

# Data Management for Hotel Assets



## Connecting Investors and Operators

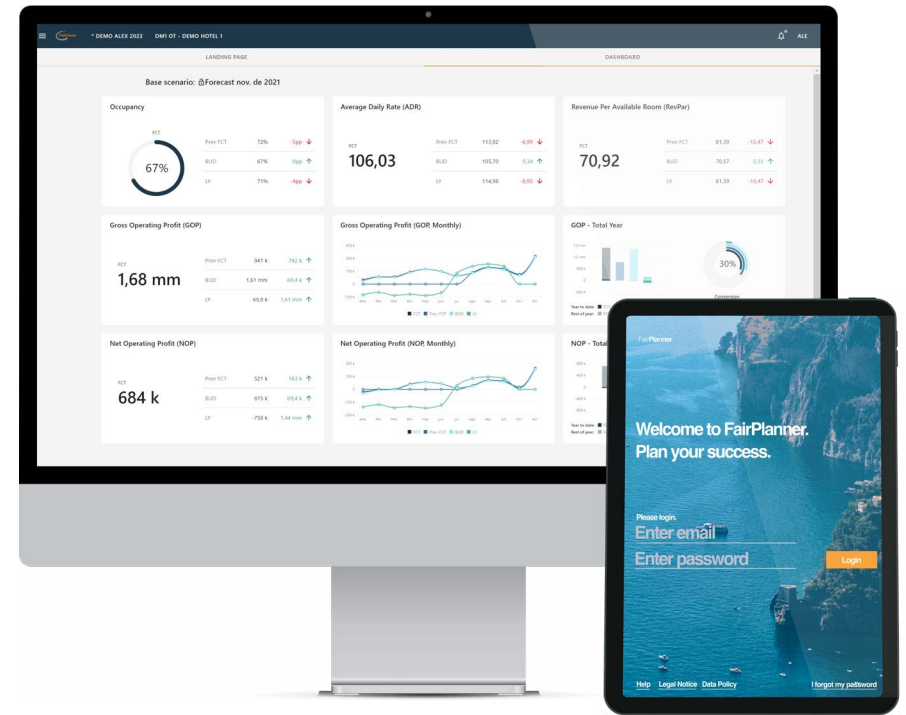
Web-based services for Portfolio Performance Reporting developed by Fairmas, the market leader for hotel financial Business Intelligence solutions.

Let Fairmas deal with the manual processes of data management, so you can focus on what matters: the evaluation and analysis of the appropriately prepared data - increase your profit!

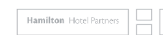
### Features

- Standardization of the Portfolio Performance Reporting
- Scenario reporting (Actual, Budget, Forecast, On the-Books, Long-Range)
- Profit & Performance review options
- KPI reporting & analytics available
- Scheduled reports
- Comparability of operator brands
- Currency conversion
- Fast data access via Web-based software
- Available 24/7

Unleash the power of efficiency, gain power towards profitability.



Some of our **5,000+** hospitality customers worldwide:



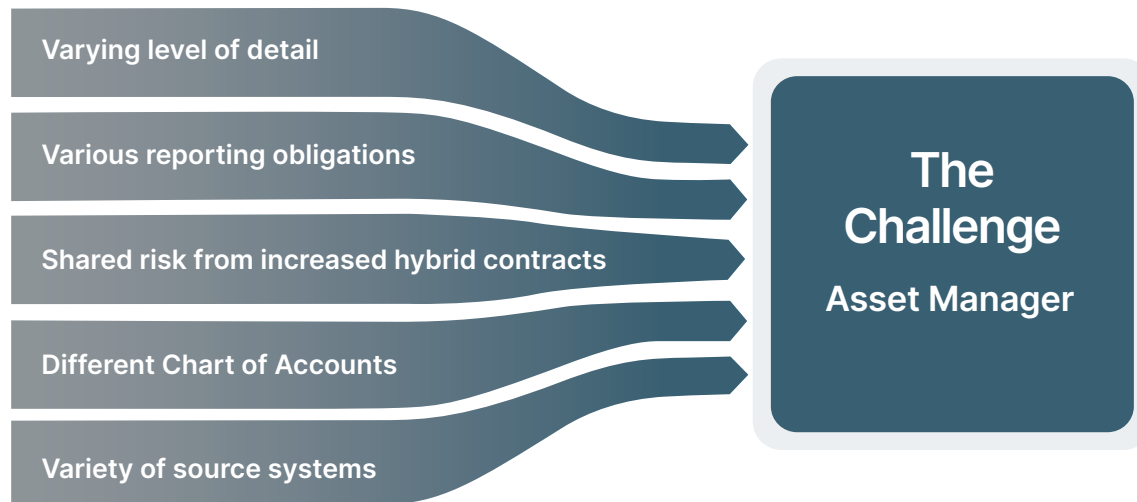
# The Challenge: Data Jungle



The data jungle prevents efficient Asset Management Reporting and proper analyses

