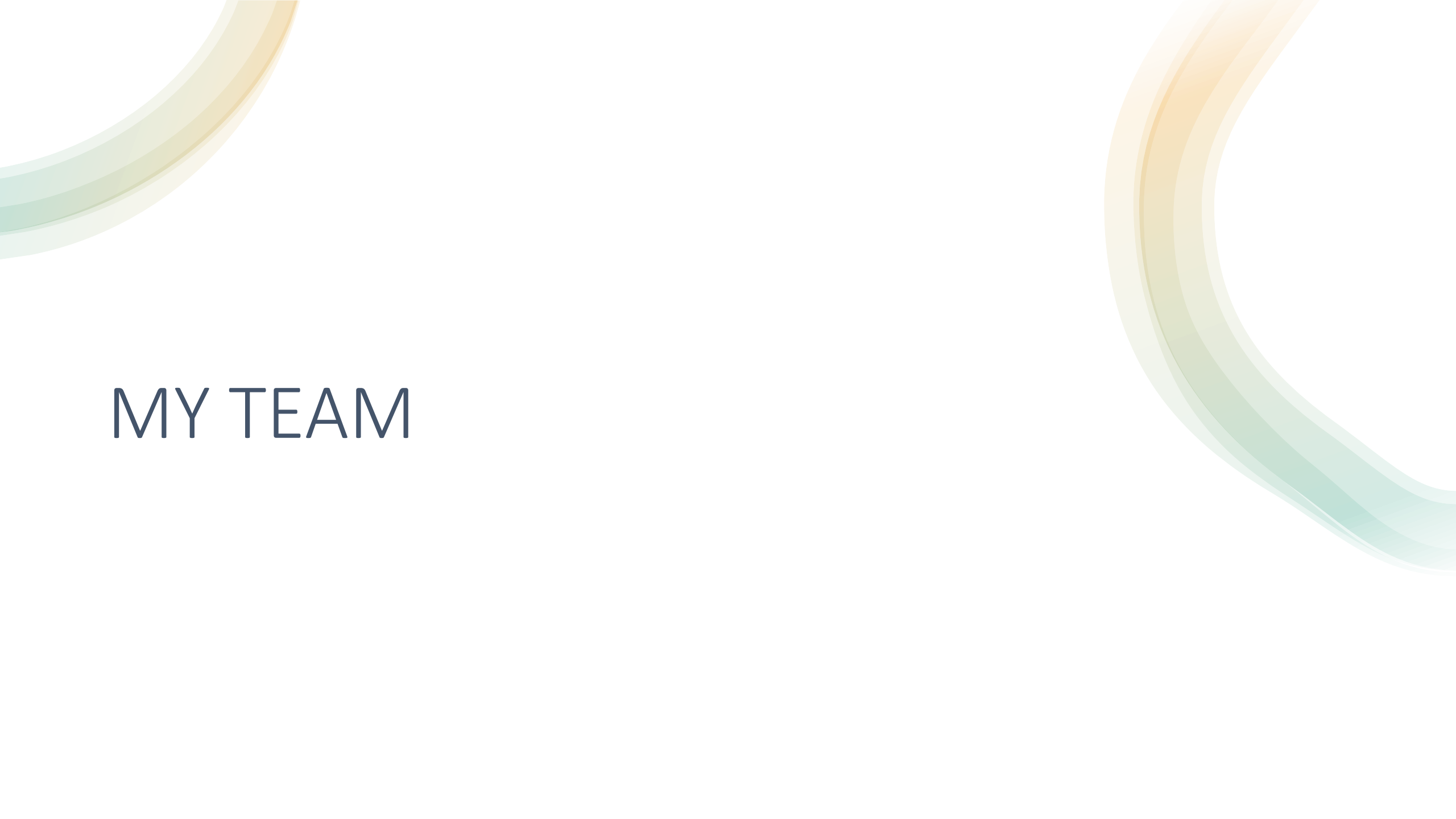


COVID-19, The Agility Booster

Sandeep Singh, SVP Product, RateGain

 [linkedin.com/in/sndpsngh/](https://www.linkedin.com/in/sndpsngh/)

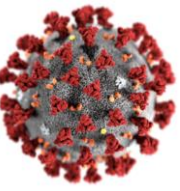
The image features a light gray background with decorative curved lines in the top-left and top-right corners. These lines are composed of multiple overlapping layers in shades of light green and yellow, creating a sense of depth and movement.

