



# Hotel Asset Reporting

Connecting Hotel Investors & Operators

# Agenda

Who We Are

Fairmas Customers

The Challenge

The Solution

The Process

System Integration

Requirements

Summary of Benefits

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From hoteliers,  
for hoteliers



Founded in  
2003 in Berlin



Customers in  
115 countries



5,500+ properties  
18,000+ users



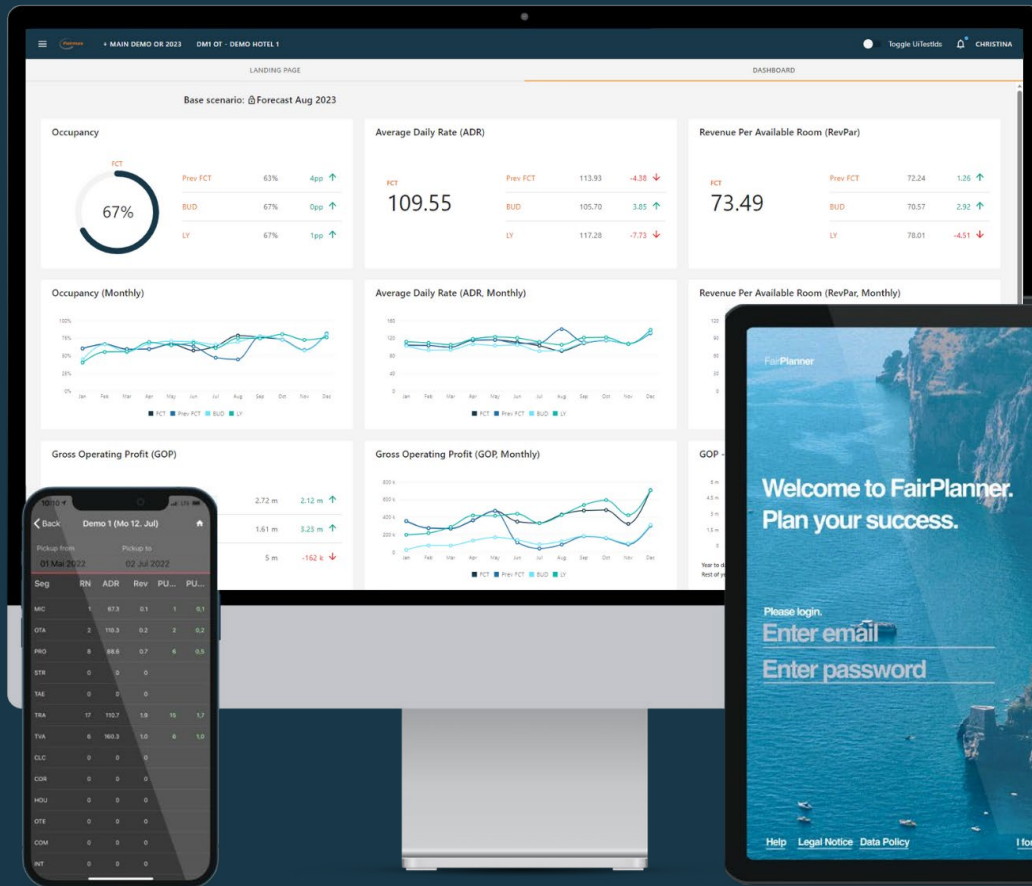
Subsidiaries in Germany,  
Spain, Canada & Italy



80+ employees  
18 nationalities



Software solutions for  
Hotel Operators & Investors



# Our customers worldwide

**5,500+**

Customers

**18,000+**

Users

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# Testimonials

A SELECTION OF WHAT CUSTOMERS SAY:



HOTELS & RESORTS

**DENNIS GAWLIK**

Director - Hotel Planning  
& Business support

“Working with Fairmas and their products this past 20 years have improved the overall streamlining of our financial planning processes – be it in each individual property and as a group. The standardized chart of accounts and planning drivers have saved our hotels a lot of time and effort.”



**RICK STOBBE**

Group Director Finance &  
Business Control

“Fairmas takes the complexity out of the financial planning process. The team at Fairmas provide excellent customer service and it is refreshing to work with an organisation that proactively listen to their customers’ requirements.”



