

Xenium



The OTHER SIDE of BUSINESS

Business Performance Management System

- Business Analysis
- Business Intelligence
- Analytical Reports
- Artificial Intelligence



Revenue Management & Accounting

Increase RevPAC and RevPAR using predictive models to optimize price points, reduce costs, and maximize occupancy rates

- ✓ RevPAR analysis by guest segment, source and room type.
- ✓ ARR/ADR
- ✓ Current Revenue Trends and Predictions by Sources and Segments
- ✓ Accounts payable & receivable
- ✓ Costing Vs Sale (Store Inventory Vs POS)

Manage **risk by triggering** alerts on **KPI** to address issues in real time



Occupancy - Forecast & Demand Analysis

- ✓ **Cyclic Patterns**
 - Day-of-the week
 - Season-of-the year
- ✓ **Trends** (demand growth due to growth in the economy at large), that can be projected forward to **estimate future demand** in each market segment
- ✓ **Demand Forecasting** and the resulting occupancy can be viewed as starting point for revenue management cycle
- ✓ Results in **higher average rates** per customer and better demand utilization on shoulder nights (adjacent to busy nights), without losing reservations that should have been accepted
- ✓ Forecasting is seldom accurate and methods need to be adopted



Room Pricing Strategy

- ✓ Price sensitivity of demand and revenue
- ✓ Rate optimization by competition, seasonal and historical data
- ✓ Price analysis based on
 - Costs
 - Customer demand volumes
 - Customer characteristics
 - Corporate objectives
 - Channels of distribution
- ✓ Historical data and current trends to predict future demand and achieve best rates possible
- ✓ Yield management strategies
- ✓ Discount strategies for frequent guests

The screenshot displays a software interface with several data tables. The top table, 'Occupied Rooms by YearID', shows data for years 2009 to 2012. The bottom table, 'Occupied Rooms by Quarter Year as Text', shows data for quarters from Q1 2010 to Q3 2012. Other tables include 'Occupied Rooms by Month Year as Text' and 'Occupied Rooms by Week Year as Text'. A 'Revenue' table at the bottom right shows a total revenue of 13,43,88,008.

Index	Year ID	Occupied Rooms
1	2009	4, 957
2	2010	12, 948
3	2011	25, 494
4	2012	26, 159
5	2013	6, 067

Index	Quarter Year As Text	Occupied Rooms
1	Q1 2010	3, 648
2	Q1 2011	4, 623
3	Q1 2012	9, 580
4	Q1 2013	4, 797
5	Q2 2010	2, 757
6	Q2 2011	6, 907
7	Q2 2012	6, 930
8	Q2 2013	1, 270
9	Q3 2009	312
10	Q3 2010	2, 410
11	Q3 2011	6, 795
12	Q3 2012	5, 550