MY TEAM



PRE-COVID

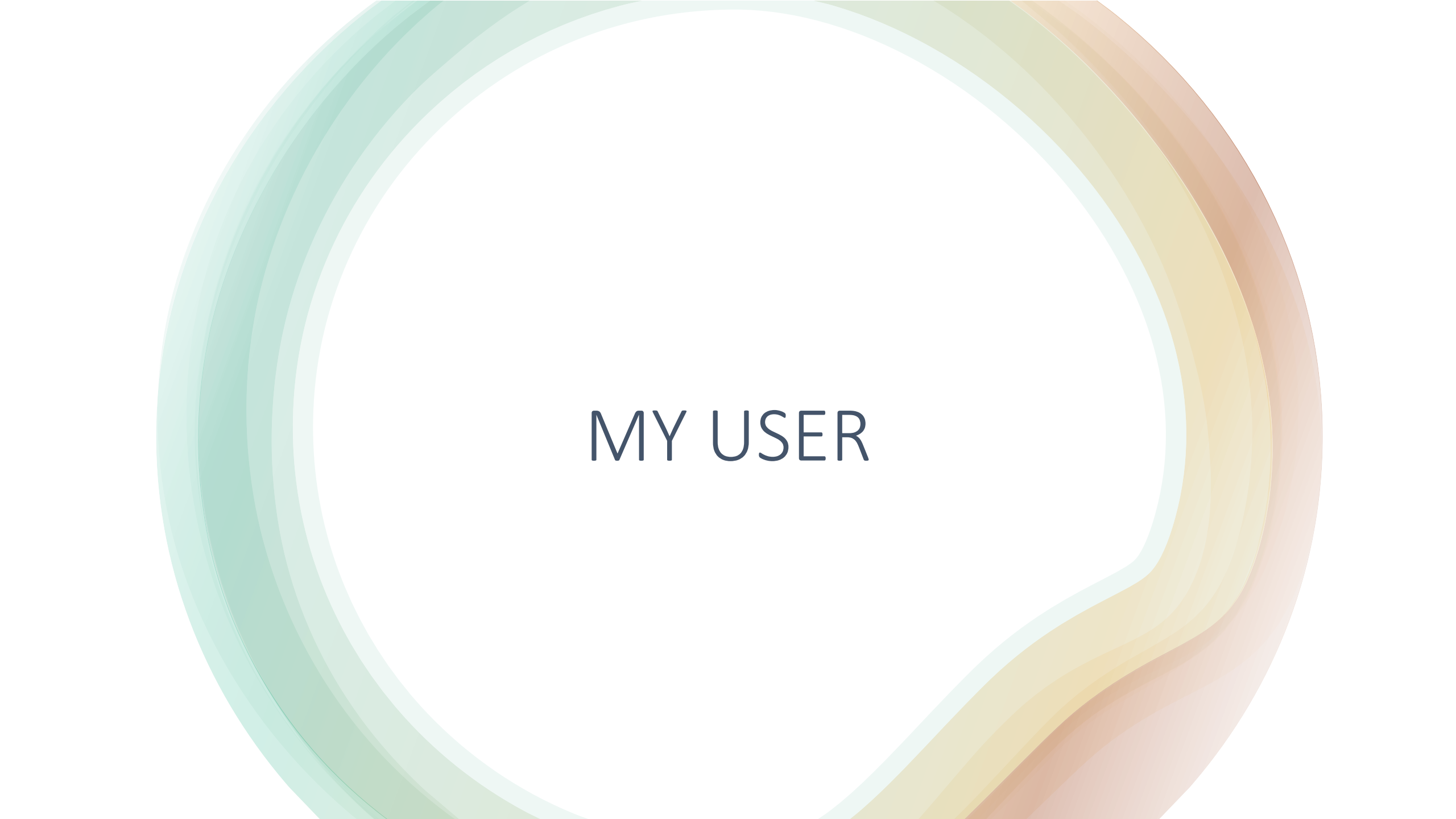
- BUSY WORK over PRODUCTIVE WORK
- QUARTERLY ROADMAP over VOICE OF CUSTOMER
- ANNUAL MARKETING PLAN over CURRENT MARKET TRENDS



