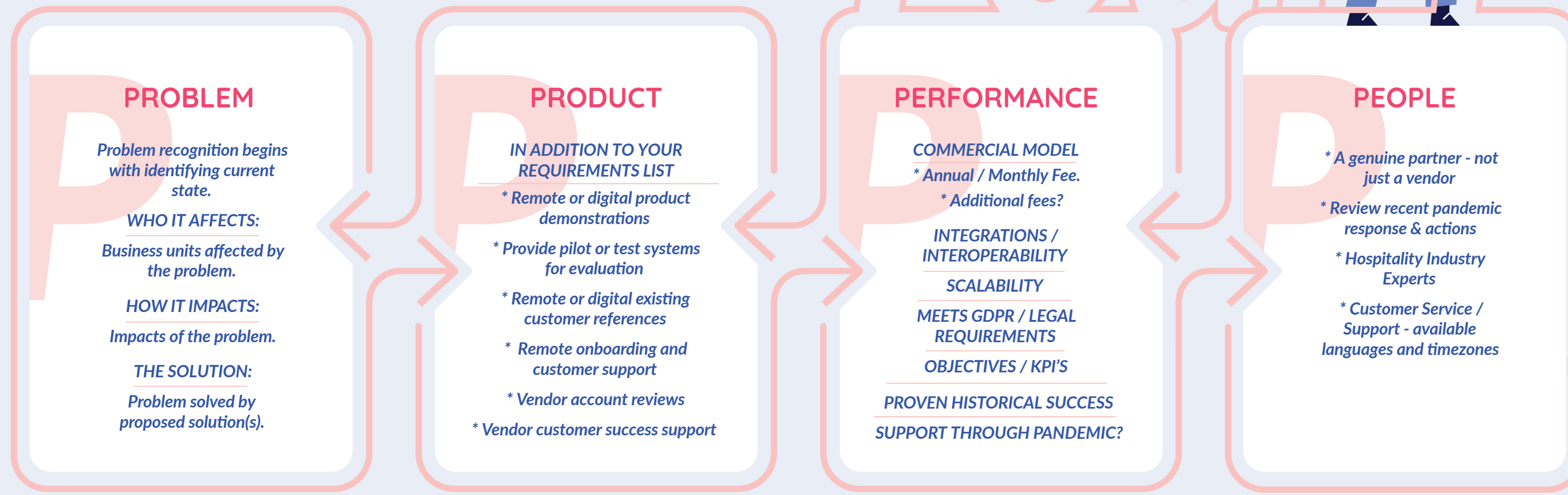




Re-thinking the four P's of new vendor consideration



FOUR P'S



INTO THE FUTURE

Into The Future

- * Platform scalability
- * Support business growth
- * Future platform & industry vision
- * Ongoing platform developments & integrations for cross-platform functionality as hotel grows technology stack
- * Flexible commercials and service options
- * Customer service remains a key part of internal company culture

Timeline - Traditional vendor selection process

