Supercharge Hospitality Industry

Maximize market and product investments

Embrace strategic guidance and market education

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Ventana Research: Who We Are

About Us: We are a market advisory and research services firm in the technology industry.

Vision: To illuminate the value of technology through our unique insights.

Mission: We pride ourselves on delivering uniquely insightful independent research and services through a tailored, trusted and empathic client experience.

Advocacy: We stand behind equality, diversity and inclusion that is a human right for everyone.


20 Years Strong
800+ Technology Vendors in Coverage
100k Community Members

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The Ventana eXperience Difference

**Commitment**
We ensure our clients’ success by dedicating ourselves to provide the highest level of excellence in a reliable and teamwork-based approach.

**Experience**
We deliver a superior client experience using a high-touch and proactive engagement approach with a world-class team dedicated to our values.

**Comprehensive**
We provide a portfolio of connected Consulting, Advisory, Research, and Education (CARE) products that are tailored to meet our clients’ needs.

**Expertise**
We have decades of experience in our subject-matter expertise and market research provided through our analyst and product team.

**Digital**
We offer a digital first approach to our community with on-demand access to a client portal for flexible self-service access to market insights and team.
Ventana Research: Market Research Excellence

- **Market Agenda**: We provide an annual and continuous plan to our research direction.
- **Analyst, Industry & Market Perspectives**: Firm and subject matter authored written or presented insights on topics and vendors.
- **Benchmark Research**: Continuous in-depth primary research on market and trends in over 25 topical areas of focus.
- **Dynamic Insights**: Continuous self-service research providing digital guidance to participants for their potential actions.
- **Value Indexes**: In depth vendor and product research built on an RFI/RFP format that categorizes and ranks technology vendors.
Community: A digital environment of 100k members gaining value from thousands of educational insights in many mediums and types of education and research.

Analyst, Industry & Market Perspectives: Our subject matter and firm authored written and presented insights on topics and vendors guide path on use of technology.

Educational Insights: Continuous publishing of research perspectives, white papers and presentations on the technology industry.

Market Research Insights: Library of market research insights in form of reports, insights and best practices on technology and vendors.
Our Areas of Hospitality Industry Focus

Our areas of expertise help hospitality organizations examine how to innovate and transform their organization and processes.
Digital experiences and engagement strategies ensure market growth.

Marketing

Optimal commerce and channel strategies require applications for achieving outcomes.

Office of Revenue

The processes and applications that streamline customer journey and lifecycle of engagement.

Customer Experience

Digital experiences and product lifecycle with information to support enterprise strategy.

Product

Demand driven supply chains require product, service and planning application investments.

Operations and Supply Chain

Proper fiscal governance requires finance and ERP investments.

Office of Finance

Effective use of people requires investment into applications and technology for people and workforce.

Human Capital Management

Digital Technology

Digital Business

Business Outcomes

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Hospitality
Industry Assertion

By 2024, only one-third of organizations in hospitality will realize the importance of branding a superior customer experience as a strategic corporate value that can attract and retain customers.

Keith Dawson
VP & Research Director
Hospitality Industry

Modernize digital computing environment requires business and technology investments that can innovate and streamline its processes. To ensure your digital effectiveness requires insights to how the entire set of customer processes provide the most effective engagement through marketing channels and utilization of the workforce at every location. Effective digital environments that maximize technology investments and provide the digital experiences desired by consumers for optimal engagement at every interaction. Unify revenue and monetization of customers and locations at every touchpoint requires insights from data.
Challenges For Hospitality Industry

1. Portfolio of investments just beginning to have impact
2. Effectiveness in using technology for hospitality
3. Modernization of applications for guest and operations
4. Differentiated services to retain loyalty and patronage
5. Expected efficiency in digital guest experiences
Business Trends in Hospitality Industry

1. Business Leisure Travel
   - Appealing to workers on business pleasure vacations by offering packages with stay length to amenities.

2. Corporate Sustainability and ESG
   - Food and materials from restaurants to rooms can lower their environmental and energy impact.

3. Personalization and Digital Experiences
   - Personalize the hotel and guest experiences digitally from home to checkout and return gains loyalty and return patronage.
By 2024, over one-half of organizations in hospitality will have invested into newly formed digital platforms to unify collaborative and conversational technology to simplify the work experience.
Technology Trends in Hospitality Industry

1. Staffing and Workforce Management
   The shift in housekeeping and amenities has impacted the staffing and workforce management and interactions.

2. Cloud and Mobile Computing
   Utilizing digital technology requires cloud and mobile enabling infrastructure for platform that enable applications.

3. AI & Location for Personalization
   Establishing use of intelligence and location is required for personalized guest and hotel experiences.
Our Portfolio of Services for Industries

We provide a portfolio of services called CARE designed to help organizations in the following areas: helping with their business technology needs across processes, guiding evaluation and selection activities related to the technology industry and assist specific investments in technology industry to reach full market potential.

Consulting

Strategy & Planning
Consulting where we deliver expert guidance with our experience, expertise and market research through workshops and assessments for better business outcomes.

Advisory

Decisions & Guidance
Advisory through our proactive and informed expert advice and insights for optimization of decisions through our Ventana On-Demand service designed for value every month of the year.

Research

Observations & Insights
Research enables insights from our industry analyst team and market research with our Benchmark Research, Dynamic Insights and Value Index research products that provide facts for decisions.

Education

Knowledge & Power
Education in a range of business, technology and vertical industry topics through our publishing of digital content in mediums and styles for impactful insights across an entire organization.
Education and Insights on Hospitality Industry
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