- ADAPTING THE PRODUCT EVERY SPRINT TO MEET CHANGING MARKET NEEDS
- LEARNED THE TRUE VALUE OF COLLABORATION THROUGH EFFECTIVE REMOTE WORKING
- ADAPTING TO CHANGING RESOURCING SITUATION ON A WEEKLY BASIS

POST-COVID





MY USER

SARAH

Sales & Marketing Manager



Bio

Age- 32 Years Old

Experience - 11 years

Work Personality - Stays updated on industry news

 **Goal** – Achieving her numbers, To stand out in her organization

 **Frustrations** –Not meeting her budgeted numbers, Moving customer loyalty, losing business to OTAs due to rate disparity

SUE

Revenue Manager



Bio

Age- 37 Years Old

Experience - 16 years

Work Personality - On good terms with the leadership

 **Goal** – Achieving her numbers , Aspires to grow into a next level

 **Frustrations** – Her hotel is getting beaten by the competition, Competition is getting a major share of room nights of the city, cognitive overload

MATIAS

Cluster Revenue Manager



Bio

Age- 40 Years Old

Experience - 18 years

Work Personality - Control freak, Great people management skills

 **Goal** – To have a positive P&L, Spearhead innovative thinking

 **Frustrations** – Spends a lot of time always trying to think that how would they be the best performer, Majority time spent in dealing with internal politics due to multiple stakeholders, Dependent on other team members for information and data

IBRAHIM

Front Desk Executive



Bio

Age- 26 Years Old

Experience - 5 years

Work Personality - Aspirational, Risk averse, Energetic,

 **Goal** – Wants to be perceived as the most dedicated employee

 **Frustrations** – Currently limited on skill set due to lack of exposure, limited knowledge of tech stacks and solutions available, spends a lot of time on data collection, limited analytics skills

Monthly Performance at a Glance - My Property vs. Competitors

Street: Any City, Any State 99999 (555) 555-5555

Property ID: 999999 MgtCo: None Owner: None

2006 Date Created: August 24, 2006 Monthly Competitive Set Data Excludes Subject Property

July 2006

	Occupancy (%)			ADR (\$)			My F
	My Prop	Comp Set	Index	My Prop	Comp Set	Index	
Month	89.8	90.5	99.3	234.89	229.88	102.2	210
Rate	80.9	86.5	93.4	248.55	241.02	103.1	201
Month	82.0	91.5	89.6	266.87	255.11	104.6	218
Month	84.9	87.7	96.8	259.98	254.12	102.3	220

