

## Atomize Guide

### A DEEP-DIVE INTO OUR SYSTEM

Atomize automatically finds growth opportunities in hotels and predicts what price changes should be done to earn more. Each suggestion can be reviewed and accepted by you. Accepted actions will be applied automatically to your PMS. Hotels can also choose to turn on autopilot which means prices are being automatically adjusted in real time making sure you benefit even from the smallest changes in the market to attract more bookings at optimal rates.

#### When recommending prices Atomize considers:

##### Historical data and performance

Data such as reservations and group allocations are fetched from Mews to reveal booking pace, cancellation rates, trends and much more.

##### Effect on adjacent days

When we recommend a price change for a specific date, we also consider the effect it has on the days before and after.

##### Future demand insights

Users have access to forward-looking demand data from Market Insight which is essential for accurate topline predictions and relevant promotions.

##### Price hierarchy between room types

Room types are priced dynamically and independently of each other, without breaking any price rules.

##### Competitors

We monitor chosen competitors for price and room availability changes which can be dynamically incorporated into the price calculations.

##### Local holidays

Local holidays and typical demand for specific markets are considered automatically.



**Have any questions?**

[kajsa@atomize.com](mailto:kajsa@atomize.com)

[Linkedin](#)

## **REAL-TIME PRICE OPTIMIZATION**

To make sure a hotel is not missing out on revenue, room prices need to be updated at the highest frequency possible. Revenue opportunities that used to exist for a matter of days or even hours can in today's digital environment be gone in a matter of minutes or even seconds – especially in hyper-dynamic cities and during the final hours of the booking window.

Atomize is the first RMS supporting real-time price optimization - capable of doing more than 150 million price calculations per day. By automatically retrieving and analyzing internal and external data, Atomize updates a hotel's room rates in real-time to take advantage of even the slightest changes in the market to maximize a property's revenue.

## **24-MONTHS PRICING AND FORECASTING**

With the ability to adjust prices 24 months into the future in real time, hotels can ensure they do not miss out on revenue opportunities in the future. It provides revenue managers a chance to be more strategic as well as better control to take advantage of even the slightest changes in the market 24 months into the future.

## **GROUP BOOKING PRICING MODULE**

Atomize presents an efficient approach to group booking requests. Within seconds it can determine the ideal rate to offer, the lowest rate acceptable and whether it is better to take on the group or filling the hotel with other business.

## **FUTURE DEMAND INSIGHTS**

Our revolutionary top-of-funnel data provides access to booking and travel intel needed to reliably forecast demand in uncertain times. These future demand insights provide an unprecedented leg-up on the competition. Observe sudden changes in hotel booking demand and booking intent in the geographical hotel market, 365 days rolling. It combines powerful insights of rates, market demand, and OTB occupancy.



## **AUTOPILOT**

Turn on autopilot to let Atomize accept all price recommendations. The system will automatically update rates per room type, without having to review them.

## **RESTRICTION MANAGEMENT**

Utilize restriction management in Atomize to control types of bookings for certain dates and/or rate codes. Restrictions can be added manually or optimized by the system that will recommend the most optimal restrictions. Atomize supports multiple types of stay restrictions as Minimum length of stay, Minimum price restriction, Closed-to-arrival restrictions and a lot more.

## **MULTI PROPERTY SUPPORT**

The Multi-property dashboard provides a comprehensive overview of the hotel portfolio, stimulates pro-active pricing decisions and helps identify revenue opportunities and which properties need action first.

- Built for central hotel teams and hotel operators who need to have access and monitor the performance of their entire hotel portfolio and/or KPIs for certain brands.
- The Multi Property view provides aggregated KPIs for the entire portfolio. It enables the possibility to create and filter portfolio segments, based on geographical areas and hotel brands.

## **ATOMIZE PRICING CONTROLS**

Atomize is built on the foundation of simplifying pricing through artificial intelligence (AI) and automation while the user can set pricing controls to ensure the system's approach fully lines up with the business strategy. Set a framework for the algorithm to ensure price recommendations that work for the property, the brand, and the market. The pricing controls include price hierarchies and overrides.

- Establish the foundations - default price hierarchy
- Prepare for special conditions - seasonal price hierarchy
- Adapt to one-off situations - hierarchy override

Regardless of price overrides or hierarchy overrides it is possible to select several dates and update them all at once in bulk.

[Learn more by visiting atomize.com >](https://atomize.com)