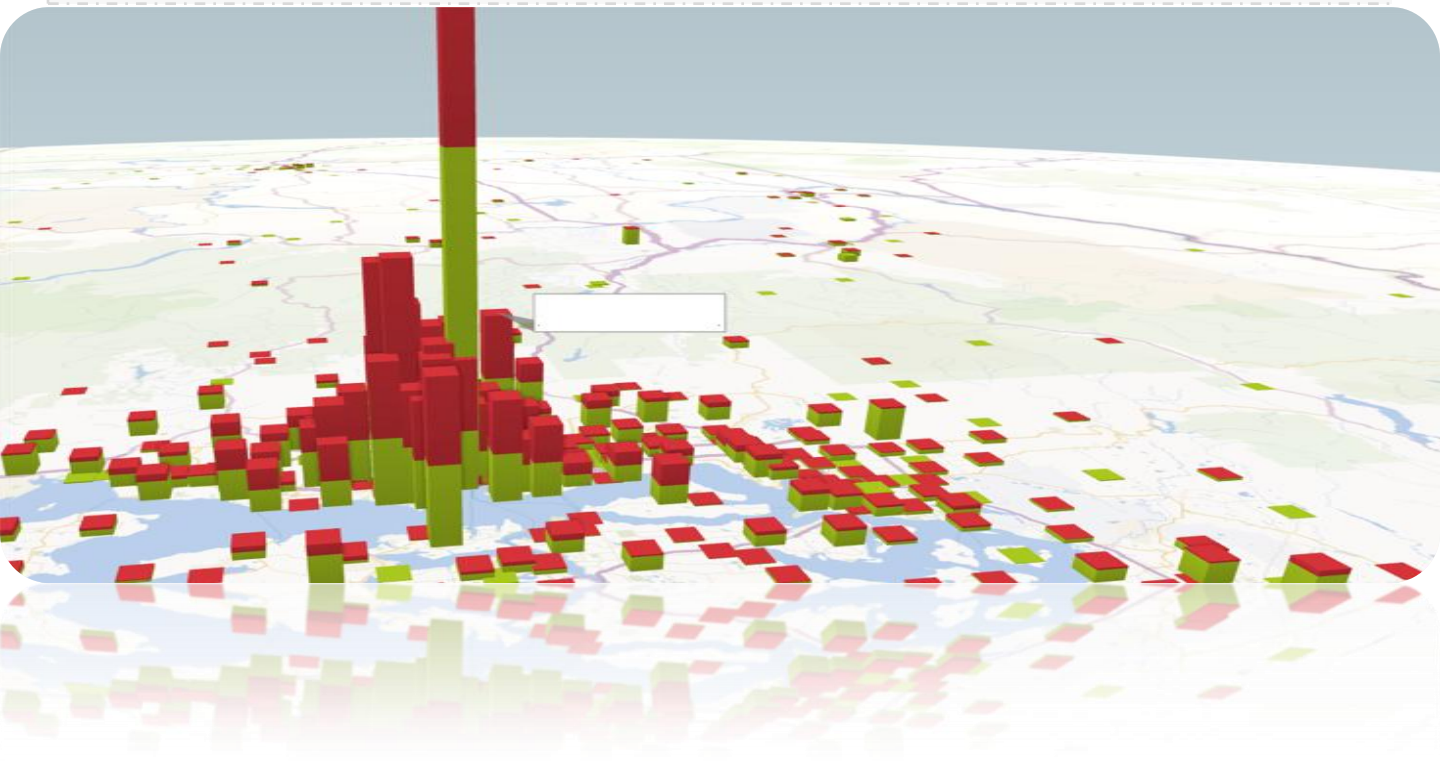
Index	Month Year As Text	Occupied Rooms
1	Apr 2010	704
2	Apr 2011	1, 916
3	Apr 2012	1, 864
4	Apr 2013	1, 125
5	Aug 2010	763
6	Aug 2011	2, 100
7	Aug 2012	1, 746

Index	Week Year As Text	Occupied Rooms
1	KW38 2009	11
2	KW20 2010	33
3	KW01 2011	62
4	KW01 2010	71
5	KW53 2009	87
6	KW53 2012	99
7	KW42 2010	109