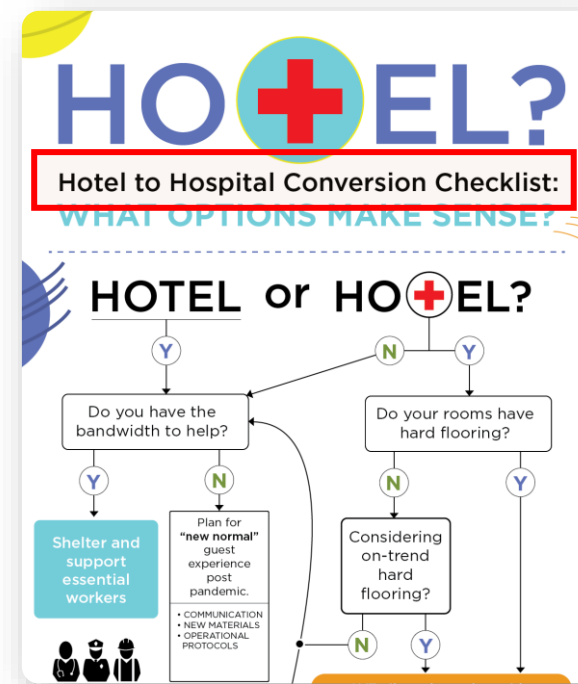
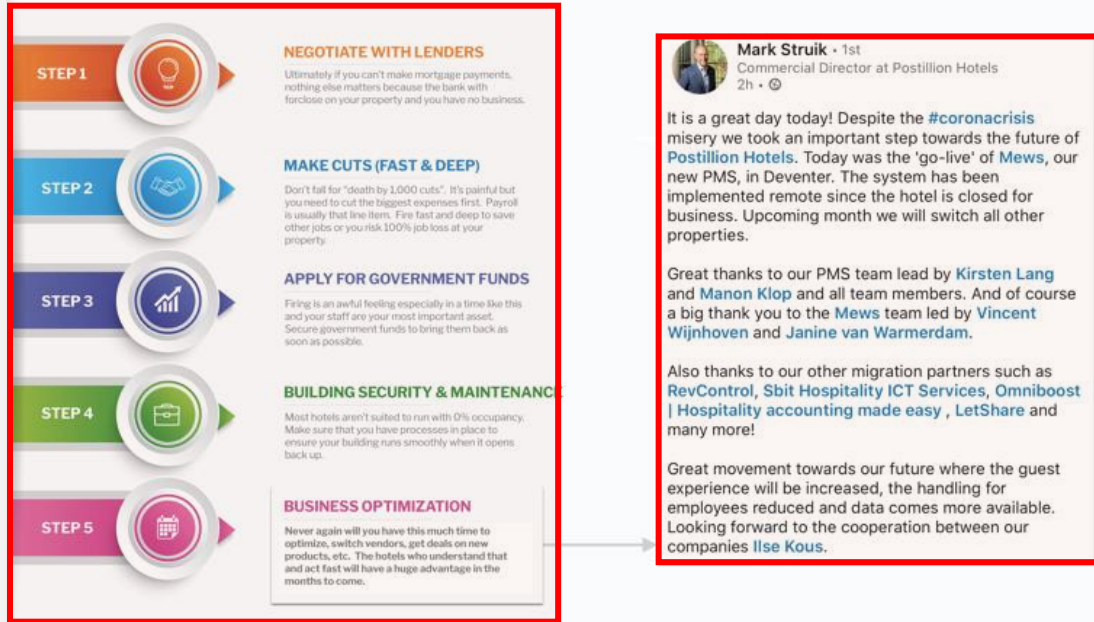
July 2006 vs. 2005 Percent Change (%)

	Occupancy			ADR			My F
	My Prop	Comp Set	Index	My Prop	Comp Set	Index	
Month	2.7	0.7	2.0	10.0	8.8	1.1	12
Rate	-8.5	3.2	-11.3	14.3	10.8	3.2	4.
Month	-9.8	1.1	-10.7	15.2	11.7	3.1	3.
Month	-5.6	2.4	-7.7	15.2	13.8	1.2	8.

