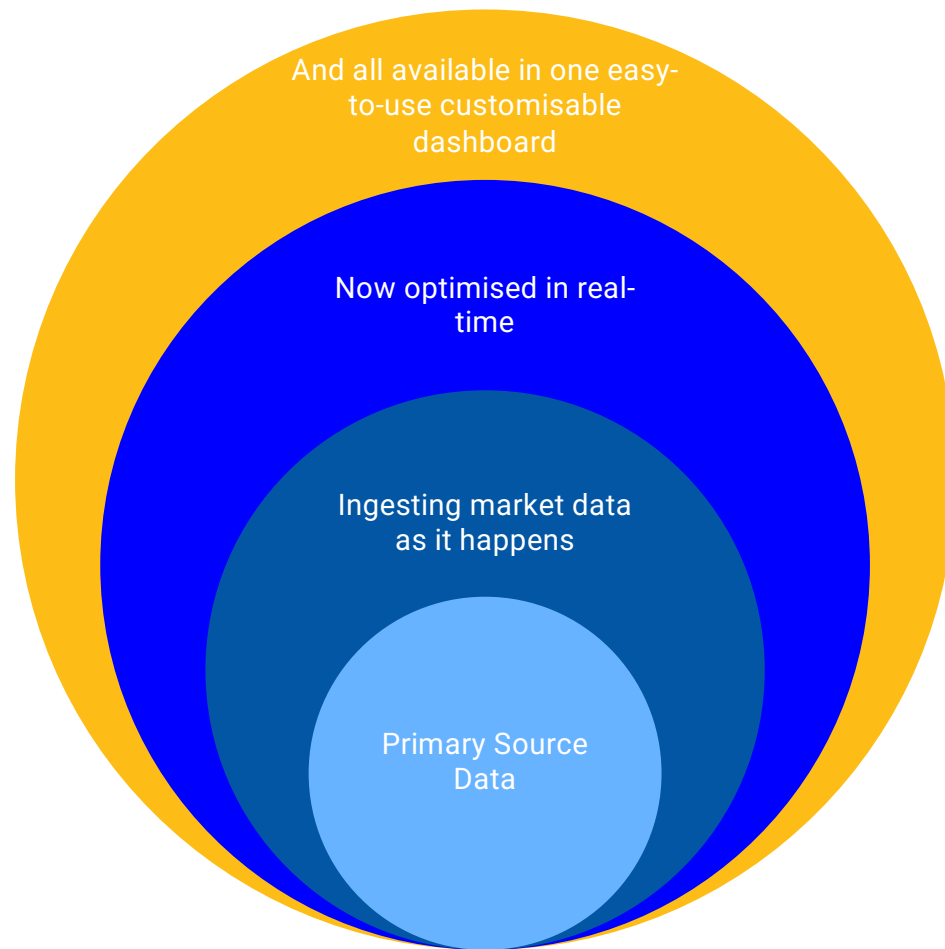
It is also data that is complete, accurate and relevant.

Ultimately, it is data, that you can trust.



Move from a system of
record to a system of
revenue.





A trustworthy Analytics Engine

Building the data engine

After you have set up a data warehouse and made the data easy to use through organization and visualization, it's time to use it to make smart business decisions.



ANALYTICS BUILT FOR THE REAL WORLD - YOUR REAL WORLD

We often choose complex and opaque models. Or go for volume, and load the system with hundreds of models that never get used, or will not have any correlation with your own local market.

In a stable world, complexity might make sense. But in the real world, in today's world, Real-time analytics that ingest market data as it happens, is the goal.

In short, chose Veracity (true bottom line impact in a real world environment) over Volume (shelf-ware models with limited real world impact).