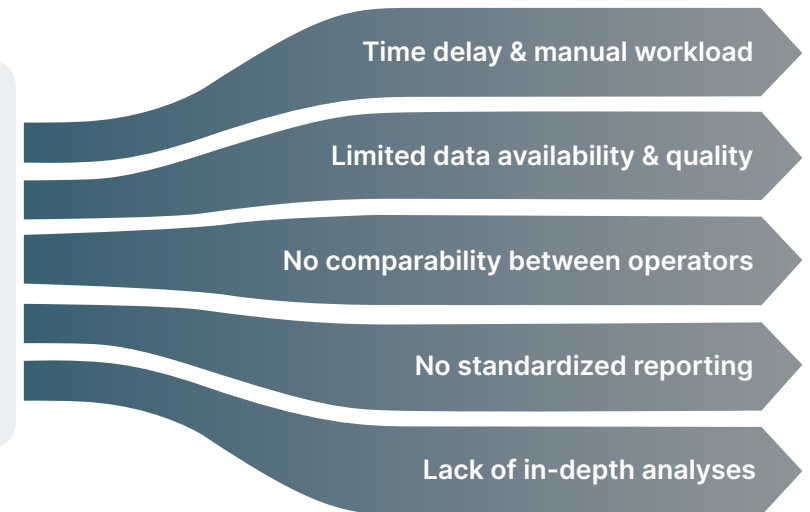
## The Situation

Management Companies / Operators



## The Result

Poor Reports & Analyses



## Asset Manager or “Data Manager”?

Weighting of the Asset Management tasks:



**Only 20% of the time is used for what really matters.**

# The Solution: Digitalisation of the Asset Management Reporting



Standardized and automated Asset Management Reporting for the entire hotel portfolio.

## What Fairmas Does



## Improvement:



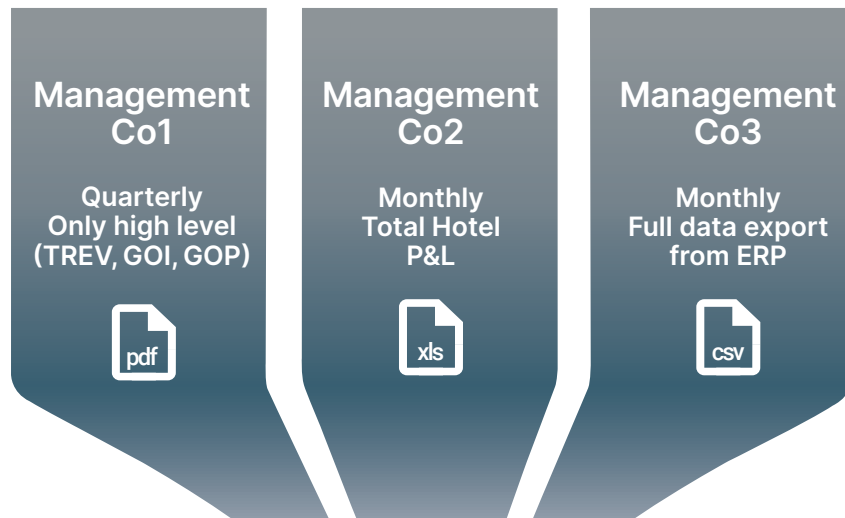
**Fairmas manages the data, the Asset Manager manages the assets.**

# Make your Asset Management more efficient



Use the saved time and effort to focus on your actual tasks

## Data Management **without** Fairmas



Overwhelmed  
Asset Manager

Asset Management  
Reporting

## Asset Management **with** Fairmas



  
aids Asset Manager

Digitalised  
Asset Management  
Reporting

## Data Management for Hotel Assets For long-term success



### Fairmas - All about Hotel Performance

The leading provider of financial BI solutions for the hotel asset class. Founded in 2003.