PRE-COVID

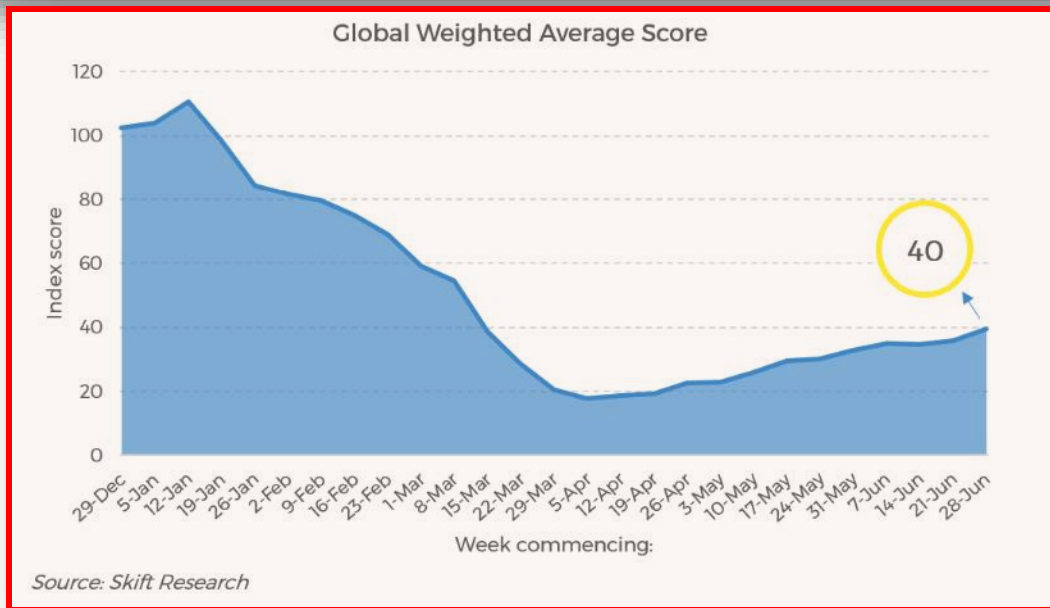
- DROVE AHEAD LOOKING INTO THE REAR VIEW MIRROR
- RELIED ON INSTINCTS AND HISTORY
- ASSUMED TRENDS TO CONTINUE
- LIFE WAS SIMPLE

Hotel Tech Report's 5-Step COVID Crisis Management Framework



POST-COVID

- ADAPTING THE WAY HOTELS ARE MANAGED
- ADAPTING TO CHANGING RESOURCING & FINANCIAL SITUATION ON A WEEKLY BASIS
- LOT MORE TECH-SAVVY
- REAL-TIME AGILE PRICING over PAST TRENDS