**CHRISTINE LAROCQUE**

Director of Accounting,  
Hospitality Division

“I highly recommend Fairmas. Their unwavering commitment to every customer, new or long-standing, is remarkable. Their software is easy to use, fast, and allows for instant comparisons of data. Fairmas has significantly improved our financial planning and analysis processes, making it an invaluable tool for our ongoing success.”



**JASPER VAN BAAL**

VP Commercial

“FairPlanner has helped us to make a significant step forward in integrating our businesses and helped our hotel teams get a grip and be engaged with their numbers.”

**Crystalbrook  
Collection**

**HENRY OH**

Finance and Accounting  
Services Manager

“Thank you and your team again for the great support! As a quality service provider in the field we operate in, we truly appreciate it as a customer too!”

**Barceló**  
HOTEL GROUP

**JACOBO ALVAREZ**  
Director Barceló Saints

“Thanks to the PickupTracking tool we can efficiently analyze the hotel's situation in the accommodation department. It has helped us become more efficient in the information analysis process. We appreciate the speed in obtaining information, simplicity of use & real time updating of PickupTracking.”

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Hey, can you send me the **RGI** of the portfolio, YTD?

Sure!

... have to ask for the data separately with each management co. This will take some time...

... **Really?**

## Management Co1

Quarterly  
Only high level  
(TREV, GOI, GOP)