Index	Revenue
1	13, 43, 88, 008

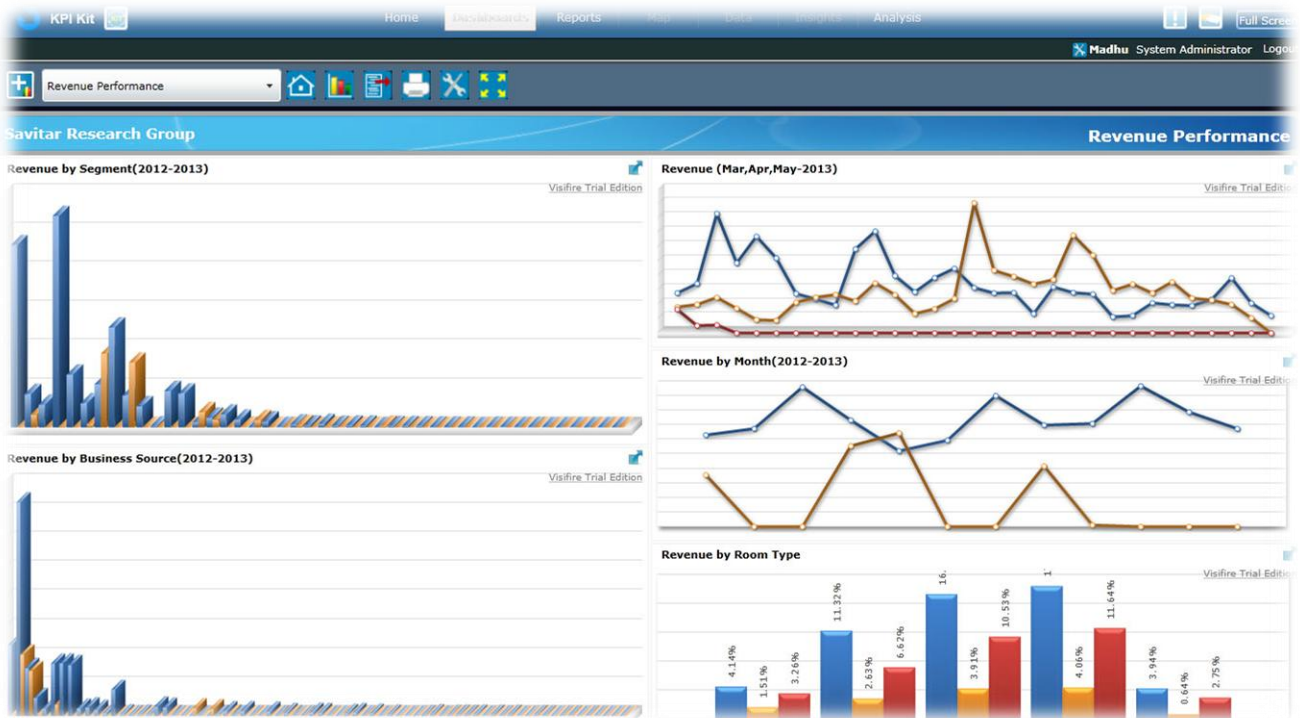
Customer Analysis

Create **holistic offerings** and services that match customer preferences and push different cross-sells and up-sells to “**good**” **customers segmented** using **historical data**



Analyze customer **demographics** to identify purchasing patterns, buyer behavior, and total **customer profit** thereby tailor products according to **customer value**

Service Analysis



Ensure **customer delight** by providing enhanced services such as spa, multi-cuisine dining, and in-room entertainment options that match customer preferences.

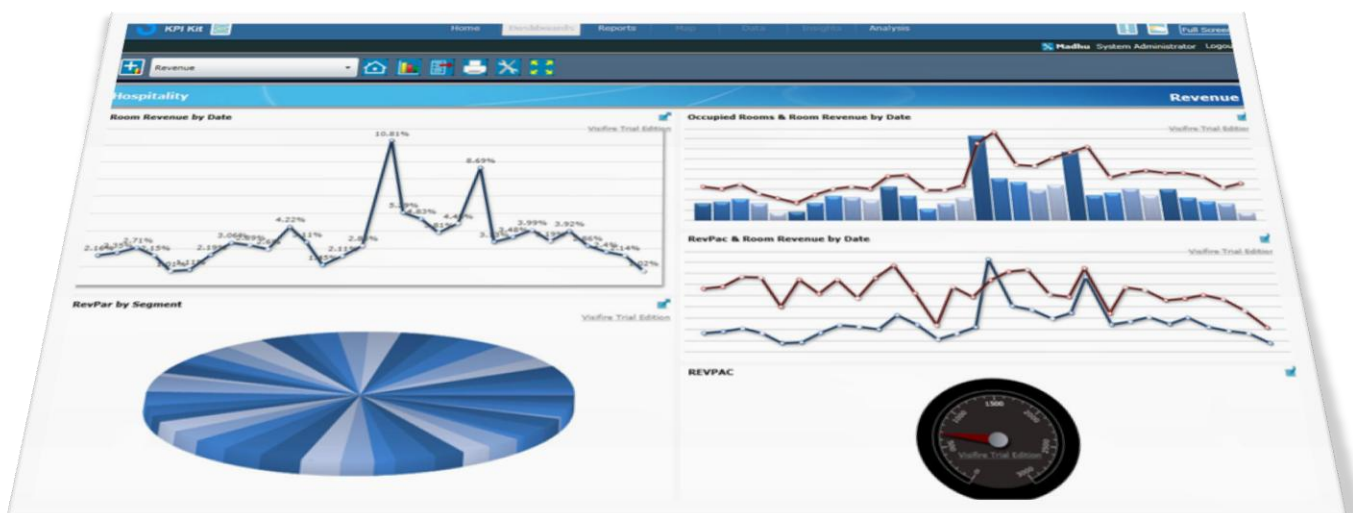
Improve service performance by analyzing customer wait times, **customer satisfaction survey** scores.