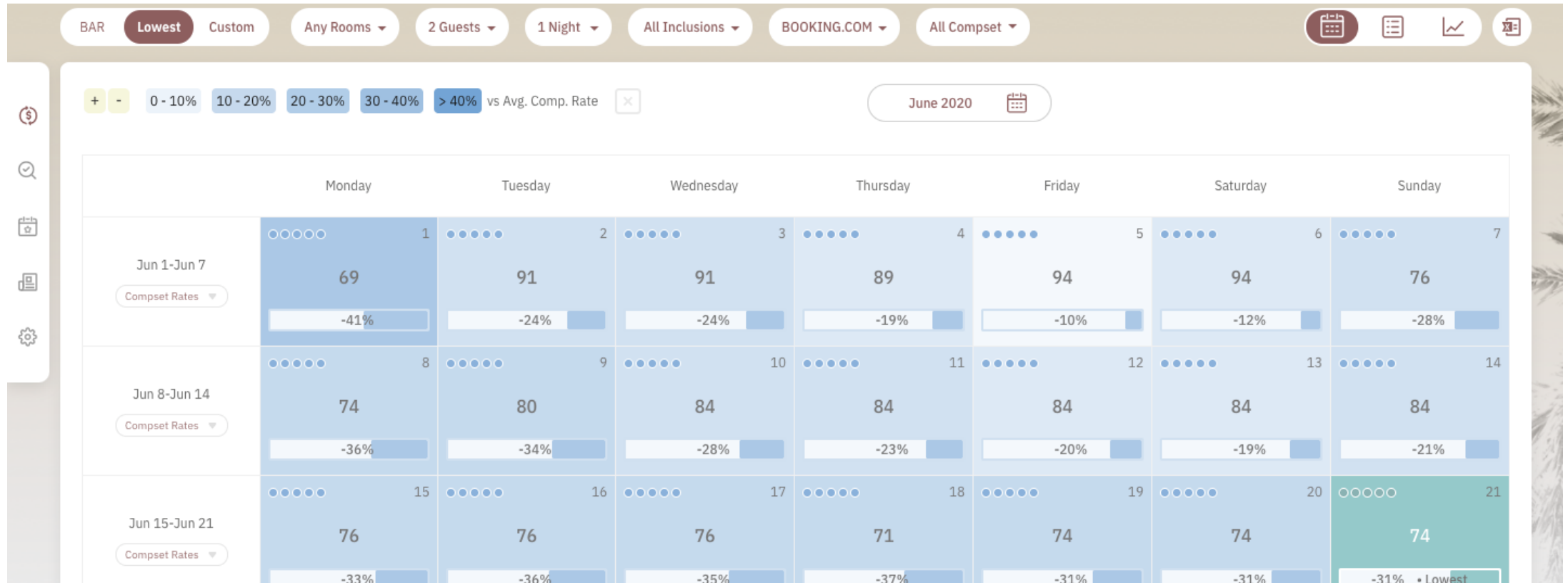


The image features a clean, minimalist design with a white background. In the top-left corner, there is a large, stylized wavy line that curves upwards and to the right. It is composed of several overlapping, semi-transparent bands in shades of light green and yellow. A similar, smaller wavy line is located in the bottom-right corner, also curving upwards and to the right, with the same color palette. Centered between these decorative elements is the text "MY PRODUCT" in a dark blue, sans-serif font.