## Management Co2

Monthly  
Total Hotel P&L



## Management Co3

Monthly  
Full data export  
From ERP

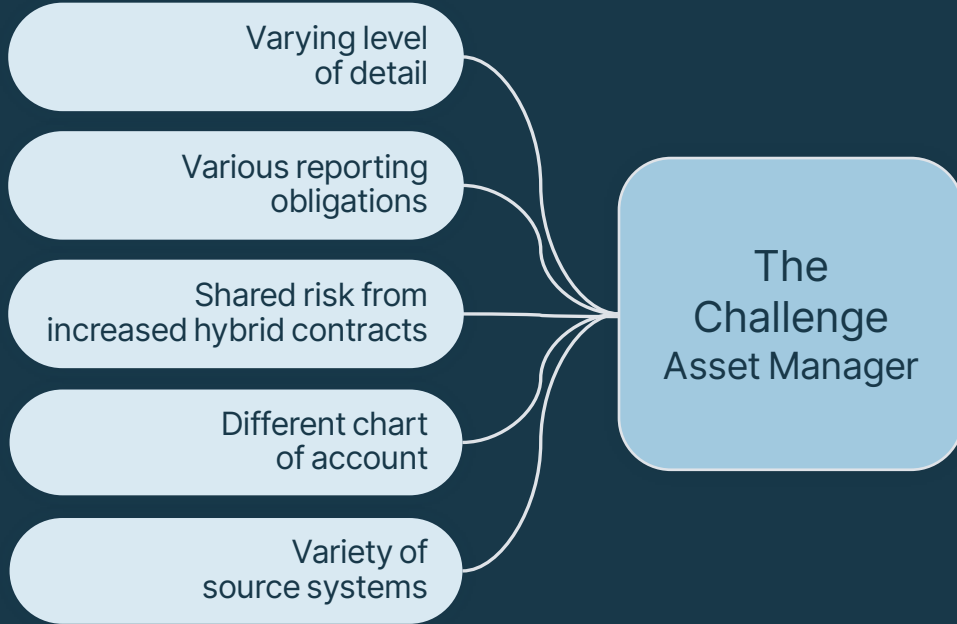


Overwhelmed Asset Manager

# Asset Management Reporting

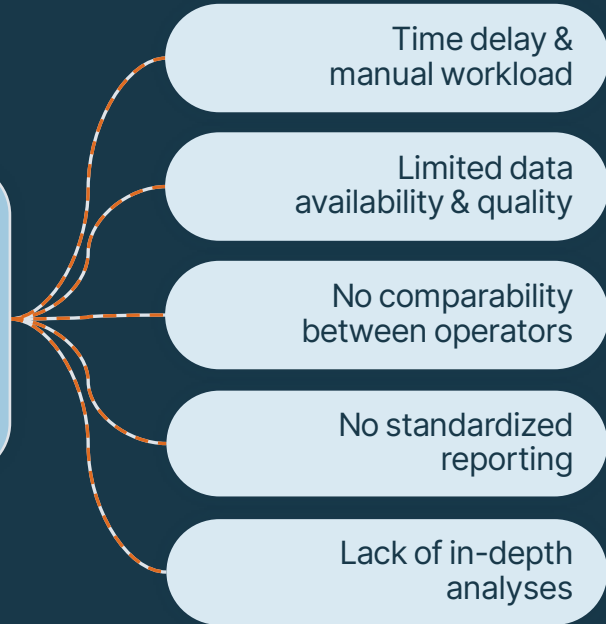
# The Situation

## Management Companies / Operators

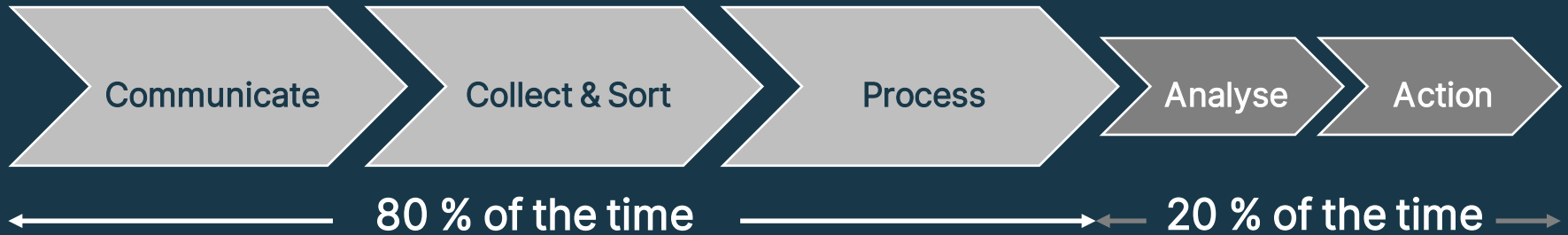


# The Result

## Poor Reports & Analyses



# Is it Asset Management or Data Management



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

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Monthly  
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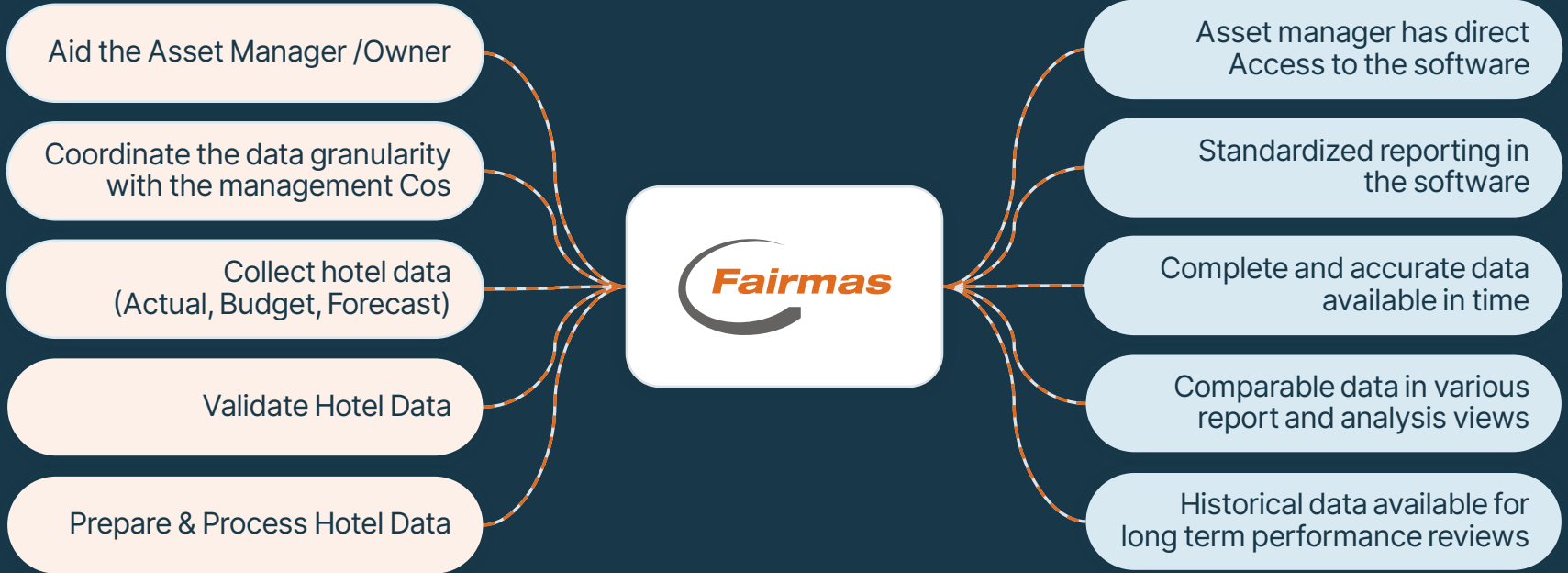