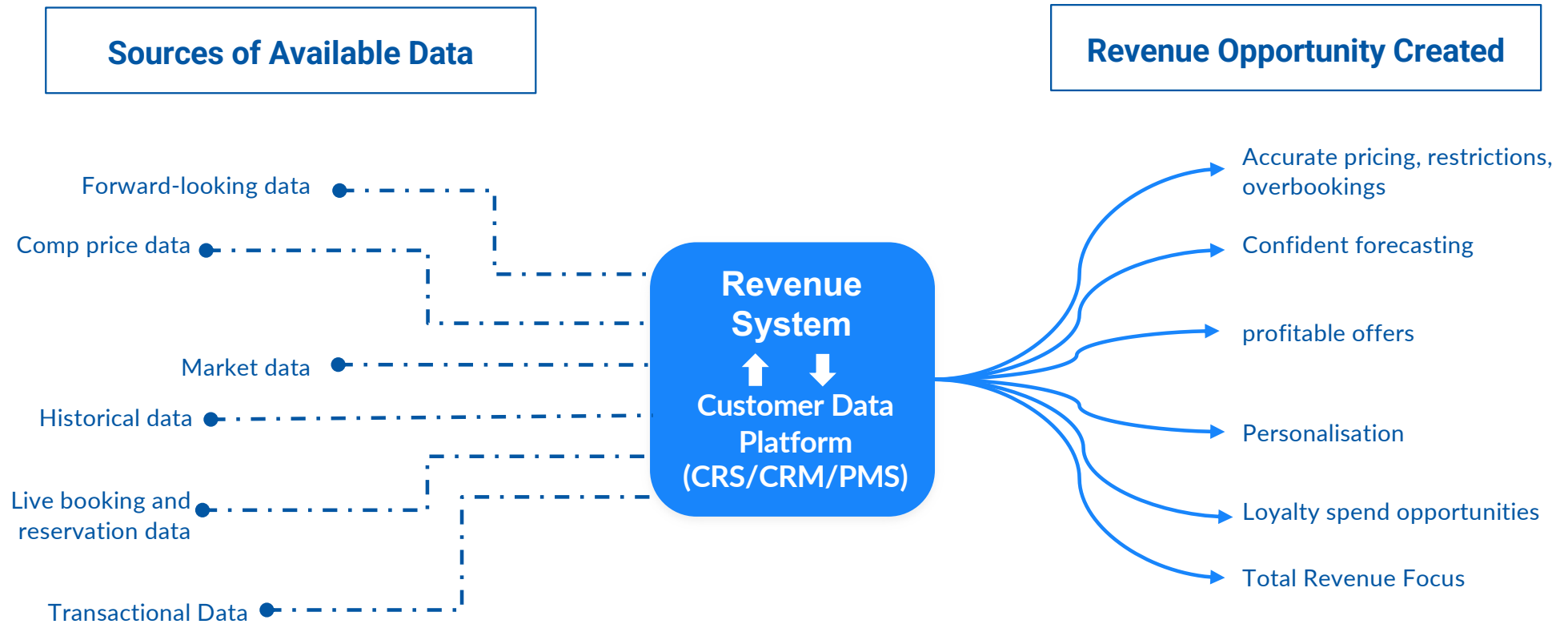
The Lightbulb moment

What does this all mean for us
in revenue management?

Applying it to your revenue strategy



How does this apply to Revenue Management?



An aerial photograph of a large crowd of runners participating in a marathon on a dark asphalt road. The runners are wearing various colorful athletic gear, including shirts, shorts, and running shoes. They are spread out across the frame, moving in different directions. The image is used as a background for a presentation slide.

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Flexible segmentation

Total Revenue Management

Your Competitive Advantage



Analytics based on the most reliable data sources in the industry



Optimize your pricing strategy through **Open Pricing**



Create efficiencies with **Multi Property Capabilities**



Automate tasks whilst retaining control through **Controlled Automation**



Revenue Strategy Platform designed by hoteliers





Awarded “Best Revenue Management Software” in 2023

#1 out of 57 revenue management systems based on a pool of 11,622 reviews submitted during the awards period



Storms can take all
shapes, and sudden turns