MY PRODUCT

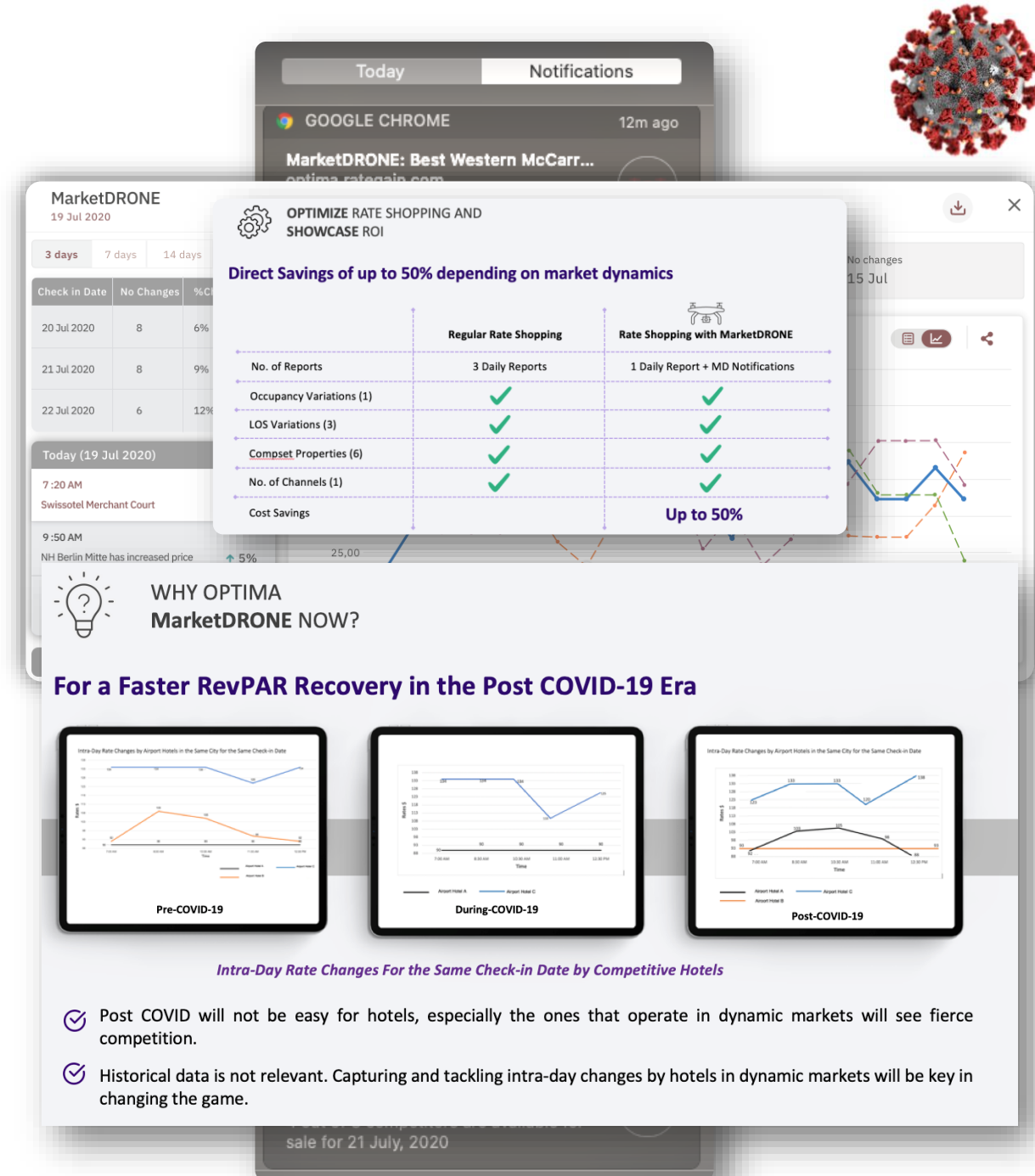
PRE-COVID

- SCHEDULED DAILY and WEEKLY PRICING INTELLIGENCE REPORTS
- FOCUS ON HISTORIC TRENDS over CURRENT MARKET DYNAMICS
- REACTIVE DAMAGE CONTROL



POST-COVID

- REAL-TIME PRICE CHANGE ALERTS
- PROACTIVE PRICING over REACTIVE DAMAGE CONTROL
- INTRA-DAY CHANGES
- 0 HUMAN INTERVENTION REQUIRED
- COVID SENSITIVE MARKETING PITCH



MarketDRONE
19 Jul 2020

3 days 7 days 14 days

Check in Date	No Changes	%C
20 Jul 2020	8	6%
21 Jul 2020	8	9%
22 Jul 2020	6	12%

Today (19 Jul 2020)

7:20 AM
Swissotel Merchant Court

9:50 AM
NH Berlin Mitte has increased price 5%

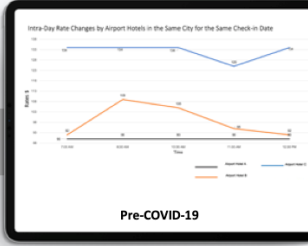
OPTIMIZE RATE SHOPPING AND SHOWCASE ROI

Direct Savings of up to 50% depending on market dynamics

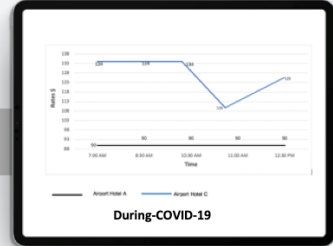
	Regular Rate Shopping	Rate Shopping with MarketDRONE
No. of Reports	3 Daily Reports	1 Daily Report + MD Notifications
Occupancy Variations (1)	✓	✓
LOS Variations (3)	✓	✓
Compet Properties (6)	✓	✓
No. of Channels (1)	✓	✓
Cost Savings		Up to 50%

WHY OPTIMA MarketDRONE NOW?

For a Faster RevPAR Recovery in the Post COVID-19 Era



Pre-COVID-19



During-COVID-19

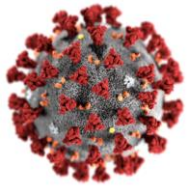


Post-COVID-19

Intra-Day Rate Changes For the Same Check-in Date by Competitive Hotels

- ✓ Post COVID will not be easy for hotels, especially the ones that operate in dynamic markets will see fierce competition.
- ✓ Historical data is not relevant. Capturing and tackling intra-day changes by hotels in dynamic markets will be key in changing the game.

sale for 21 July, 2020



"Never let a serious crisis go to waste. It's an opportunity to do things you thought you could not do before."

- *Rahm Emanuel*