FORNOVA RI
Revenue Intelligence

> *We have seen a dramatic improvement in our ability to better manage our properties by accessing and understanding all the information needed to make decisions in one place.*
>
> AZIMUT Hotels

Data-driven revenue intelligence for hotels

FornovaRI is a business intelligence suite that empowers hotels to optimize their revenue through analysis of their internal and external data. This enables the hotel team – from revenue and distribution to sales, e-commerce and operations – to align and make smarter decisions together.
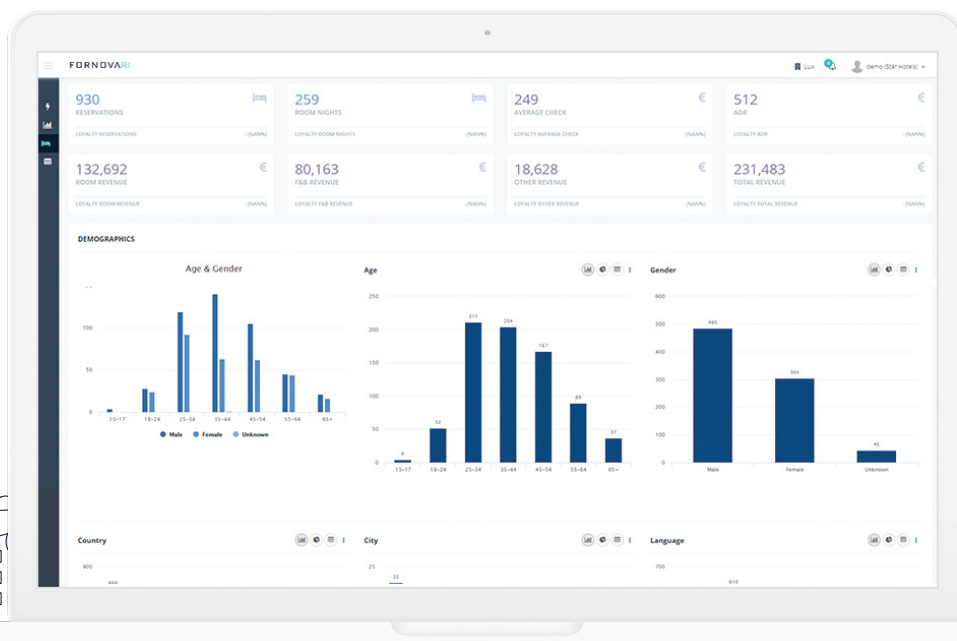
Hotels face these data analytics challenges

1. Hotels are often wrestling with outdated technology which hampers their ability to compete.
2. Hotels are collecting data from multiple systems and sources - including third parties - creating data silos with limited capacity to analyse beyond basic reporting.
3. Now more than ever hotels need integrated systems which can crunch data fast, and provide actionable insights.
4. Guests increasingly want personalization so hotels need real-time data on guest behaviours, not historic data from last year's trends.
5. Hotel chains or owners of multiple properties often manage hotels with a different legacy PMS making reporting difficult and time consuming.

Fornova has the solution

FornovaRI exports all PMS data in real time and creates reports at a button click, allowing hoteliers to improve profitability and drive more direct bookings. FornovaRI connects all systems, aggregating their data, and offers deeper insight into guests' behaviors.

FornovaCI users are reporting these benefits

- Integrated data from all relevant sources into one unified view - a single version of truth to optimize hotel performance.
- More effective results reporting, incl. a single report view for multiple properties with different PMS.
- Timely alerts and notifications of anomalies and actionable insights that enable better, faster decisions.
- Optimal data integrity and quality - no longer wasting time manually sourcing and verifying data.
- Insight into guest profiles and tracking behavior trends to help build targeted and personalized campaigns for each segment, improving conversions.
- Increased direct bookings, maximized revenue and profitability.
- Shifting from traditional rooms-revenue model to total revenue management approach, by integrating multiple revenue streams.
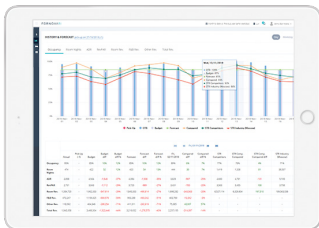
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Key Features

Dynamic KPI-based dashboards

- Fully customizable.
- Incl. manager report, pick-up, website performance, benchmark (MPI, ARI, RGI), guest reviews, rate comparison & parity.
- Breakdown by market, source, room type and rate.
- Dashboards for individual property, cluster, region and chain level views.

Pickup analysis (incl. cancelation)

- Understand pickup for a specific month and/or day, in order to track the booking pace. Understand the demand for a specific date or period (and compare it to last period)

Scheduled performance data reports

- Reporting possible to single or multiple internal and external recipients.
- Can set the frequency, days and hour to receive.
- Compare historic and current performance data against targets, to analyze the success of marketing and adjust according to booking pace.

- Allows analysis of different report types from multiple PMS aggregated into one.
- Upload and adjust Budget and Forecast within RI allowing "rolling forecast" with the ability to update your monthly budget.

Guest segmentation analytics

- Channel and cancelation analysis, forecast vs budget tracking in a single view - no flipping between different systems.
- Analyze your guest profile by market, source and room type across all properties in a single view.
- Track guest demographics trends to identify opportunities and challenges, and inform and measure. marketing campaigns & promotions
- Track behavior patterns for booking pace, cancellations, LOS and no. of visits to measure and understand segment behavior over time.
- Track returning customers between different channels and hotels.

90-day dynamic events calendar

- Identify and overcome issues in advance.

LOS restrictions and promotion management

Enterprise-ready out of the box

Single sign-on (SSO) for all Fornova solutions for hotels

24/7 customer success team support

PMS integrations:

- Oracle Opera (On-premise & Cloud)
- Oracle Suite 8
- Siteminder Little Hotelier
- Fidelio
- Shelter
- Zdravnitsa
- Apaleo
- Mews
- Agylisis
- NEC NEHOPS
- Rhapsody
- RMS PMS
- SIHOT
- TOTVS
- LodgeGate

Benchmarking integrations:

- STR
- Fairmas

- BI solutions market leader with the most comprehensive global data set in travel and hospitality
- We are the preferred partner to over 20,000 hotels worldwide & the biggest global OTAs
- We empower the industry to optimize distribution and maximize revenue
- We track 100,000 hotel brand.com, OTA, metasearch & car rental websites every day, using patented technology
- We monitor 1.25 Billion rates from over 70 different countries (Points of Sale) every month
- Our patented AI rate data gathering technology simulates multi-platform (desktop, mobile) real user behavior