Aids the Asset Manager

# Hotel Asset Reporting

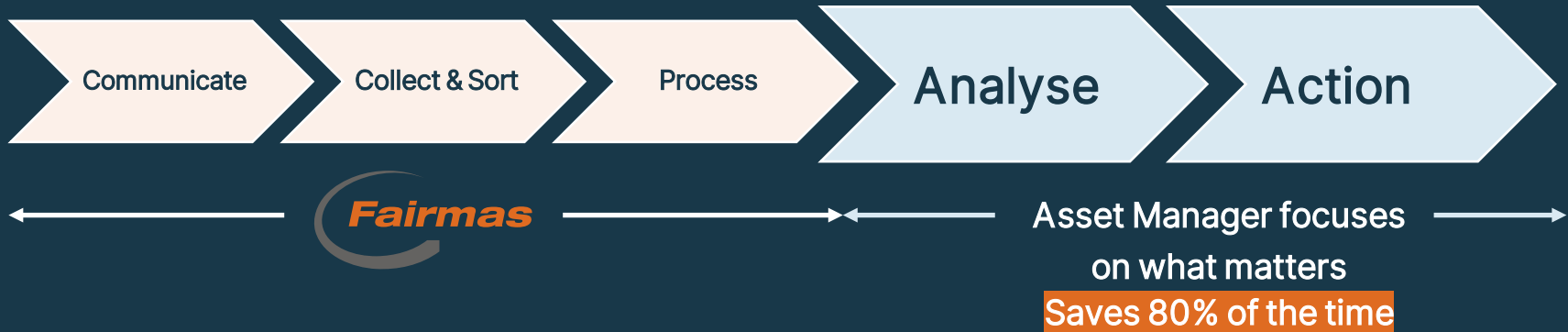
# The Solution

## What Fairmas takes over



# The Result

# Fairmas manages the Data. The Asset Manager manages the Asset.



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The Process

# HOTEL DATA

- Fairmas acts on behalf of the Asset Manager / Owner
- Fairmas coordinates the level of data-detail with the management Cos (tenants) directly
- Fairmas collects the hotel data (Actual, Budget & Forecast)



The Process

# DATA PROCESSING

- Fairmas validates the Hotel Data
- Fairmas prepares and processes the Hotel Data for the Asset Management Reporting
- Fairmas provides the standardised reporting in the Reporting Software