Operations and Financial Analysis

Improve **employee scheduling, training, performance** and retention metrics

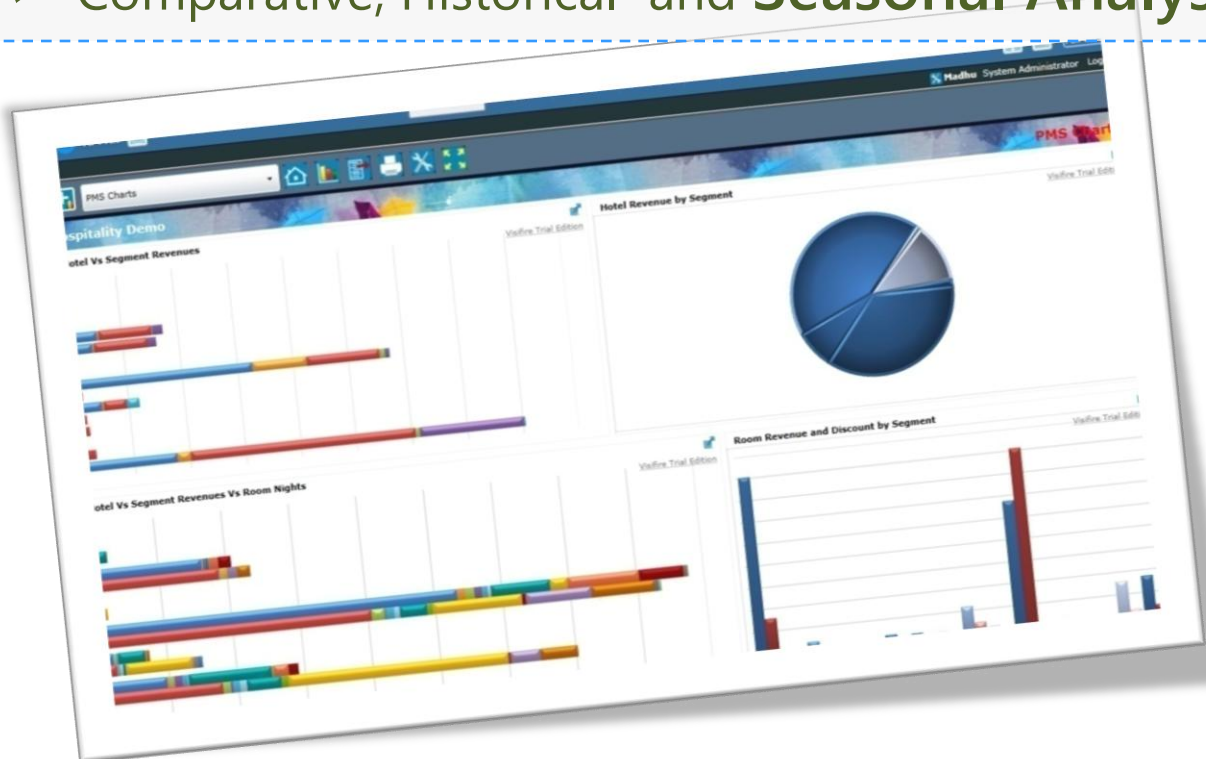
Optimize workforce needs based on holidays, events and bookings to achieve best results

Manage **risk by triggering alerts on Key Performance Indicators** to address issues in real time