The Process

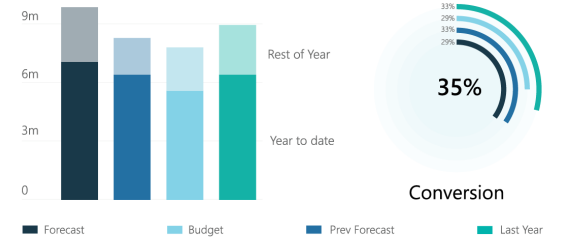
# RESULT

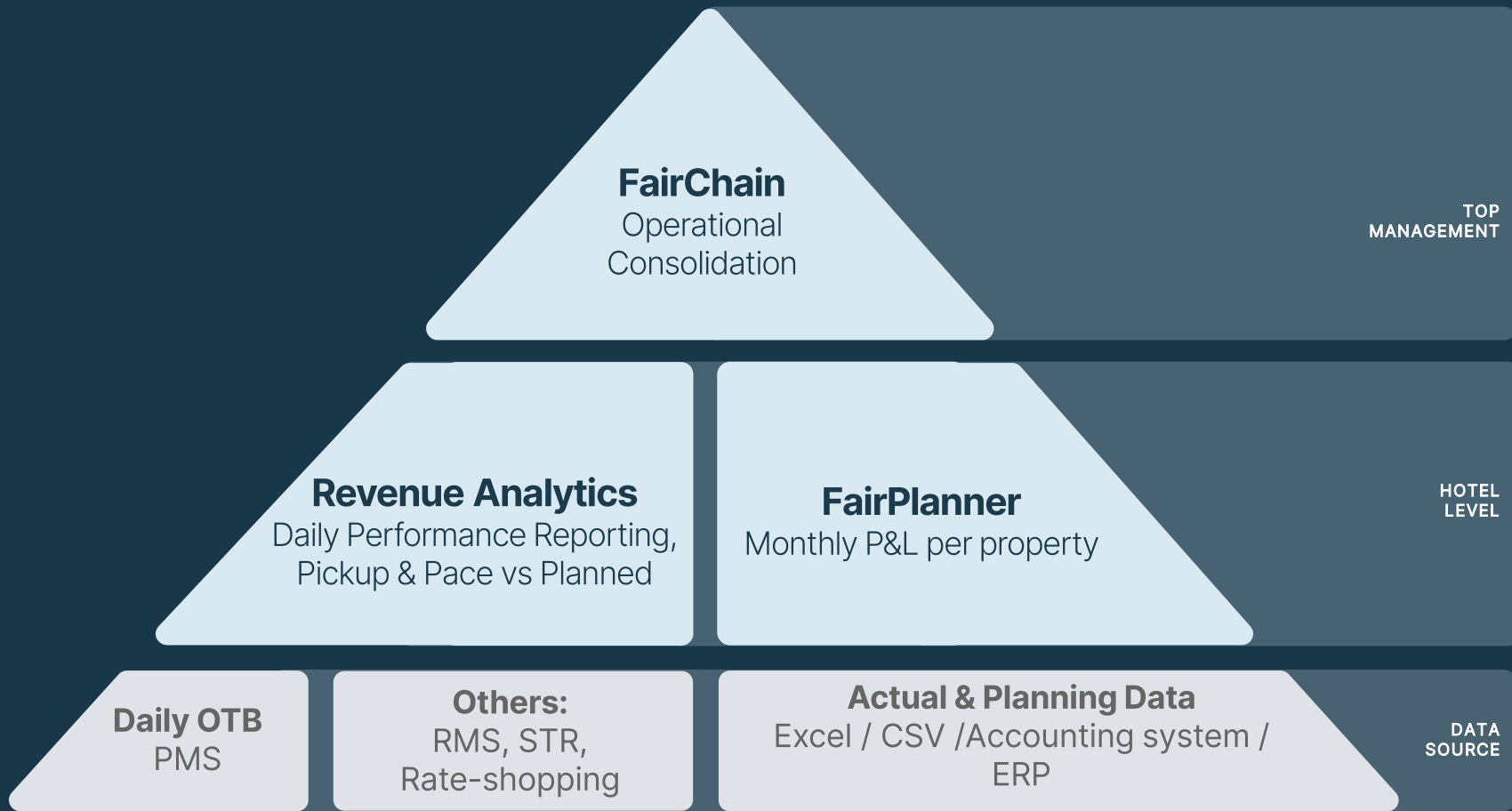
- The Asset Manager has access to the software
- The system is web-based and available 24/7
- Reports can be scheduled automatically

**GOP - Gross Operating Profit**  
Monthly



**Gross Operating Profit**  
Total Year





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200+

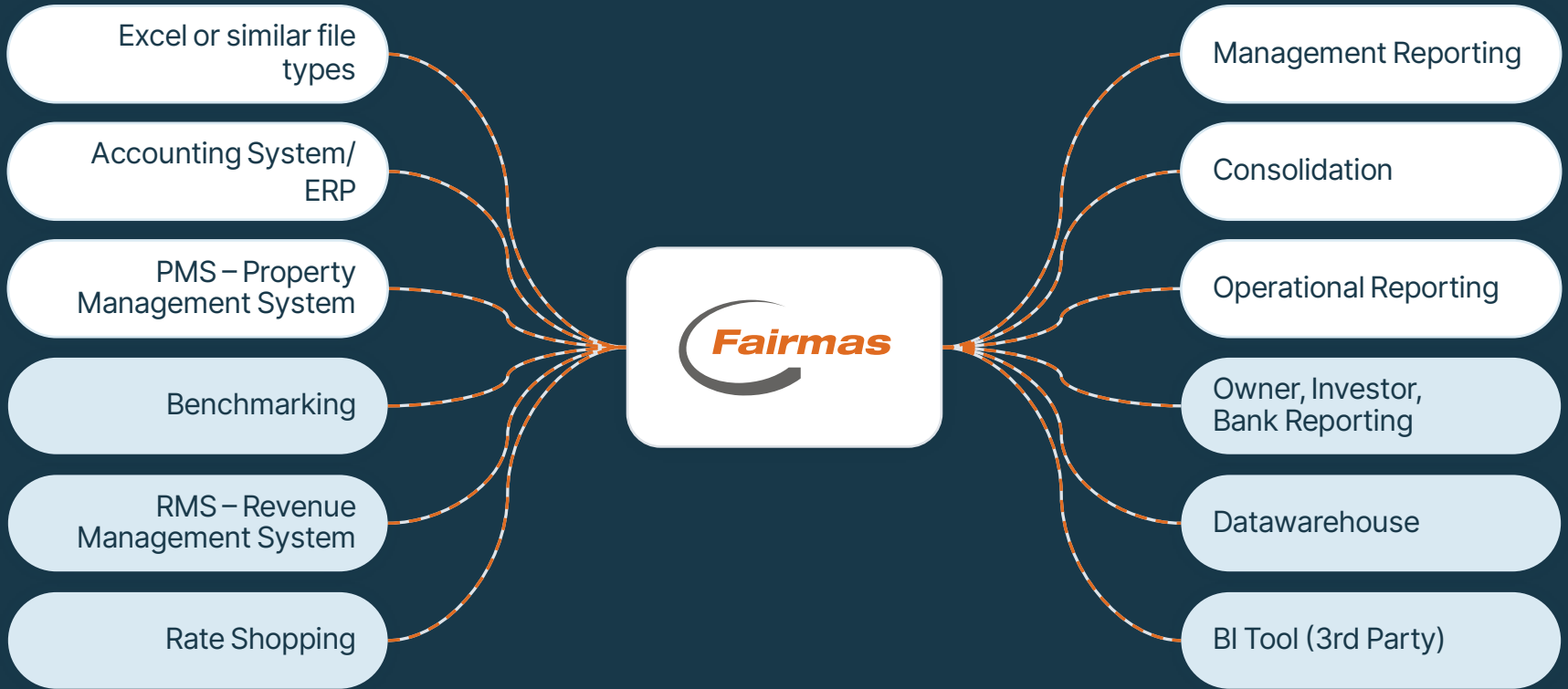
Interfaces available

30+

Dedicated imports /  
exports

8,500+

Successful  
integrations



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YOUR REQUIREMENTS

# IMPORTANT

1. How many hotels are in scope ?
2. How many different operators provide the data?
3. Which data categories are in scope for loading?
  1. Actual
  2. Budget
  3. Forecast
  4. Other ...?
4. Which level of detail do the data files per category have?
  1. Full P&L (with all details per outlet)
  2. P&L Summary
  3. KPI only



YOUR REQUIREMENTS

# IMPORTANT

5. What is the format of the data files, Excel, PDF, CSV, etc...
  1. Is it possible to get some representative sample files?  
The file may contain historical data or have no amounts if its format and detail match the current report.  
  
- Important: Data needs to be in machine readable format (mainly relevant for PDF)
6. How often is the data submitted from operator
  1. Actual – monthly, quarterly, half yearly or yearly
  2. Budget – 1 x per year or other
  3. Forecast - monthly, quarterly or other



YOUR REQUIREMENTS

# NICE TO KNOW

1. How many users are expected to use the software
2. Do the Asset Managers want to create their own Budgets, Planning scenarios?
3. Do they want Long Range Planning?
4. Usage by customer in FP for own LRP reporting
5. Transfer/Load of LRP data to FairPlanner?
6. Do some hotels use Fairmas already, e.g. FairPlanner?
7. Are some hotels operated (managed) by the Owner?
8. Is the investor/ owner interested to see daily rooms revenue data from the hotel PMS systems?

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Resource optimization  
Focus on what matters



Services from  
hospitality specialist



Standardization &  
comparability of  
results



Web-based analyses  
& reports available  
24/7



Integrations to 200+  
Source Systems

# Thank you



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