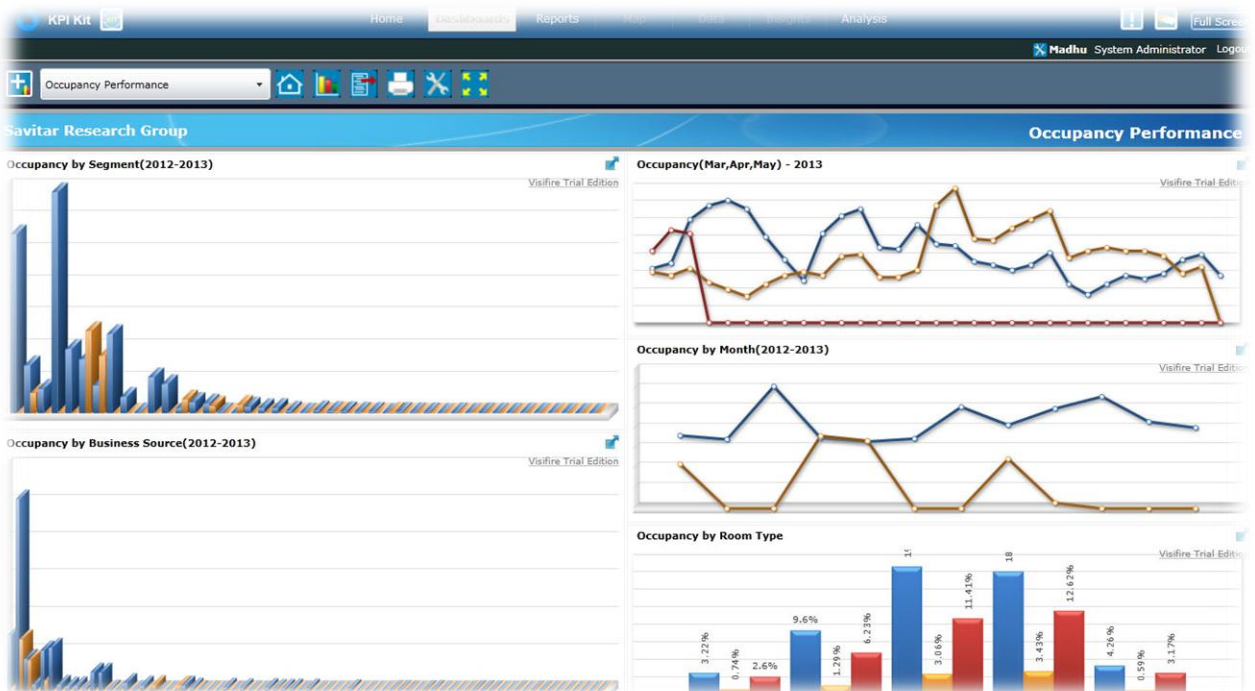
Sales and Marketing Analysis

- ✓ **Sales Vs Margin Trends** – Daily, Weekly, Monthly, Quarterly and Yearly
- ✓ **SWOT** (strengths, weaknesses, opportunities and threats) of products
- ✓ Top and Bottom N Sales by Product
- ✓ Sales Trends / Patterns in segments, sources and products
- ✓ Customer **Spend Analysis**
- ✓ **Product Pricing Range**
- ✓ Product and **Service bundling** – Market basket
- ✓ Comparative, Historical and **Seasonal Analysis**



Brand Analysis

- ✓ Market share analysis by segment
- ✓ Strategic brand analysis
- ✓ Brand awareness metrics
- ✓ **Competition analysis**
- ✓ Differentiating and unique identity characteristics
- ✓ Customer experience, perception and reactions
- ✓ **Campaign Analysis**
- ✓ Internet sales analysis



Xenium System Screens

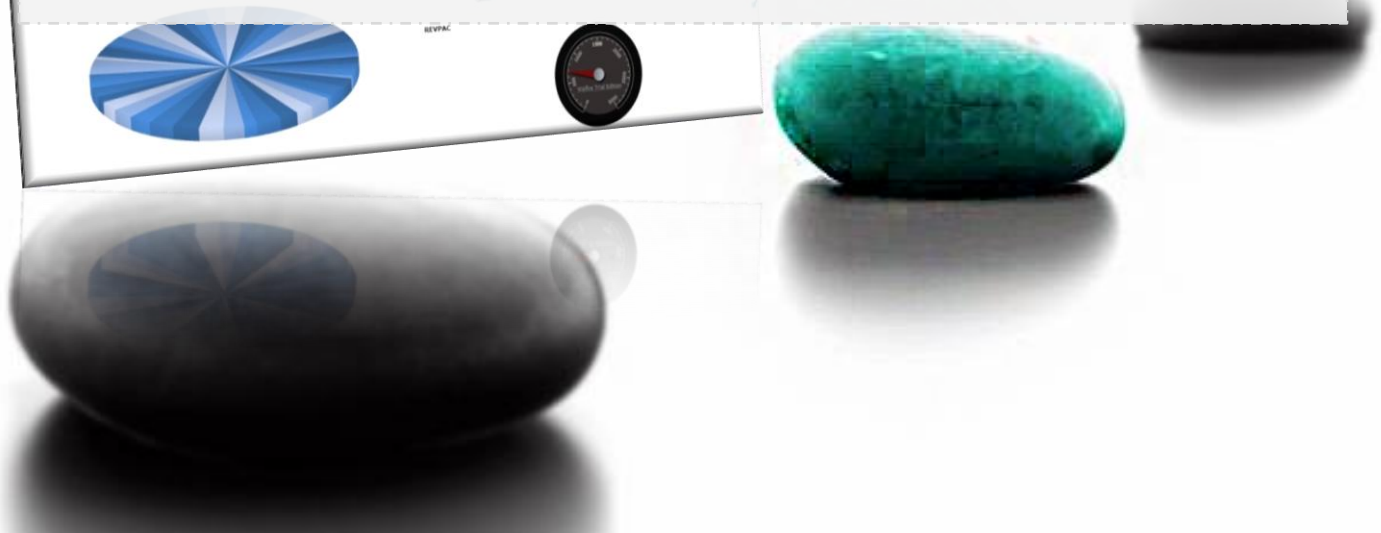


About Us

Dhara IT Solutions' expertise is spread across systems, processes and solution development. However, we score most over other vendors in our ability to understand and analyze your business problems and deliver solutions that give you business advantage.

Dhara IT Solutions backed by Savitar Research Group Inc. is brings a fresh perspective to decision making for leaders at all levels of an enterprise. Our goal is to usher in a revolution in decision making and decision driving in the industry through:

- ✓ Use of industry and customer intelligence
- ✓ Powerful industry specific tools
- ✓ Embedding of role based actions with residual intelligence and analytics
- ✓ Services to follow through on the actions





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